



PRESS RELEASE

#MuseumWeek 2019
From 13 to 19 May

With the support of Fondation CHANEL

CALL FOR PARTICIPATION

Calling all art galleries, museums, science centres and all cultural institutions and associations!



From 13 May, social media will come alive with the buzz of #MuseumWeek and the 7 hashtags featured in the 6th year of this initiative in a unifying event unlike any other worldwide that will generate traffic, foster diversity and encourage creativity.

#MuseumWeek is an opportunity to promote fun and educational cultural experiences across every genre, communicating them through social media. More than 5,000 cultural institutions in 120 countries took part in 2018, and 2019 is all set to be even more exciting. This appeal is directed particularly at those parts of the world that have so far been underrepresented, particularly Africa (0.6%), Latin America (5%) and Asia (8%).

The aim is to encourage more amateurs and professionals to create and enjoy cultural experiences, raise their profiles, open up internationally, offer more to interest visitors, respond to what the public wants, add to their databases, come up with new events and champion their values.

The 6th #MuseumWeek will feature a series of events broadcast live, and the 12 community managers running the social media newsroom for #MuseumWeek will be sending out publications 24 hours a day.

What's more, this year's event is championing an important cause: the place of women in culture, yesterday, today and tomorrow. #WomenInCulture will be our unifying call throughout the week.



How to take part in #MuseumWeek

Simply get ready to communicate digitally using the suggested hashtags. One message a day is enough! You can also sign up – it's free! – for advice and to be included in the event statistics.

 <http://www.museum-week.org/register/>

How to take part in the #WomenInCulture movement

You could organise a photowalk, always popular with the general public, a multi-support competition, a meetup, an instameet, an artistic performance or perhaps an edit-a-thon exclusively for women in culture visibility on Wikipedia!

NB: these events can start before or after #MuseumWeek. #WomenInCulture is a movement that's here to stay!

Send your proposals via this form: <http://bit.ly/MuseumWeekEvents>

The organizers may be able to provide financial support to help the most interesting initiatives to become a reality!

THE 2019 HASHTAGS

Monday 13 May: #WomenInCulture

The role of women in culture is in the spotlight on the first day. But who are these women? Famous women in history, literature, music and science, but also women involved with culture today, be they famous faces or unsung heroes who are helping to structure society through what they do. Profiles of women chosen for their commitment, brilliance and strength of conviction. This is also a tremendous opportunity for cultural institutions to campaign for the education of girls and the place women deserve in the world of culture.



Tuesday 14 May: #SecretsMW

Open the museum door and showcase what goes on behind the scenes... This might be the back room of an exhibition, the history of a restoration, the dealings involved in an acquisition, the secrets of how something is made, and more... The more secrets you can reveal the more you will get the public on your side!

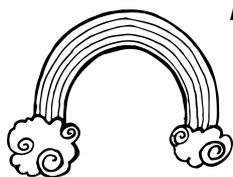


Wednesday 15 May: #PlayMW

The Wednesday is the day for playing, in the theatre, the cinema, music, video games or sport. And when it comes to having fun and learning, anything goes! A treasure hunt, a general knowledge quiz, and more. Children's workshops will be the subject of special features.



Thursday 16 May: #RainbowMW



Add a bit of colour to the day! Whether it's through showcasing a particular colour in a museum collection, celebrating peace or LGBTQ awareness, publications and venues everywhere will be getting a splash of colour! This is also the day of light. Make your publications shine out!

Friday 17 May: #ExploreMW



Set off to explore new territory! Initiative and daring are the order of the day, whether in the form of intellectual, artistic or space exploration, the public are invited to tread *terra incognita*!

Saturday 18 May: #PhotoMW



This is a day for taking photos and sharing viewpoints! Feature the beauty of design and architecture or frame a vanishing point. Professional, artistic and amateur photographers are invited to share their views of the world.

Sunday 19 May: #FriendsMW



This is the day for social media friends and friends in real life to meet up and enjoy the day in their favourite culture spot. Friendship is also about pairing up, making creative dialogue and corresponding with others. It's a day for giving something to your friends! Perhaps a visitor's pass or something from the gift shop... Push the boat out in the name of friendship!

THE CAUSE

Although the role of women in society is obviously just as important as that of men, it is far from being properly recognised. The world of culture is coming together to launch **#WomenInCulture**, a worldwide movement intending to promote **the role of women in the fields of history, art, culture, science and culture in general, yesterday, today, tomorrow.**

First, to **pay tribute to those who should have been known** by the general audience, and to give them the historical importance they deserve.

Second, to **give a shoutout to all these women actively engaged in the cultural world today**, including individuals, workers, influencers, funders, etc.

And finally, to raise awareness on the importance of the **education of girls**: just like boys, girls can become artists, philosophers, cultural workers, writers or scientists.

USEFUL INFO

Social media platforms

Facebook: <https://www.facebook.com/MuseumWeekOfficial/>

Instagram: <https://www.instagram.com/museumweek/>

Twitter: <https://twitter.com/MuseumWeek>

VKontakt: <https://vk.com/MuseumWeek>

Weibo: <https://www.weibo.com/MuseumWeek>

Downloads

Visuals: <http://bit.ly/visualsMW>

Social Media Kit: <http://bit.ly/SocialMediaKitMW>

Contacts

Ben, +33 6 30 06 82 51

Telegram: <https://t.me/MuseumWeekForMedia>

Email: contact@museum-week.org

SPONSOR

#MuseumWeek is supported by Fondation CHANEL

ARTWORK FOR USE BY THE PRESS



Photo: H el ene Desplechin
Painting: Thyssen museum



Photo: H el ene Desplechin
Painting: Thyssen museum



Photo: Fondation Zinsou

