

#investInArtistsMW

#MuseumWeek and MTArt Agency are joining forces for MuseumWeek 2020 to remind us of the importance of art and supporting contemporary artists.

artwork: Jennifer Abessira #EverythingIsWifi initiative

About the importance of art during Covid-19

From May 11th, social media will come alive with the buzz of #MuseumWeek and the 7 hashtags featured in the 7th year of this initiative in a unifying event unlike any other worldwide that will generate traffic, foster diversity and encourage creativity.

As Covid-19 is changing the world, this edition of #MuseumWeek is more essential than ever. About 98% of artists suffer from financial losses, as more than 30% of exhibitions have been cancelled, and the biggest institutions like the Rijksmuseum and the Stedelijk Museum have estimated their losses between €100.000 and €600.000 per week. While 92% of European Museums are closed, publics have voiced the need to still be given access to cultural content during the lockdown.

In this specific context, #MuseumWeek and MTArt Agency have decided to join forces in order to promote cultural initiatives and experiences across every genre, communicating them across social media. The initiative will be gathered around the hashtag **#investInArtistsMW**.

This year's event is directly linked to the current context. The cultural world launches #Togetherness as a worldwide movement intending to promote all the positive artistic initiatives currently being developed.

As, although we are all confined at home, more than ever we feel the need to have a sense of community and shared experiences. Without a common effort the world will not overcome this crisis.

1 day, 1 hashtag, 1 cultural initiative

MTArt Agency is well known for selecting and working with the most innovative and inspiring artist. Each day of the event, MTArt Agency will give the opportunity to discover incredible up-and-coming artists through images, articles, studio visits, live talks and performances.

The 2020 Hashtags

#HeroesMW

#CultureInQuarantineMW

#DreamsMW

#TogetherMW

#TechnologyMW

#ClimateMW et #MuseumMomentsMW



Saype



David Aiu



Elisa Insua



Jasmine Pradissitto



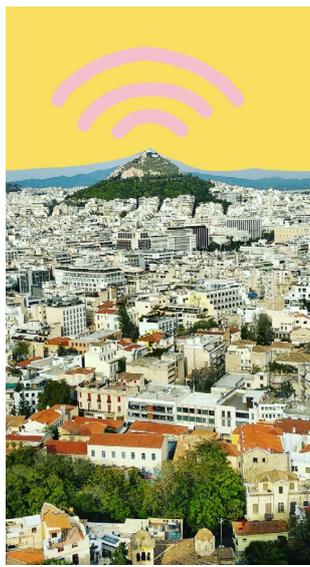
Sian Fan

International competition to win an original work of Jennifer Abessira worth \$2 500

5 years ago, the artist Jennifer Abessira got hit by a car and was stuck in hospital for several months. It's then that she started her Instagram account (<https://www.instagram.com/jenniferabessira/?hl=en>) making images that would make her feel happier. She then realised that wifi was saving her life as she could continue to share her art and create thanks to it. During the pandemic, she has developed the #EverythingIsWifi series with views people would send to her.

For #MuseumWeek, people will be able to send her their views from home and she will add her famous wifi sign to it. At the end of the week, the photo that inspire her most will win the competition and be professionally printed and sent to the person who took it.

To participate send your image at giveaway@museum-week.org



#MuseumWeek, a hashtag for global culture

Since 2014 #MuseumWeek has grown to include over 6,000 participants from 100+ countries. The event engaged in 2019 more than 62,000 individuals online, most young audiences. It has become the first virtual, worldwide cultural event on Facebook, Instagram, Twitter, LinkedIn, Weibo, WeChat and VKontakte. #MuseumWeek is organised by the French independent non-profit organisation CFCN (Culture For Causes Network) to raise awareness on relevant topics through virtual and physical events. MuseumWeek is officially supported by UNESCO and Europa Nostra, and is in partnership with MT Art Agency, Talkwalker and Buffer.

#MuseumWeek is also promoting Artists, Art agencies, Art fairs and Foundations, notably on its new magazine, #MuseumWeek magazine, contact us to know more.

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>

Contact

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About MTArt Agency

Founded in 2015, MTArt Agency is a certified B Corp®. award-winning agency for the most exciting up and coming visual artists worldwide.

Every month, the agency reviews 200 portfolios of artists. Its selection committee chooses artists with innovative techniques, inspiring content and strong messaging.

In the past 3 years, four of its artists have been selected as part of the most influential figures under 30 by the prestigious 30 Under 30.

The agency is committed to supporting artist, enabling them to live from their artistic practice, accelerating their notoriety, visibility and success.

This is why, for the artists who sign with the agency, MTArt covers their studio costs, sells their works, implements cultural & commercial partnerships and offers press exposure.

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

Instagram: <https://www.instagram.com/mtartagency/?hl=en>

Twitter: https://twitter.com/mtart_?lang=en

Website: <https://mtart.agency>

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