



Dear friends from the culture world,

In a world marked by turmoil, culture stands as a beacon of unity and understanding, transcending boundaries and fostering a sense of shared humanity. It serves as a repository of collective memory and history, reminding us of our interconnectedness amidst global challenges. Culture enriches our lives, offering solace and inspiration, and encouraging resilience in the face of adversity. It facilitates dialogue and empathy, bridging divides and nurturing peace through the appreciation of diverse perspectives. Ultimately, culture is a vital tool for healing, growth, and the promotion of global solidarity, making it more essential than ever in turbulent times.

In 2023, Culture For Causes Network initiated the "Nature and Culture" program, driven by the profound belief that to facilitate humanity's reconciliation with itself and the natural world, it is crucial to engage emotions and reshape perceptions through the power of Culture. This program also sets the stage for MuseumWeek 2024, a global event scheduled from June 3 to June 9. During this week, cultural organizations across the globe are invited to develop a mix of physical and digital initiatives, embracing the concept of "7 days, 7 themes, 7 hashtags". To maintain balance and avoid overloading the week with excessive content on a single subject, not all days will exclusively focus on environmental issues, but this remains the main theme for this year as well. Galleries, Libraries, Archives and Museums are encouraged to interpret these hashtags in a manner that aligns with their specific field of expertise and the unique nature of their institution.

Feel free to reach us at [contact@museum-week.org](mailto:contact@museum-week.org) if you have any question

## MuseumWeek 2024's hashtags

06/03: [#BehindTheScenesMW](#)



A glimpse into the unseen areas of museums, highlighting what happens when the doors are closed. This includes restoration work, exhibit setup, and other aspects of museum operations that the public rarely sees!

[#BehindTheScenes](#) ▪ [#MuseumLife](#) ▪ [#ArtConservation](#) ▪ [#CuratorialWork](#) ▪ [#MuseumCollections](#) ▪ [#CulturalHeritage](#) ▪ [#ArtRestoration](#) ▪ [#ExhibitDesign](#) ▪ [#MuseumEducation](#) ▪ [#ArchivalWork](#) ▪ [#MuseumProfessionals](#) ▪ [#Preservation](#) ▪ [#CulturalInstitutions](#) ▪ [#MuseumStories](#) ▪ [#ArtHandling](#) ▪ [#CollectionManagement](#) ▪ [#MuseumTech](#) ▪ [#CulturalPreservation](#) ▪ [#MuseumInnovation](#) ▪ [#MuseSocial](#) ▪ [#SecretsMW](#) ▪ [#Secrets](#)

06/04: #ArtificialIntelligenceMW



On this day, cultural organizations have the chance to engage with their audiences through new kind of interactions based on the use of AI and especially pedagogical games. Show your audiences that AI is a tool that can serve Arts & Culture! Will you dare using this opportunity to also share with your peers about your professional use of #ArtificialIntelligenceMW?

#TechInArt ▪ #AIFuture ▪ #AIinCulture ▪ #DigitalInnovation ▪ #VirtualMuseums ▪ #ArtTech ▪ #AIE Exhibits ▪ #CreativeAI ▪ #RoboticsInArt ▪ #DigitalArt ▪ #InteractiveArt ▪ #AIArtists ▪ #InnovationInArt ▪ #TechTrendsInArt ▪ #ArtificialCreativity ▪ #ScienceInArt ▪ #AIEthics ▪ #SustainableAI ▪ #AIForGood ▪ #FutureOfMuseums





This day -coinciding with World Environment Day- provides cultural organizations with a unique opportunity to emphasize the significance of biodiversity, its diverse nature, and its representation in cultural and artistic expressions. We invite you to share images, videos, and sounds showcasing animals, plants, fungi, and all forms of life on online platforms. Join us in celebrating the rich diversity of life on our planet through the lens of culture and art!

#WorldEnvironmentDay ▪ #BiodiversityArt ▪ #NatureAndCulture ▪ #EcoArt ▪ #SustainableMuseums ▪ #ArtForEarth ▪ #NatureInCulture ▪ #WildlifeConservation ▪ #EndangeredSpecies ▪ #EcosystemsInArt ▪ #BioArt ▪ #FloraAndFauna ▪ #ConservationCulture ▪ #ArtisticNature ▪ #CulturalBiodiversity ▪ #GreenCulture ▪ #EcoAwareness ▪ #LifeOnEarth ▪ #NaturalWorldInArt ▪ #ProtectBiodiversity ▪ #Bacteria ▪ #Archaea ▪ #Fungi ▪ #Plants ▪ #Animals ▪ #Protists ▪ #Algae ▪ #Viruses



Encourage your audiences to share their #NatureSelfieMW with their cherished living companions, the beings they pledge to protect in the future. It can be any form of life, from magnificent animals to tiny insects, from towering trees to delicate flowers (it can even be a Human!). Let's celebrate our commitment to preserving our planet's diverse and precious life forms!

#Selfie ▪ #NatureLovers ▪ #ILoveNature ▪ #WildlifeProtection ▪ #EcoFriendly ▪ #SustainableLiving ▪ #NatureConservation ▪ #ProtectOurPlanet ▪ #ClimateAction ▪ #GreenPlanet ▪ #ProtectWildlife ▪ #StreetArt



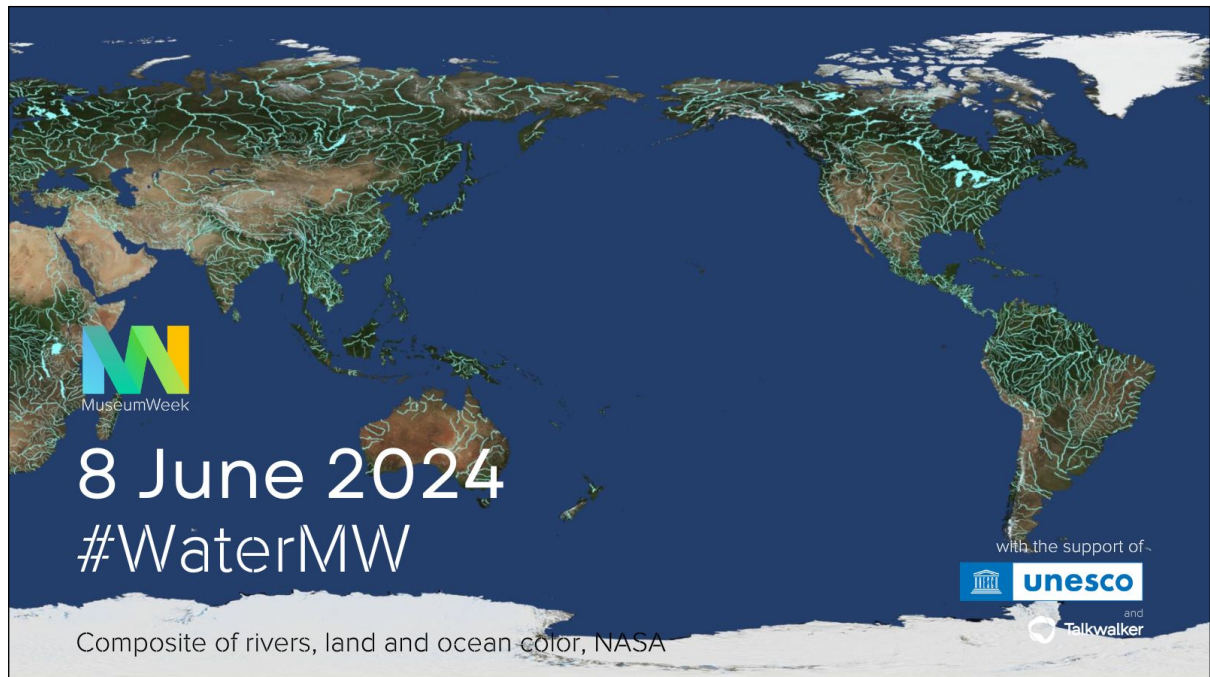
06/07: #UrbanNatureMW



This day is a plea for more green spaces in urban environments! Unveil the harmony that can exist between the natural world and human constructions, in your collections, in your museum and in its environment. Street Art photographs are welcome!

#UrbanGreenSpaces ▪ #CityNature ▪ #UrbanWildlife ▪ #EcoArt ▪ #SustainableCities ▪ #NatureMeetsCity ▪  
#UrbanEcosystems ▪ #GreenArchitecture ▪ #UrbanGardens ▪ #StreetArtNature ▪ #CityParks ▪ #EcoUrbanism ▪  
#NatureInspiredDesign ▪ #BiophilicDesign ▪ #UrbanForestry ▪ #ConcreteJungleGreen ▪ #UrbanBiodiversity ▪  
#GreenRoofs ▪ #StreetArt

06/08: #WaterMW

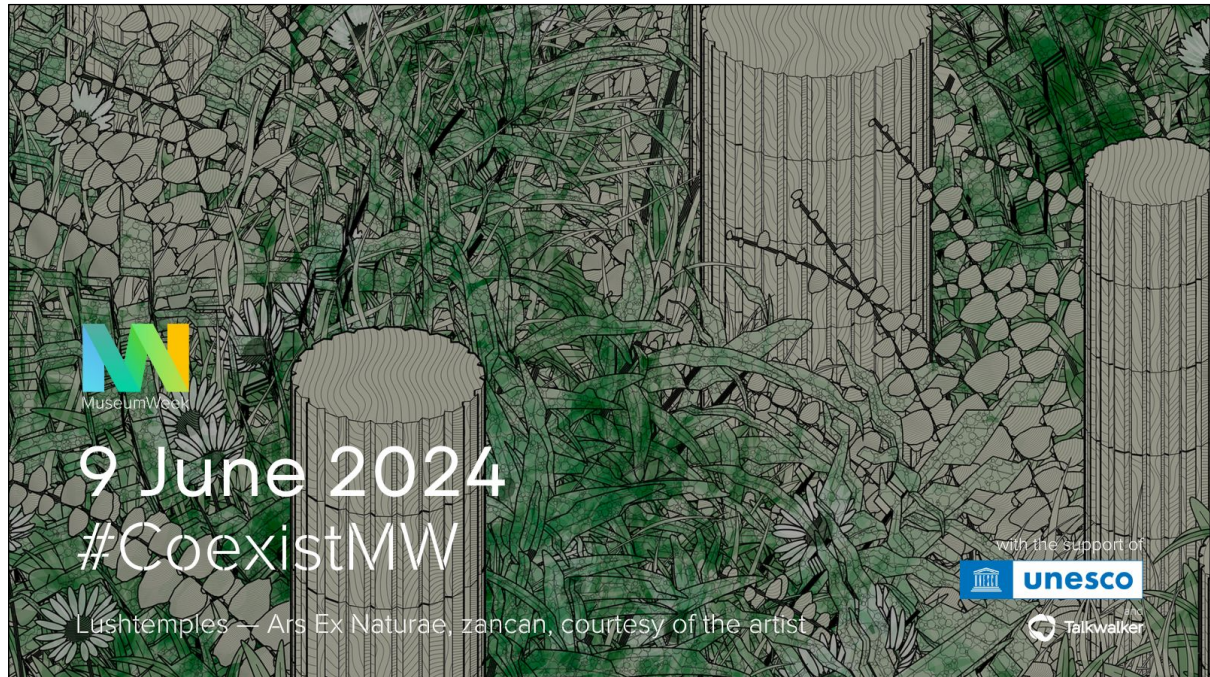


A day dedicated to exploring and celebrating the multifaceted role of water in both our natural environment and cultural heritage, coinciding with World Oceans Day. This theme delves into the historical, artistic, and spiritual significance of water, highlighting its critical importance in shaping ecosystems, societies, and traditions across the globe. It invites museums and communities to reflect on water's profound impact and the need for its sustainable management and preservation for future generations.

#WaterIsLife ▪ #OceanConservation ▪ #CulturalHeritage ▪ #SustainableWater ▪ #ArtOfWater ▪ #HistoricRivers ▪  
#SpiritualWaters ▪ #WaterPreservation ▪ #EcosystemsProtection ▪ #WaterInArt ▪ #MarineBiodiversity ▪  
#FreshwaterLife ▪ #SacredSprings ▪ #HistoricalFloods ▪ #OceanArt ▪ #WaterManagement ▪ #AquaticEcosystems ▪  
#WaterStories ▪ #ClimateActionWater ▪ #WaterHeritage



06/09: #CoexistMW



On this day, we invite you to share cultural content that highlights the essential need for humans to coexist not only among themselves but also with all other forms of life. We advocate for the reconciliation of humanity with both its own kind and the entire spectrum of living beings. Let's emphasize our commitment to #CoexistMW through the medium of culture!

#CulturalDiversity ▪ #SustainableLiving ▪ #PeacefulCoexistence ▪ #EnvironmentalAwareness ▪ #HumanRights ▪  
#Biodiversity ▪ #CulturalHeritage ▪ #GlobalHarmony ▪ #EcologicalBalance ▪ #MutualRespect ▪ #InclusiveSociety ▪  
#CulturalExchange ▪ #UnityInDiversity ▪ #NatureConservation ▪ #SocialResponsibility ▪ #ArtForChange ▪  
#GlobalCitizenship ▪ #RespectForLife ▪ #CulturalUnderstanding ▪ #EmpathyForAll



## International hashtags

	English	Spanish	
June 3rd	#BehindTheScenesMW	#DetrásDeEscenaMW	3 de Junio
June 4th	#ArtificialIntelligenceMW	#InteligenciaArtificialMW	4 de Junio
June 5th	#BiodiversityMW	#BiodiversidadMW	5 de Junio
June 6th	#NatureSelfieMW	#SelfieNaturalezaMW	6 de Junio
June 7th	#UrbanNatureMW	#NaturalezaUrbanaMW	7 de Junio
June 8th	#WaterMW	#AguaMW	8 de Junio
June 9th	#CoexistMW	#CoexistirMW	9 de Junio
	French	Portuguese	
3 juin	#CoulissesMW	#BastidoresMW	3 de Junho
4 juin	#IntelligenceArtificielleMW	#InteligênciaArtificialMW	4 de Junho
5 juin	#BiodiversitéMW	#BiodiversidadeMW	5 de Junho
6 juin	#SelfieNatureMW	#SelfieNaturezaMW	6 de Junho
7 juin	#NatureUrbaineMW	#NaturezaUrbanaMW	7 de Junho
8 juin	#EauMW	#ÁguaMW	8 de Junho
9 juin	#CoexisterMW	#CoexistirMW	9 de Junho
	Italian	German	
3 giugno	#DietroLeQuinteMW	#HinterDenKulissenMW	3 Juni
4 giugno	#IntelligenzaArtificialeMW	#KünstlicheIntelligenzMW	4 Juni
5 giugno	#BiodiversitàMW	#BiodiversitätMW	5 Juni
6 giugno	#SelfieNaturaMW	#NaturSelfieMW	6 Juni
7 giugno	#NaturaUrbanaMW	#StadtNaturMW	7 Juni
8 giugno	#AcquaMW	#WasserMW	8 Juni
9 giugno	#CoesistereMW	#KoexistierenMW	9. Juni

## Reminders

### How to participate?

There are seven days and seven hashtags during MuseumWeek. Each day, share cultural content on your official channels with the hashtag of the day. You are obviously free to choose the nature of the content that you share and the quantity of posts per day.

Each day, you can also organize physical activities in your museum and share the story on your official channels with the hashtag of the day. In previous editions, museums have offered a bunch of different things like concerts, workshops, interviews, and even video live events.

Who can participate?

Everyone, including artists and cultural groups, can totally get in on the action. And if you're just a regular person who loves culture, feel free to join in too! You can share your own stuff and even help plan some fun events.

Is it free to join?

Participation is obviously free, even if we will propose some extra packages for participants who looks for more detailed stats or visibility.

More info: <https://museumweek2h1r4.substack.com/subscribe>