

#MuseumWeek 2022



Culture, society & innovation

June 13-19

DIGITAL CREATION

MASTERCLASSES

TALKS

HAPPENINGS

INCLUSIVITY - NFT - DIGITAL CITIZENSHIP - ARTIFICIAL INTELLIGENCE - ECORESPOSABILITY - AUGMENTED REALITY - DIGITAL RIGHTS - DIVERSITY - VR



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

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In a hyper-connected, hyper-globalized world, in which consciousness and hopes are being forged online, in a complex, rapidly changing world that is facing major challenges that concern all of humanity, we believe that cultural organizations have a fundamental role to play. They can accompany the audiences in these changes, prepare and structure minds, be the crucible of more agile societies in the face of the changes brought by digital technology, be the catalysts of more creative societies and more involved in their own future. Thus, in 2022, MuseumWeek will focus on the theme of "**culture, society and innovation**".



It is in this context and on this occasion that we wish to focus particularly on two universes which deserve and require investment:

- * **Cultural institutions** : What functions must they now occupy and what is the place of technology in these changes? What is their role with regard to the connected audiences? What uses for augmented reality in the museum space? Should they be deployed in the metaverse?
- * **Creation** : Blockchain technology and NFTs are shaking up the art world, and in particular artists, content creators and galleries. Artists now seem to be able to free themselves from galleries, how are their respective roles now changed?



The purpose of this ninth edition of MuseumWeek will therefore be to create :

- * the opportunity for cultural organizations to address social issues and to accompany the perception of connected audiences, sharing historical, scientific, artistic content, etc., through the traditional campaign "7 days, 7 themes, 7 hashtags »
- * the opportunity for cultural professionals to share around the issue of innovation for culture and their own raison d'être in the digital age, through the organization of Talks, masterclasses, tutorials, and other « digital moments ». Key topics: **democratization of Art** and creation, **Art and NFTs, Metaverse, virtual reality, augmented reality** and museology, Social networks and cultural mediation, **Digital inclusiveness**, Social listening and cultural digital campaigns, **Access to culture for all**



19-19 JUNE 2022



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INNOVATION @ CULTURE



On this day, showcase the particularly innovative actions that were deployed by your organization, online or offline, to promote and give access to culture, while highlighting inclusion, diversity and equality.

#innovationMW

13 JUNE

Related hashtags

#innovation

#socialimpact

#equality

#machines

#robots

#augmentedReality

#metaverse

#culture4all

#diversity

#accessToCulture

#technology

#algorithm

#ArtificialIntelligence

CREATORS

On this day, artists and content creators express themselves and museums will play the role of virtual curators by creating playlists and stories with the productions of their audiences!

#creatorsMW

14 JUNE

Related hashtags

#myCreations

#myArtWork

#myReels

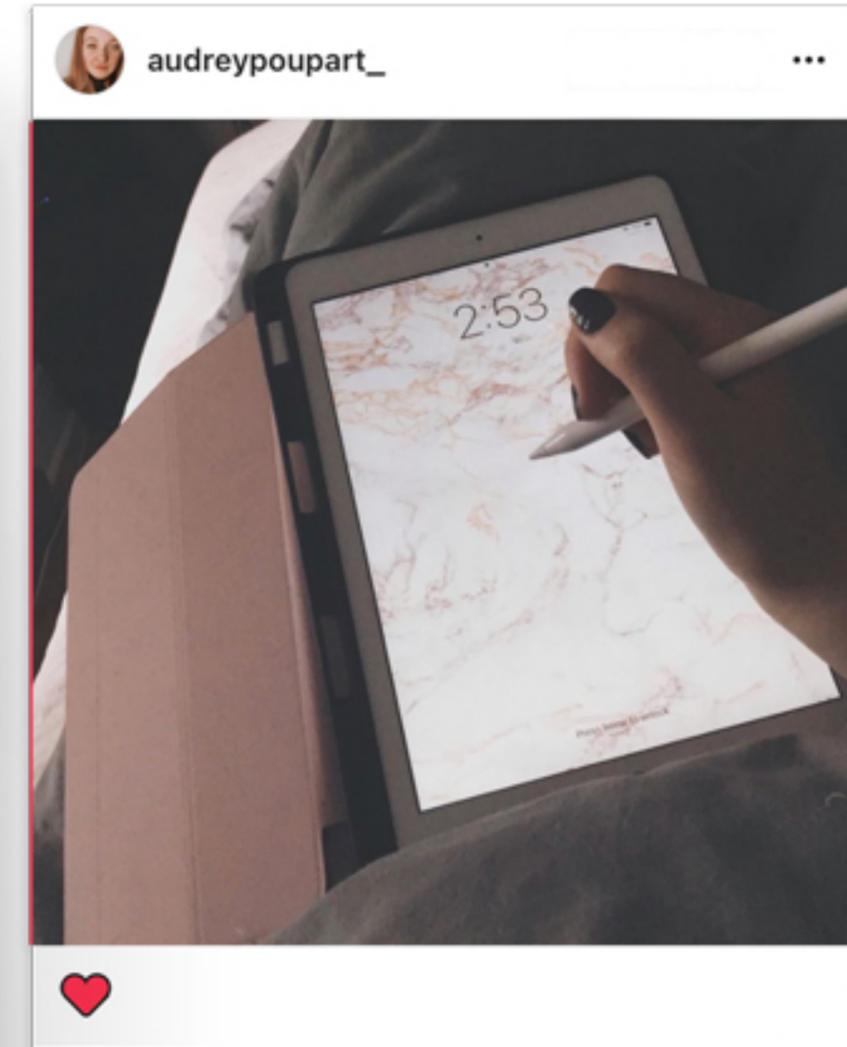
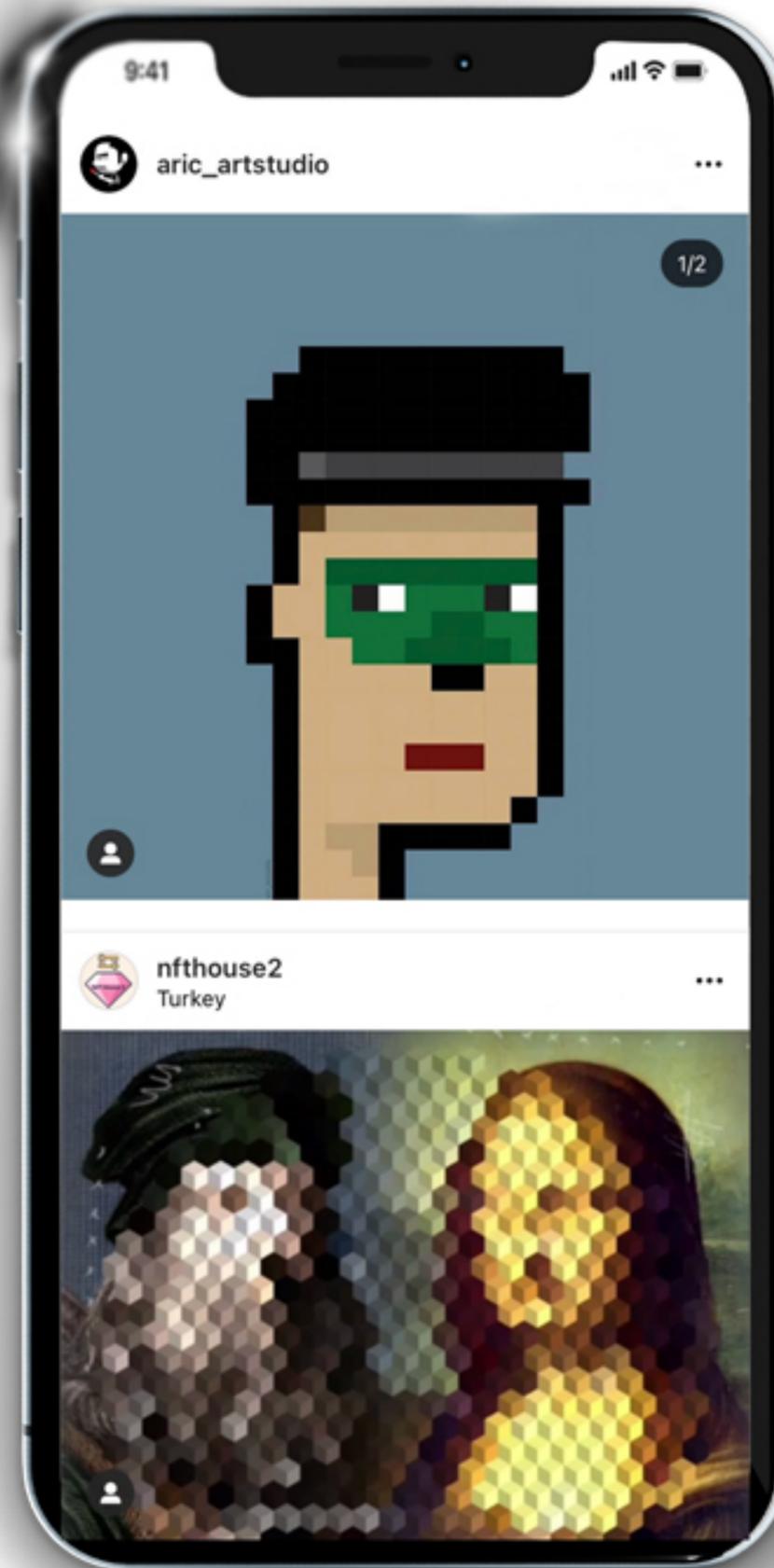
#myNFT

#myArt

#mySongs

#myPaintings

#myMusic





More than ever the question of freedom is raised in our societies, as current events show all too regularly. Here is a theme that galleries, libraries, archives and museums can explore with audiences.

#freedomMW



Related hashtags

[#freedom](#)

[#democracy](#)

[#liberty](#)

[#freedomOfInformation](#)

[#freedomOfSpeech](#)

[#freedomOfInformation](#)

[#MuseumsAreNotNeutral](#)

SEXUALITY MW

The way sexuality is treated on the Internet is often problematic, it is time for cultural organizations to take up this theme and expose audiences to cultural and scientific content, sexuality does not belong to the pornography industry! It is also an opportunity for artists and content creators to publish content to deconstruct stereotypes through Art.

#sexualityMW

16 JUNE

Related hashtags

#sexuality

#MuseumsAreNotNeutral

#pleasure

#gender

#love

#feelings

ENVIRONMENT MW

Here is a major social issue: the future of planet Earth and the depletion of non-renewable resources. On this day, demonstrate the involvement of your organization in the fight against global warming, and share digital content to raise awareness on this crucial topic.

#environmentMW

17 JUNE

Related hashtags

#FridaysForFuture

#PlanetEarth

#globalWarming

#climateChange

#Fridays4Future

#MuseumsAreNotNeutral

#future

#spaceExploration

#weather

#planet

#museums4Climate

LIFE LESSONS

Social media often features "phrases of wisdom" that are meant to guide people through the jungle of life. Museums can share life lessons inspired by great artists, scientists, and thinkers. Audiences are invited to react and publish their own life lessons.

#lifeLessonsMW

18 JUNE

Related hashtags

#quotes

#inspiration

#learning

#motivation

#maxims

#proverbs

#qualityOfLife

#wisdomQuotes



DANCE MW

On this last day of MuseumWeek, explore the theme of dance as a symbol of renewed life—rebirth! Invite audiences to perform dance sessions in your venue or online!

#danceMW

19 JUNE

Related hashtags

#dance #rebirth #danceInMuseum #danceInGallery

#renewing #danceChallenge #danceLove #danceInLibrary