

togetherness

MuseumWeek 2020

7 days, 7 themes, 7 hashtags

May 11-17, worldwide



With the support of
UNESCO



**EUROPA
NOSTRA**

United Nations
Educational, Scientific and
Cultural Organization



in partnership with



Lagoon Series by Carole Jury

we are calling

**Galleries
Libraries
Archives
Museums**

and all other cultural institutions....

Participate in MuseumWeek
May 11-17 2020



Edito

In today's environment it is paramount that we remain united while physically distancing. Together, the international cultural community can bring happiness and unity when we need it most. As an unprecedented health crisis strikes the whole of humanity, many of you have asked us if MuseumWeek 2020 will still take place. After much deliberation, **we have decided to amend the focus of the hashtags to incorporate the reality of our global situation.** We believe that now, more than ever, it is important for us to feel globally connected.

To date, almost half of the world's population is confined and our thoughts go to those affected by this disease and their loved ones. We are thinking of everyone on the front lines working tirelessly in emergency and healthcare institutions to treat the ill, and to those providing other essential services. Together we know our societies can recover. **We extend a message of gratitude and encouragement to all those out there fighting COVID-19.**

Earlier this year, we adopted “**togetherness**” as the encompassing theme for MuseumWeek 2020. Now, more than ever, it is that much more relevant. Coming together is fundamentally the only way that humanity can face the challenges of the 21st century.

The prosperity of our planet, our people and our societies are all at stake. The health crisis linked to the coronavirus has reinforced our desire to promote this universal message, and **to have MuseumWeek be a support for confined populations and for those who fight against this disease.**

We also want to highlight **the power of culture, art, and the institutions that support them** and their unique ability to bring us together. They allow us to create a bond, to give meaning to our lives, and to carry out our strongest aspirations. They allow us to deepen our understanding of who we are and where we are going, and

they are a foundation to our global society. **Culture and art are what marks our humanity and we must cherish and celebrate them.**

Now, more than ever, MuseumWeek's founding objectives are unifying and necessary: the delivery of culture and art to audiences worldwide, allows you — cultural institutions around the world — to extend your missions on digital platforms. For this reason, we have decided to maintain the dates of MuseumWeek and **we invite you to offer original content based around the format "7 days, 7 themes, 7 hashtags" from May 11 to 17.**

We are pleased to announce **for the 7th edition of MuseumWeek** the **continued support of UNESCO and Europa Nostra's one**. The General Conference of UNESCO adopted in 2015 issued a "Recommendation" aimed at the protection and promotion of museums and collections, emphasizing in particular their diversity and their role in society. For UNESCO, museums are essential and precious in the promotion of heritage, diversity and intercultural dialogue. We are delighted to be working with them again.

We would also like to thank our partners **Talkwalker** and **Buffer** for their generous support.

The MuseumWeek team joins me in wishing you all courage and hope during these challenging times.

Benjamin BENITA,
MuseumWeek Organizer,
President of Culture For Causes Network



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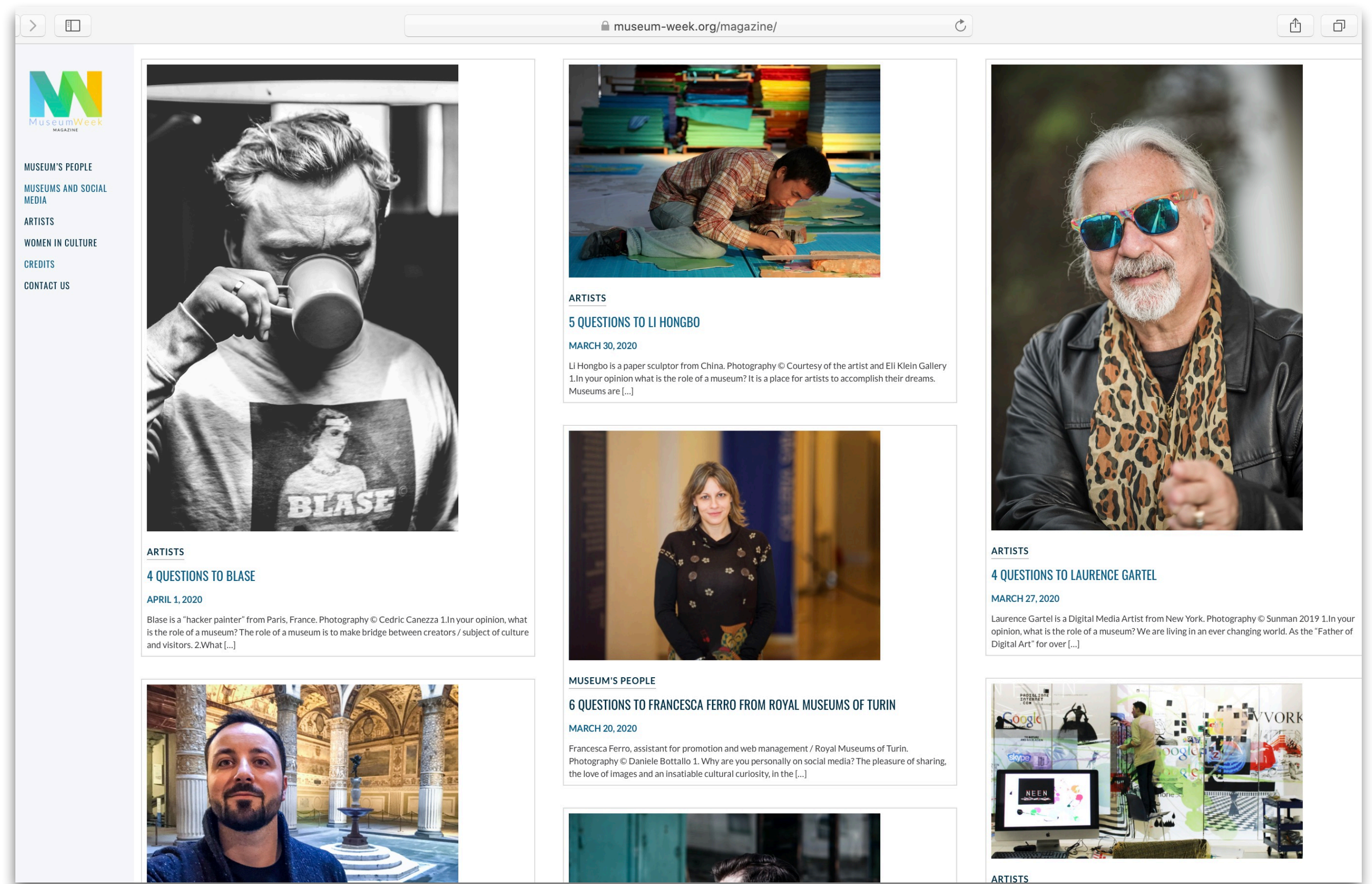


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Magazine

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7 days, 7 themes, 7 hashtags

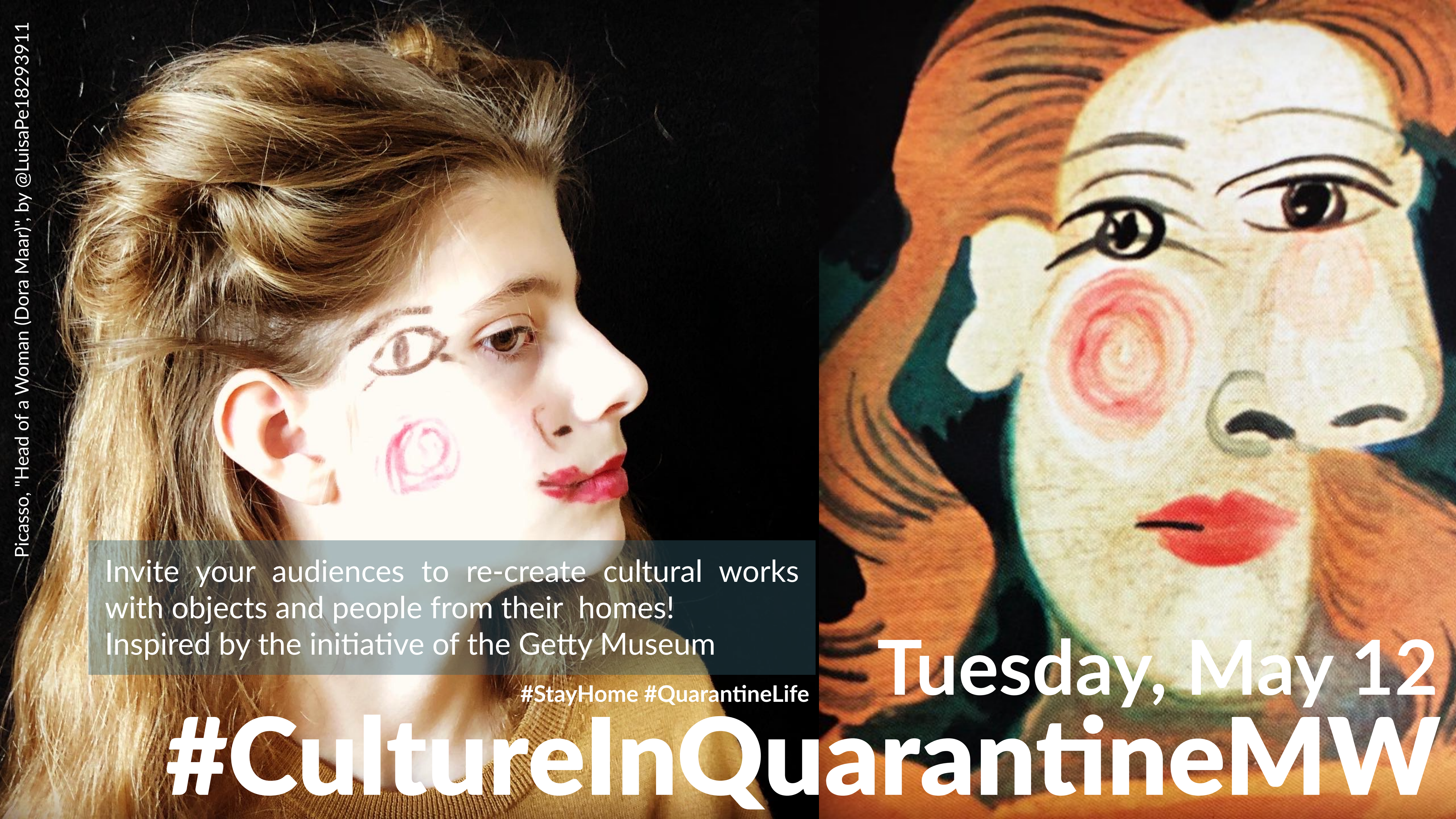
General hashtags: #MuseumWeek #MuseumWeek2020 #MuseumsForCulture
#MuseumsFromHome #StayHome #ShareCulture

Monday, May 11 #HeroesMW



A day devoted to honor all the people on the front lines performing essential jobs to help the fight against COVID-19. Definitely a good day to explore the concept of heroes in arts and culture.

#UnsungHeroes #HeroesDontWearCapes



Picasso, "Head of a Woman (Dora Maar)", by @LuisaPe18293911

Invite your audiences to re-create cultural works
with objects and people from their homes!
Inspired by the initiative of the Getty Museum

#StayHome #QuarantineLife

Tuesday, May 12
#CultureInQuarantineMW

Wednesday, May 13

#togetherMW



This is the flagship theme of this year, a tribute to collectivity, community and joint efforts. "Alone faster, together further!"

#TogetherAtHome #Group #Collectivity #Unity #Community

Thursday, May 14 #MuseumMomentsMW

At the Grand Palais RMN in Paris for the Toulouse Lautrec exhibition



Encourage visitors to share their memories about their visits! It's also the perfect opportunity to recall the best moments of your institution!

#Throwback #ThrowbackThursday

Van Tromp, going about to please his Masters, Ships a Sea, getting a Good Wetting,
Joseph Mallord William Turner, 1844, J. Paul Getty Museum

Friday, May 15 #climateMW

This is one of the flagship subjects of our time. Make your audiences aware of the climate crisis by exploring all aspects of this theme that concerns us all.

#Weather #ClimateCrisis #ClimateEmergency
#FridaysForFuture #ClimateChange #ClimateActionNow
#MuseumsAreNotNeutral #ViewFromMyWindow

Saturday, May 16 #TechnologyMW

Technology is a way to create bonds between people! Share how your museum is using technology to stay connected. You could even promote your online store if it is still open!

#MuseumTechnology

Sunday, May 17 #dreamsMW

The most beautiful projects start with dreams! Building tomorrow's world will require dreams, so explore this rich theme with your audiences, invite them to dream of a better world!

#Hope #OurFuture #Tomorrow

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