



## Culture, nature & a birthday

As our societies are becoming increasingly aware of the need to **coexist harmoniously with other inhabitants on Earth**, some argue that culture is responsible for the degradation of nature and the cause of environmental problems. A position that could be summarized allegorically by a bowl of soup on a Van Gogh painting. **Our position is clear: culture is not the problem but one of the antidotes: through the lens of art**, we can grasp the beauty and delicacy of the natural world, and be moved to take action to preserve it. And **through the lens of science**, we can comprehend the complex web of relationships that exist between living organisms, inert matter, and the atmosphere, and appreciate the delicate balance that makes Earth a hospitable place for life. Moreover, **UNESCO's natural World Heritage sites and intangible heritage practices** play an important role in protecting the environment and conserving biodiversity. This is the reason why we are dedicating a significant focus to the topic of the environment for this **tenth edition** of MuseumWeek.

Even though the subject is serious, we want this **tenth anniversary** to remain a **big celebration** that honors museums all over the world and the importance of culture for our societies that are facing many challenges. Through a revamped format that includes **new features**, we invite all **cultural organizations, artists, and creative individuals** to participate by organizing both **virtual and physical moments**, from **June 5th to 11th**, worldwide.

## What's new?

### WIDER

The daily themes now encompass all types of cultural organisations' activities, including **exhibition** and **special events** departments, rather than 'just' **social media** and **communications**.

### TECH INCLUSION PRO ⚡

Small and medium-sized museums often lack the resources and time to familiarize themselves with technologies that could be useful to them, particularly in the areas of **web3** and **artificial intelligence**. We want all museums to be included and we will propose **speed-talks** and **speed-workshops fo fill the gap!**

Interested to attend and/or organise? ⚡ Register!  
<https://forms.gle/rwNbWmq36xTJDEWZ9> ⚡



## Special for the 10th anniversary

We are preparing several special features and moments for this tenth anniversary, be sure to follow us on social media to have the latest news! Here are some first elements to get you started!

- MuseumWeek will provide a one-of-a-kind **collection of digital artworks** created by environmental artists from around the world to **display on screens at your location**
- An exceptional **online sale of digital artworks** for the benefit of **environmental non-profit organisations**



## Call for creation

All the visuals for this edition of MuseumWeek were made with the help of the Artificial Intelligence system called Midjourney. This saved us the research work for images which usually took us a lot of time. Regarding the poster image, however, **we are still looking for an artist who will represent the central theme of this year**, which is the environment, while preserving a festive dimension related to our anniversary. Feel free to spread the word and ask artists in your network to write to us at [contact@museum-week.org](mailto:contact@museum-week.org)!

# Daily themes & hashtags

## Monday 5 June: #EnvironmentMW

In recognition of World Environment Day, we invite you to join us in highlighting the environmental initiatives of your museum and raising awareness of the significance of preserving our planet. You can also share cultural content from your collections to increase awareness. Your museum serves as an invaluable cultural and educational resource, and by utilizing its platform to spread ecological messages, we can educate and inspire future generations. Together, we can make a meaningful impact in protecting our planet for future generations. Participate by organising online and in-person moments and using the hashtag #environmentMW.



*Related hashtags:* #WorldEnvironmentDay

#museums4environment #ecologicalawareness #museums4change #greeninitiatives #futuregenerations  
#museums4sustainability #museums4impact #museums4planet

## Tuesday 6 June: #Web3MW PRO

Maintaining a familiarity with the latest technological advancements is crucial for museum workers, and Web3 presents museums with unique and cutting-edge methods of engaging with their audiences. Despite its infancy, many museums are still exploring the possibilities and learning how to effectively utilise this technology. MuseumWeek aims to bridge the technological gap by providing museums with a series of fast-paced workshops and lectures that keep them up-to-date with the latest advancements.



What is decentralised web? What is the purpose of owning an artwork that cannot be displayed in your living room? If I create the metaverse for my museum, will people stop coming for a visit? How can I create a wallet for me or my museum? Can I really raise money for my museum by selling NFTs? After this #web3MW day, you will know much more about web3 and its applications for museums!

*Related hashtags:* #museumsandtechnology #digitalmuseums #virtualrealitymuseums #blockchainmuseums  
#digitalcollections #innovativemuseums #museumsandweb3 #digitalaudienceengagement #museumsfuture  
#museumsinnovation #museumsandweb3technology #web3andmuseums #museumsdigitaltransformation  
#digitalmuseumsfuture

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## Wednesday 7 June: #FoodMW

On the occasion of World Food Safety Day, join museums worldwide in showcasing the cultural, historical, and social significance of food through digital posts and special events! From ancient culinary techniques to modern food movements, there are endless ways to highlight the impact of food on our society. Don't miss out on this opportunity to connect with your community and promote the importance of food in our lives. Participate in #foodMW day and share your museum's unique perspective on the topic!



Related hashtags: #museumsandfood #culinaryhistory #foodculture #foodheritage #foodmovements #foodsociety #foodcommunity #museumsandculinary #foodeducation #foodandmuseums #museumsandfoodheritage #foodandculture #foodandmuseumsawareness

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## Thursday 8 June: #OceansMW

Museums have a unique opportunity to make a difference on World Oceans Day. By participating in #OceansMW, you can use your cultural content to raise awareness about the crucial role our oceans play in our planet's health and well-being. From showcasing ocean-inspired art to highlighting the importance of conservation, there are countless ways to incorporate ocean awareness into your museum's programming. Don't miss out on this opportunity to make a positive impact and join the #OceansMW movement today!



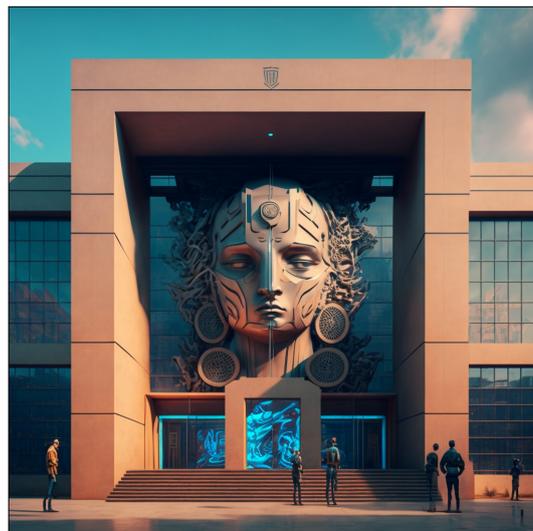
Related hashtags: #WorldOceansDay #museumsandoceans #oceanawareness #oceanconservation #oceanart #oceanheritage #oceaneducation #oceanmuseums #oceancommunity #museumsandoceanlife #oceanandmuseums #oceanplanet #oceanmuseumprogramming

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## Friday 9 June: #aiMW PRO

As we move forward in the digital age, it is becoming increasingly important for museums to stay up-to-date with the latest technological advancements, especially in the area of artificial intelligence. In order to ensure that our museums remain relevant and competitive, it is crucial that we take the opportunity to attend online events and workshops focused on AI.

What is AI and how does it work? How is AI being used in museums today? What are the benefits of using AI in museums? What do I need to know about AI to be able to implement it in my museum? What kind of training do I need to have to understand and use AI in my museum? How can I stay up-to-date with the latest advancements in AI for museums? After this #aiMW day, you will know much more about artificial intelligence and its applications for museums!



*Related hashtags: #artificialintelligencemuseums #aimuseums #aimuseumprograms #aimuseumprojects #innovativemuseums #museumsAI #museumsandAI #Alandmuseums #AIinnovation #Alandmuseumprograms #Alandmuseumprojects #Alandmuseumsinnovation*

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## Saturday 10 June: #HeritageMW

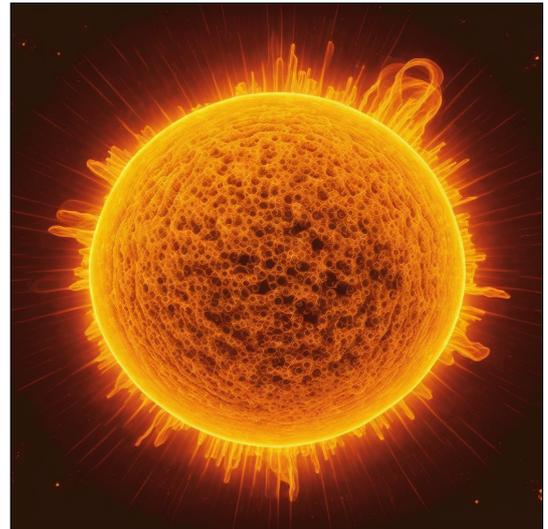
Join the global conversation on Natural Heritage, World Heritage and Intangible Cultural Heritage by participating in #HeritageMW day! Museums and cultural institutions play a vital role in preserving and sharing these important aspects of human history, and this is your chance to share your work and connect with other professionals in the field. From showcasing traditional artefacts to highlighting contemporary cultural practices, there are countless ways to contribute to the conversation and make a meaningful impact. Don't miss this opportunity to showcase your institution's dedication to preserving and promoting cultural heritage



*Related hashtags: #NaturalHeritage #WorldHeritage #IntangibleCulturalHeritage #museumsandheritage #culturalpreservation #heritagesharing #heritagemuseums #heritagelocally #heritagemovement #heritagematerials #heritagetraditions #heritagematerialculture #heritagetech #heritagemuseumsprogramming*

## Sunday 11 June: #SunMW

Are you ready to shine a light on the power of the sun? #SunMW is a day dedicated to engaging audiences on the importance of the sun and forms of renewable energy. As museum professionals, we invite you to join us in this unique opportunity to showcase the cultural significance of the sun and its impact on our world. From ancient civilisations to modern technology, the sun has played a vital role in shaping our history and shaping our future. Don't miss out on the chance to share your museum's unique perspective on this powerful force of nature. Join us for #SunMW and let's shine a light on the importance of renewable energy.



Related hashtags: #RenewableEnergy #Sustainability #ClimateAction #MuseumEducation #SolarPower #ClimateChange #ScienceCommunication #CulturalHeritage #SolarEnergy #Renewables #Education #Museums #ClimateCrisis #CleanEnergy #SustainableFuture

	5 June	6 June	7 June	8 June	9 June	10 June	11 June
context	World Environment Day		World Food Safety Day	World Oceans Day			Sun day
Theme	Environment	web3 & museums	Food	Oceans	Artificial intelligence & museums	World Heritage, Natural Heritage, Intangible Cultural Heritage	Sun and renewable energies
hashtag	#EnvironmentMW	#Web3MW	#FoodMW	#OceansMW	#aiMW	#HeritageMW	#SunMW
Reach	public	PRO	public	public	PRO	public	public