The poster features a background of dense, overlapping blue and white lines, resembling a complex network or a textured surface. The text is overlaid on this background. At the top, 'MuseumWeek 2025' is written in large, white, sans-serif font. Below it, 'Learning togetherness' is written in a smaller, white, sans-serif font. Further down, '7 days, 7 themes, 7 hashtags' and 'Online & onsite' are written in a smaller, blue, sans-serif font. At the bottom, there are logos for MuseumWeek and UNESCO, the dates 'from June 2 to June 8', a description of the event, and the registration website 'Preregister on museum-week.org'.

MuseumWeek 2025
Learning togetherness

7 days, 7 themes, 7 hashtags
Online & onsite

Artwork © Time goes by Series, Carole Jury

from June 2 to June 8

The official International Week of Museums is a global event open to all types of cultural organizations, as well as artists, influencers, and the general public

Preregister on [museum-week.org](https://www.museum-week.org)

Changing the world through culture

Today, we face major challenges, including social inequalities, armed conflicts, climate change, and the spread of misinformation and alternative narratives. These issues weaken social cohesion and hinder our ability to tackle them effectively. Humanity must urgently become aware of this reality, and we firmly believe in the power of culture to achieve this.

Museums, galleries, libraries, archives, and other cultural organizations are at the heart of this mission.

This year, MuseumWeek aims to foster a true sense of global belonging, encouraging audiences to strengthen their connections with one another and the environment. Recognizing our shared responsibility, this international MuseumWeek will promote a more sustainable future by emphasizing the power of togetherness and collective action.

Under the theme of togetherness, from June 2 to 8, 2025, MuseumWeek invites cultural organizations and artists to engage audiences through onsite and online activities based on the seven proposed daily themes.

More culture on the Internet changes minds. And changing minds changes the world. Let's build a better world with MuseumWeek!

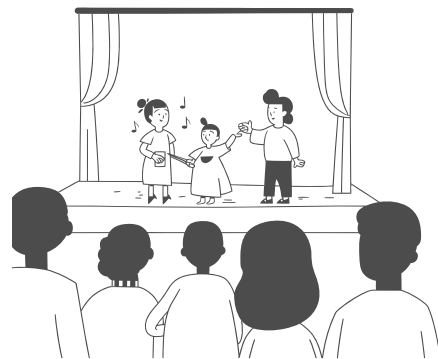
These initiatives will help foster a sense of belonging and reinforce our collective desire to live together. With its simple yet effective structure – seven days, seven themes, seven hashtags – MuseumWeek unites cultural communities worldwide and amplifies their voices.

Cultural organisations of all kinds and sizes can take part



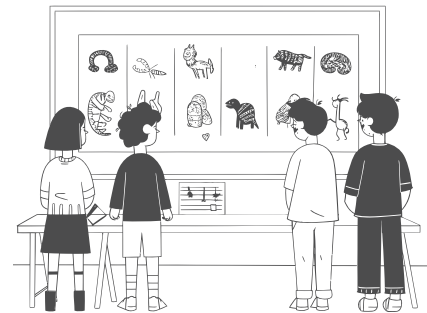
GLAMs

Galleries, libraries, archives, and museums



Performing arts

Theatres, operas, and music venues



Natural spaces

Botanical gardens, heritage sites, aquariums, and zoos



Cultural events

Cultural festivals and more

📄 MuseumWeek welcomes institutions of all sizes and types, reflecting the wide range of cultural engagement worldwide. We want to represent diverse voices, stories and artifacts in this global celebration. We also translate the hashtags into several languages, such as Arabic, Chinese, French, German, Italian, Spanish, Portuguese, Russian, Ukrainian, Urdu and other languages.

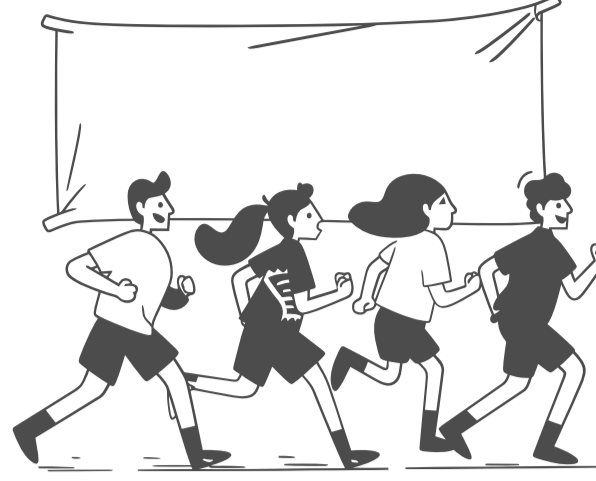
📍 Pssst: Artists, influencers and individuals can participate too, of course — the more, the merrier!

Why you should get involved



Support important causes

By joining in, you promote meaningful social causes, using culture and digital engagement to make a change.



Raise awareness together

Participating in MuseumWeek is like running a marathon for a cause: each social post adds to a global movement and creates a wave of awareness.



A global digital moment of attention for museums

MuseumWeek offers museums and other cultural organisations the chance to showcase their unique stories, connect with audiences worldwide, and celebrate the richness of cultural diversity.

MuseumWeek by numbers

36,400

UNIQUE AUTHORS ENGAGED

102,4k

HASHTAGS MENTIONS

505,6k

ENGAGEMENT

87,9B

POTENTIAL REACH

More numbers

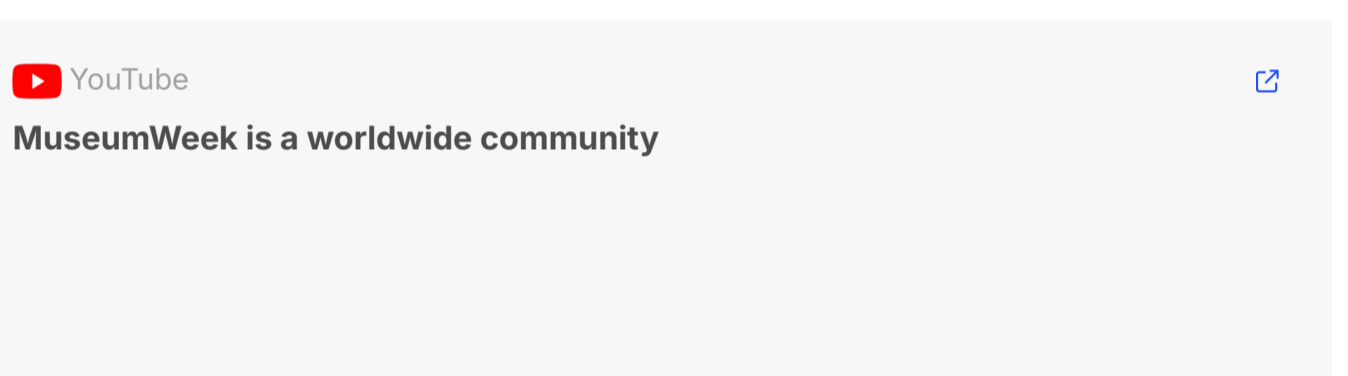
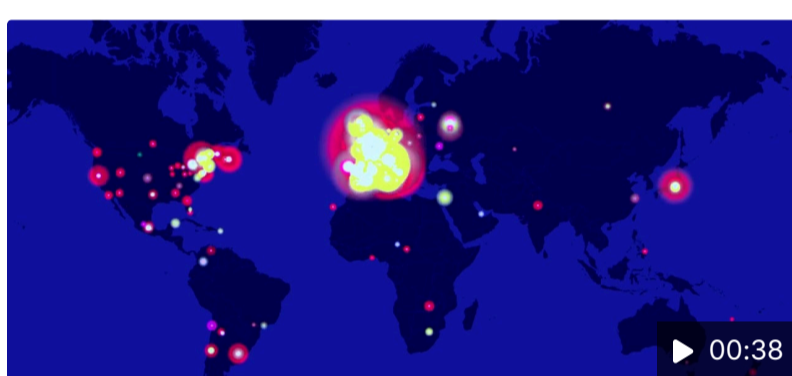
HASHTAG IMPRESSIONS 2024

- #MuseumWeek 56.9k
- #BehindTheScenesMW 5.6k
- #ArtificialIntelligenceMW 4.6k
- #BiodiversityMW 17.7k

HASHTAG IMPRESSIONS 2024

- #NatureSelfieMW 3.9k
- #UrbanNatureMW 3.4k
- #WaterMW 6.7k
- #CoexistMW 3.7k

Stats by Talkwalker



Top Sponsors and Partners



CHANEL Foundation

In 2017, the CHANEL Foundation partnered with MuseumWeek for three years to highlight the #WomenInCulture theme. This collaboration aimed to showcase women's contributions to the arts and promote equal rights between women and men within cultural institutions. The initiative encouraged museums worldwide to organize physical activities and digital publications celebrating women's roles in culture, fostering global conversations on this topic.



UNESCO

UNESCO has been Museum Week's historical partner since 2016. UNESCO supports Museum Week because it promotes global cultural dialogue and highlights the role of museums in education and innovation. The event promotes inclusivity by connecting institutions worldwide through creative digital engagement. It aligns with UNESCO's mission to preserve cultural heritage and encourage access to culture for all.



The New York Times

As part of the #WomenInCulture initiative launched by Culture For Causes Network in partnership with UNESCO and with financial support from the CHANEL Foundation, The New York Times contributed to the international visibility of the operation as a media partner.

The New York Times notably offered visibility in its international print edition.



Talkwalker

Talkwalker, a social listening and analytics company, partners with MuseumWeek each year to measure its social media impact. By analyzing online conversations and engagement, Talkwalker has provided valuable insights into MuseumWeek's reach and influence. This collaboration has enabled MuseumWeek to better understand its audience and optimize its communication strategies.



Twitter

Twitter Inc. played a crucial role in MuseumWeek's early years, helping this cultural initiative evolve from concept to reality. From 2014 to 2016, Twitter provided support by delivering essential strategic and technical resources to maximize MuseumWeek's social media impact. This partnership enabled full utilization of hashtags, a central tool in MuseumWeek's structure, to unite a broad community of cultural institutions and users.



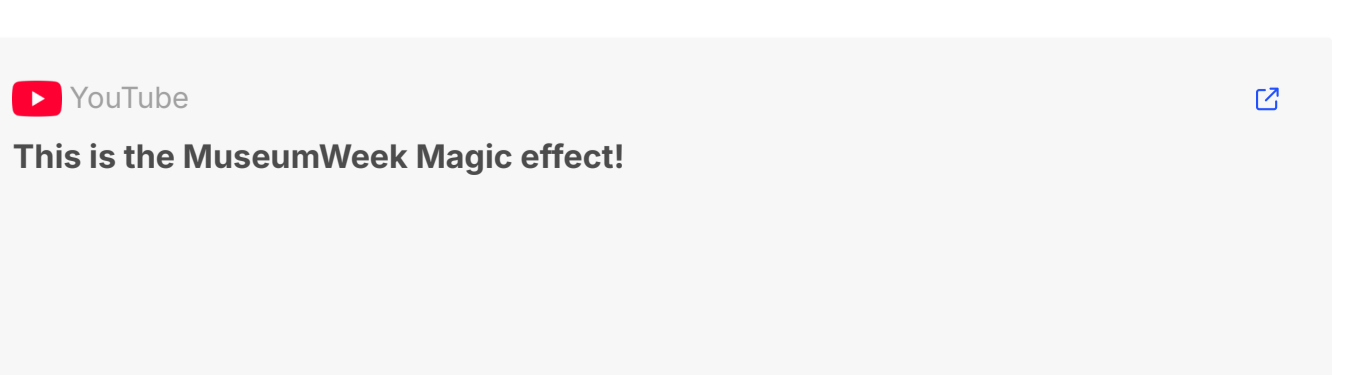
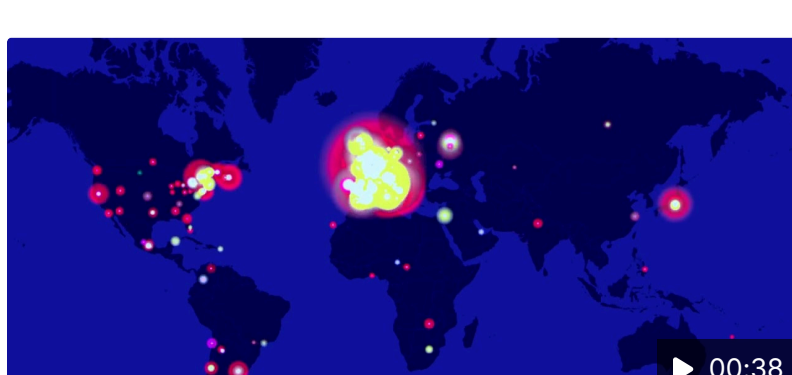
Polkadot

Polkadot funded our "Reconciliation with the Living" exhibition in November 2022 and helped us exhibit in Paris, Lisbon, Florence, and Dubai.

More

<https://www.museum-week.org/partners>

<https://www.museum-week.org/museumweek-sponsors>



Previous editions



Twitter



Granaderos a Caballo on Twitter / X

Especialmente los Granaderitos...#Museumweek #Museumweek2024 #CoexistMW #CoexistirMW #Granaderos #Granadero #SomosPatria pic.twitter.com/hvKqIXmR...



Instagram



Chateau de Chenonceau on Instagram: "#MuseumWeek #climateMW ...

1,179 likes, 17 comments - chateau_chenonceau on May 15, 2020: "#MuseumWeek #climateMW Un château-paysage dans son écrin de verdure. Vidéo by...



Instagram



香川県立ミュージアム on Instagram: "明日は共通テストですね。学問の神..."

10 likes, 0 comments - kagawamuseum on January 16, 2025: "明日は共通テストですね。学問の神様・天神として知られる菅原道真（すがわらのみちざね）は、今の県知...

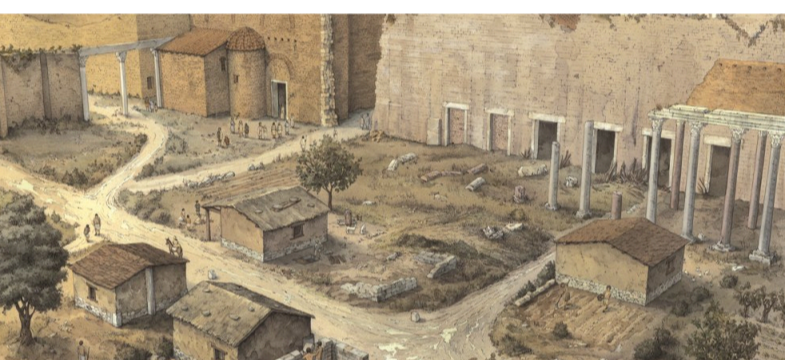


Instagram



Château de Versailles on Instagram: "🇫🇷 Laissez parler votre imaginati..."

9,222 likes, 119 comments - chateauversailles on June 11, 2021: "🇫🇷 Laissez parler votre imagination et donnez un titre à cette photo ! 🌍 Use your imagination to giv...



Twitter



Musei in Comune Roma on Twitter / X

Nell'altomedioevo tra le colonne del Foro di Cesare, testimoni silenziose di antichi eventi pubblici, trovano spazio piccole abitazioni affiancate da orti e frutteti:...



Twitter



Gates Foundation on Twitter / X

Imagine a toilet that doesn't require water to work, and actually turns waste into usable water! 🚽 The @DiscoverGates exhibition, "A Better Way to Go," explores a...



Twitter



Guggenheim Bilbao on Twitter / X

Recordamos la muestra dedicada a Olafur Eliasson que acogimos en 2020-2021.💧 El agua estaba muy presente en una exposición sensorial y comprometida con el...



Twitter



Museo Soumaya on Twitter / X

¡Aprendamos unos de otros!En los talleres y visitas mediadas fomentamos el diálogo entre nuestros públicos-Pasa el último día de #MuseumWeek con nosotros...



Instagram



Canada Aviation & Space Museum on Instagram: "🇨🇦 Today, during #M..."

70 likes, 1 comments - avspacemuseum on June 10, 2023: "🇨🇦 Today, during #MuseumWeek, we go behind the scenes with Conservator Erika, who tells us...



Twitter



AnatomicalMuseum on Twitter / X

We end #MuseumWeek with a #thylacine (#TasmanianTiger) skull in our collection. This species, sadly declared extinct in 1936, was one of the largest known...

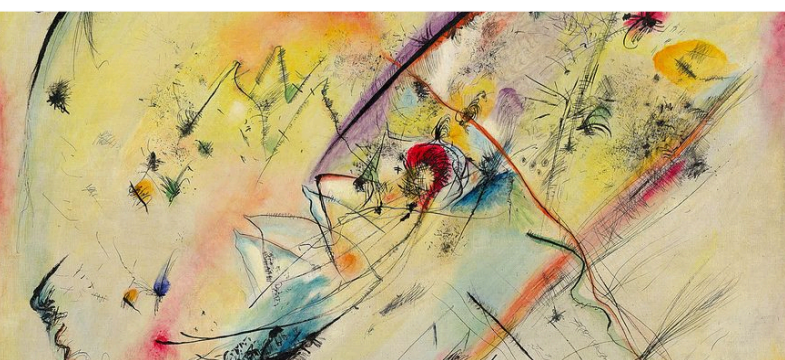


Twitter



Fundació Joan Miró, Barcelona on Twitter / X

🌳 «Per mi, un arbre no és un arbre, una cosa que pertany a la categoria del vegetal, sinó una cosa humana, algú vivent. És un personatge, un arbre, sobretot...



Twitter



Guggenheim New York on Twitter / X

Happy #MuseumWeek! 🎨 The 2021 edition kicks off today with the theme of "beginning"—so we're taking you back over 100 years ago, to December 1913,...

What now?

Spread the word

Share the excitement of MuseumWeek with your network! Highlight its inspiring themes, mission, and the opportunity to connect cultures worldwide. Encourage others — friends, colleagues, and cultural organizations — to join in.

1

2

Discover the program & get ready

Museums worldwide curate inspiring digital content and organise engaging on-site activities to captivate their audiences. Prepare your posts in advance for best results, following the seven daily hashtags below.

3

Preregistration

Registering for MuseumWeek means your organisation is included in the official participants' directory, highlighting its dedication to culture and global causes. Plus your representative will join the exclusive MuseumWeek Members directory, giving networking opportunities in a worldwide community of cultural professionals. Leave your email to pre-register and be notified when registrations open

4

Participate!

From 2-8 June 2025, take part in MuseumWeek by sharing creative digital content using the official hashtags, organising on-site activities, and connecting with your audiences like never before. We can't wait to see your content.



Airtable [↗](#)

Airtable | Everyone's app platform

Airtable is a low-code platform for building collaborative apps. Customize your workflow,



Share on
LinkedIn



Share on X



Share on
Facebook



Share by email

7 days,

7 themes,

7 hashtags

How it works

Each day, a unique theme comes to life with a dedicated hashtag to spark global conversations and creative expression. Check the hashtag for each daily theme and prepare your posts and activities before the week itself for best results - track down the most appropriate items from your collection, or photos from your venue.

For accessibility, please use a capital letter for each word in the hashtag (#MovementMW, not #movementmw or #Movementmw). If you add a photo to your post, please add alt text for screen reader technology.

When the magic happens

When museums and other cultural organisations come together under shared hashtags, audiences get a showcase of curated digital stories from around the globe.

We often trend in specific countries and across the world during the week itself, and it's fun to see each timezone take on the theme as the hours pass. With so many different countries involved, you'll find that one new hashtag is beginning in places like Australia, New Zealand and Japan, just as the last one is ending in places like the Eastern USA, Chile and the Caribbean.

Monday 2 June: Together with Machines



Between peers

Artificial Intelligence (AI) is changing the way we interact with the world, in as strong a way as when the Internet first arrived in modern culture. Though AI is controversial, there are a lot of ways it can help, such as sorting collections data, 3D modelling, education materials for schools, and automating processes to free up staff and volunteers for more hands-on tasks.

Museums must rethink professional roles and audience relationships to embrace these changes. We will share details of a special webpage to register your events very soon.

With the public

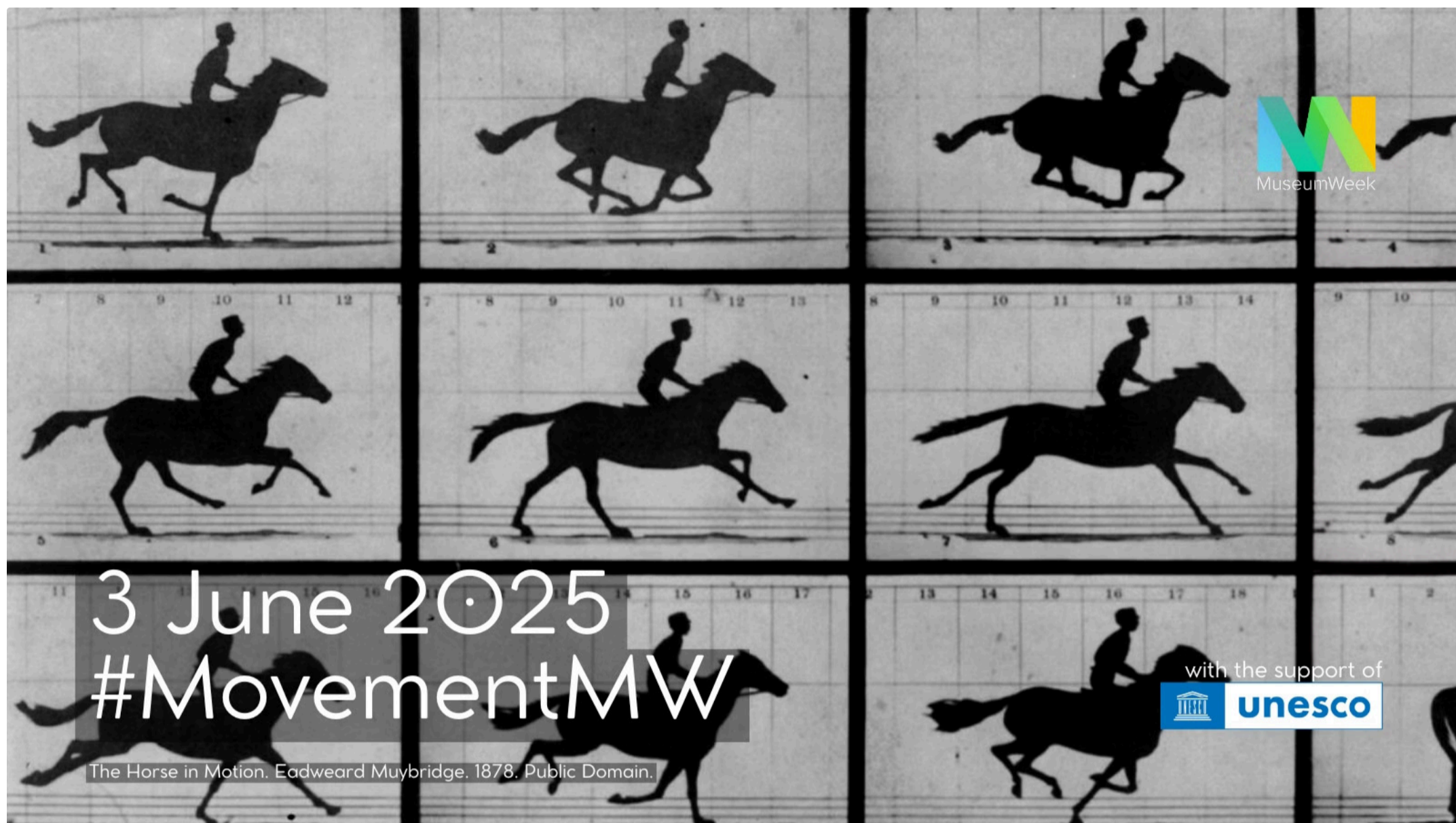
On this day, connect to your audiences by sharing your organization's ethical approach to AI. Explore new AI-driven opportunities, such as educational games, to demonstrate how AI can enhance arts and culture. Think about how AI can help visitors, such as giving up-to-date reports of how busy a museum is, or warning about the need for building repairs.

Tip: Consider running mini surveys or polls to learn about your visitors' perceptions of AI. They might not realise how it's already being used.

"The real problem is not whether machines think, but whether men do." - B.F. Skinner

📄 **Secondary hashtags:** #ArtificialIntelligence #CulturalAI #AIInnovation #MuseumTech #Tech4Culture #DigitalInnovation #SmartMuseums #FutureOfCulture #AIandEthics #AIinHeritage

Tuesday 3 June: Together in Motion



Art and emotion

Explore movement in painting, music, literature, and dance as expressions of human creativity and emotion. This could be anything from ballet shoes to a dance hall ticket.

Cultural exchange

Reflect on migrations and cultural exchanges where communities have moved and shaped new places, whether as volunteers, refugees or settlers.

Scientific progress

Highlight movement in biology and space exploration, representing human curiosity and scientific progress. Our planet is constantly moving, and so are we!

Sustainable movement

You could even promote green transport, as this theme coincides with the International Day of the Bicycle.

“Life is like riding a bicycle. To keep your balance, you must keep moving.” – Albert Einstein

i This day coincides with World Bicycle Day, so use the hashtag #WorldBicycleDay when relevant to spread your posts even further.

i **Secondary hashtags:** #Mobility #Motion #Journey #MigrationStories #GreenMobility #SustainableTransport #MovingTogether #SpaceExploration #Exploration #Transport #Cycling

Wednesday 4 June: Playing Together



Interactive learning

Share games as ways to learn and provoke curiosity. Humans (and animals) have played games for thousands of years, and we can learn a lot about a society from the way they have fun.

Engaging activities

You could design scavenger hunts, puzzles, tabletop activities or online experiences that appeal to visitors of all ages and abilities. Make your games inclusive and easy to understand.

Educational content

Develop games that use cultural themes, to make sure that visitors leave with knowledge and inspiration. Your gift shop might even sell versions of these to take home.

"Children learn as they play. Most importantly, in play, children learn how to learn." – Fred Donaldson

i Secondary hashtags: #PlayAndLearn #InteractiveLearning #ChildrenInMuseums #CreativeEducation #LearningThroughPlay #CulturalGames #SocialPlay #Edutainment #TogetherThroughPlay

Thursday 5 June: Living Together, Humans & Nature



5 June 2025
#TogethernessMW



Earthrise. December 24, 1968. By Apollo 8 astronaut William Anders. Public Domain.

Living side by side

Explore the ideas of understanding, accepting, and respecting differences. Life would be boring if we were all the same.

A rich cultural mix

Encourage peace and collaboration across divides, where we share a common humanity. Social media can feel divisive sometimes, but we want to use it for good.

Environmental harmony

Show how we can support nature and sustainability, whether through solar panels and rooftop gardens, or museum discounts for arriving on public transport.

"In every community, there is work to be done. In every nation, there are wounds to heal. In every heart, there is the power to do it." – Marianne Williamson

i This day coincides with World Environment Day use the hashtag #WorldEnvironmentDay to optimize the dissemination of your posts! Also, museums are encouraged to host artworks from our "Reconciliation with the Living" exhibition. [Contact us](#) if you would like to know more.

i **Secondary hashtags:** #Environment #ReconciliationWithTheLiving #Unity #GlobalCitizenship #SustainableLiving #SharedFutures #CommonGround #LivingTogether #ConnectedCommunities

Friday 6 June: Really Together: Accessibility in Culture



Inclusive projects

Show how you push for inclusivity through tactile exhibits, special events, virtual reality tours, inclusive volunteer recruitment, and sensory-friendly programs.

Removing barriers

Work with with community groups to explore how you can create a welcoming environment for everyone and make exhibitions culturally sensitive.

Universal Access

Prove that culture belongs to everyone by embracing accessibility in your organisation. Share your efforts to give everyone access to culture!

"Diversity is not about how we differ. Diversity is about embracing one another's uniqueness." — Ola Joseph

i Secondary hashtags: #Diversity #Inclusion #InclusiveCulture #CultureForEveryone #AccessibleMuseums #BreakingBarriers #PeopleWithDisabilities #Internet4Culture #OpenCulture #AccessibleArt #NoBarriers #CulturalInclusion

Saturday 7 June: Together at the Museum



Showcase your latest exhibitions

Highlight your museum's recent exhibitions and cultural events. Whether it's a groundbreaking art showcase, a historical exhibit, or an interactive experience, invite the public to discover the latest additions to your collection and immerse themselves in culture.

Special offers & discounts

Encourage visitors to explore your museum by offering exclusive discounts on admission tickets, gift shop items, or café treats. Promotions can attract new audiences and encourage repeat visits, making museums a more accessible and attractive destination for everyone.

Engaging events for all ages

Organise guided tours, hands-on workshops, and family-friendly activities to make the museum an unforgettable experience. From live performances to interactive storytelling, create a welcoming environment where everyone can learn, connect, and enjoy culture together.

"Museums are not made; they grow." – Kenneth Hudson

i **Secondary hashtags:** #MuseumAdventures #DiscoverCulture #LocalHeritage #CulturalExploration #MuseumExperience #HeritageJourneys #ExploreHistory #CulturalVisits #CulturalConnection

Sunday 8 June: Together for the Seas



Explore ocean arts

Share details of exhibitions and collection items inspired by marine art and sealife.

Scientific engagement

Hold online or in-person talks on climate change and how it affects our oceans.

Creative workshops

Run interactive sessions like writing groups or craft clubs inspired by the sea, to encourage connections with nature.

Conservation in action

Share ways your visitors and community can take action to preserve marine life.

"The sea, once it casts its spell, holds one in its net of wonder forever." - Jacques Cousteau

i This day coincides with World Ocean Day; use the hashtag #WorldOceanDay to help your posts go further.

i **Secondary hashtags:** #MarineConservation #ProtectOurOceans #SustainableSeas #BluePlanet #WaterAwareness #OceanLife #HealthySeas #BlueEconomy #SeaProtection #GlobalOceans

Any questions?

Feel free to reach one of the MuseumWeek ambassadors (see our full list below). There is probably one in your country, but we're always looking to add more.

Meet The Team



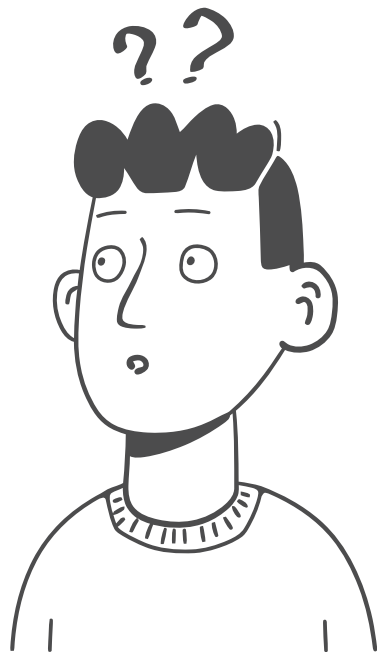
MuseumWeek team is primarily made up of highly skilled museum professionals passionate about arts and culture. These dedicated individuals volunteer their expertise to ensure the success of the project, bringing a wealth of knowledge and experience to the initiative. Their commitment to enriching the museum community makes MuseumWeek a unique and valuable experience for all involved.

 MuseumWeek



Meet the team | MuseumWeek

Meet the team behind MuseumWeek, the global cultural event celebrating art and cultu...



Alternatively, contact us on social media:



 Facebook



MuseumWeek

MuseumWeek. 51,568 likes · 7 talking about this.



 Instagram



Instagram (@museumWeek)

Instagram photos and videos



 Twitter



MUSEUMWEEK



WORLDWIDE COMMUNITY OF MUSEUM WORKERS,...

Thanks for taking part!



Share on
LinkedIn



Share on X



Share on
Facebook



Share by email