



Lagoon Series by Carolee Jury

MAY 21, 2020

CULTURE FOR CAUSES NETWORK PRESENTS

MUSEUMWEEK 2020, FIRST REPORT



United Nations
Educational, Scientific and
Cultural Organization

With the support of
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NOSTRA**

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mtart.
AGENCY



Buffer



Talkwalker



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 **Talkwalker**

Lagoon Series by Canal+ Art

EDITO

This seventh edition of MuseumWeek took place in a very particular context due to the global pandemic of Covid-19. Very particular context for cultural institutions, many of which had closed their doors and which had to face an unprecedented situation; very particular context also for the organizers of MuseumWeek who had to suddenly reinvent a program and an organization.

It is nevertheless a great success for this unique world cultural campaign since the number of participants and the conversational volume have increased massively.

The whole team joins me in thanking the 65,196 participants who joined this worldwide call to celebrate art, culture and heritage in the name, for this edition, of "togetherness".

We will organize a second 2020 edition in November, dates will be released very soon.

With all our support.

Benjamin BENITA,





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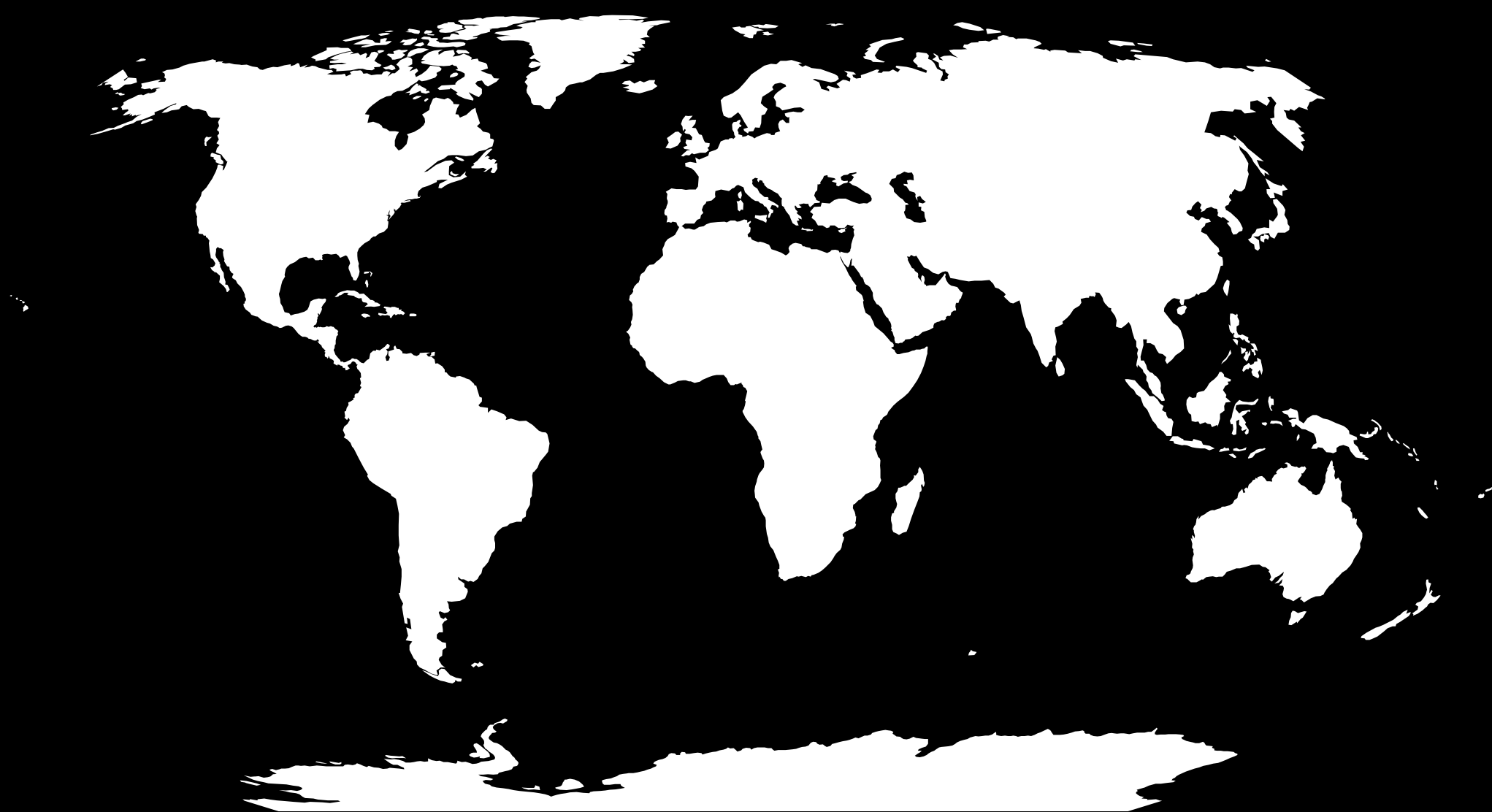
Lagoon Series by Calan Gurney

2019 vs. 2020

	2019	2020	%
UNIQUE AUTHORS	62,600	65,658	4,88 %
HASHTAGS MENTIONS (K MENTIONS)	184	217,1	17,99 %
ENGAGEMENT (M MENTIONS)	0,5178	2,4	363,50 %
POTENTIAL REACH (IN BILLIONS)	7,3	24,4	234,25 %



WORLDWIDE RESULTS



2020



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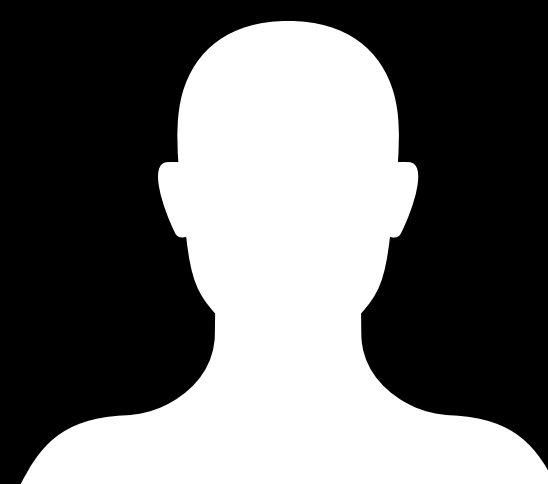
Talkwalker

Lagoon Series by Calan Gurney

GLOBAL RESULTS

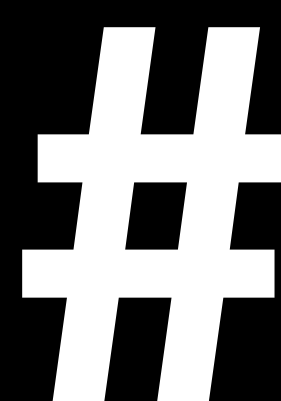
65,658

UNIQUE AUTHORS



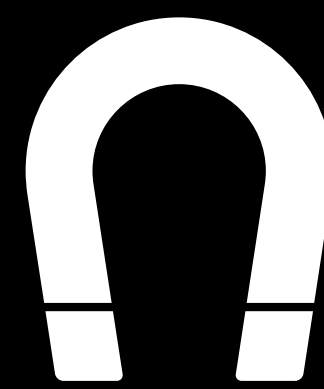
217,1K

HASHTAGS MENTIONS



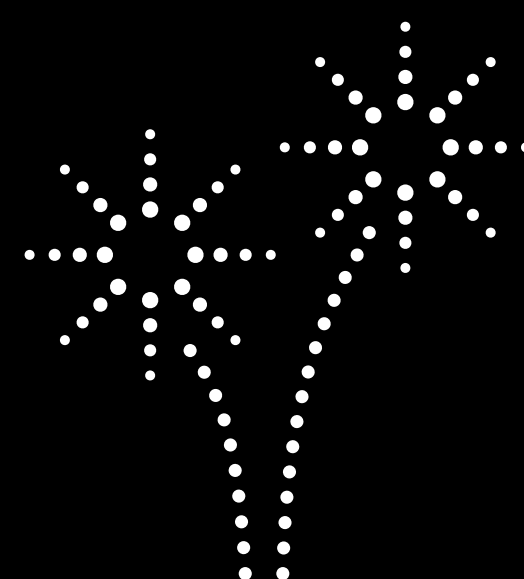
2,4M

ENGAGEMENT



24,4B

POTENTIAL REACH



STATS BY



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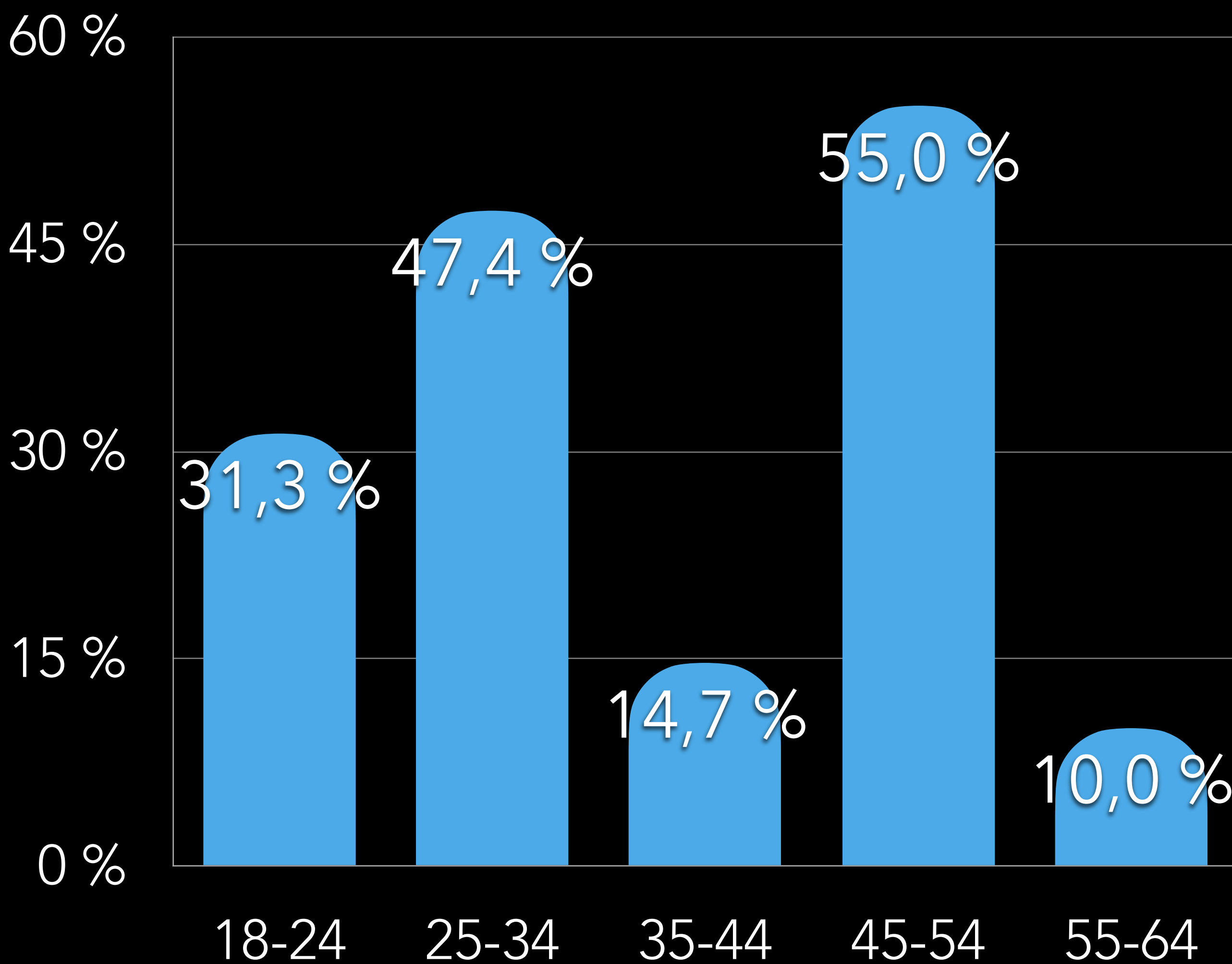
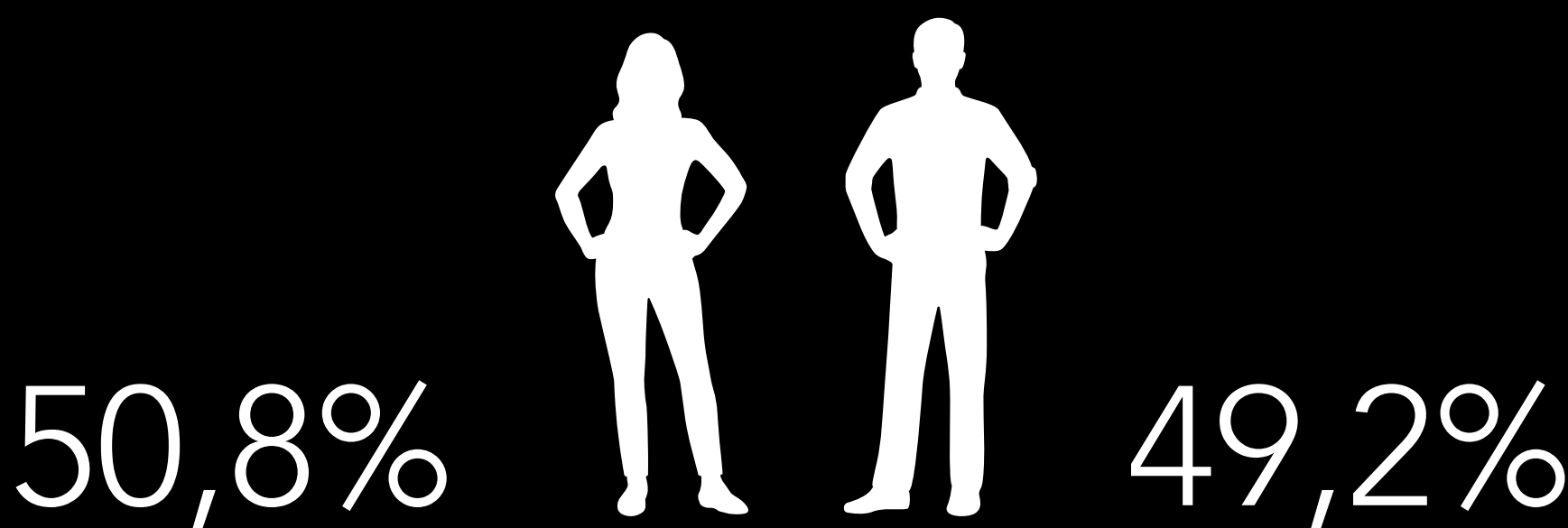
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Lagoon Series by Canal+

ABOUT UNIQUE AUTHORS





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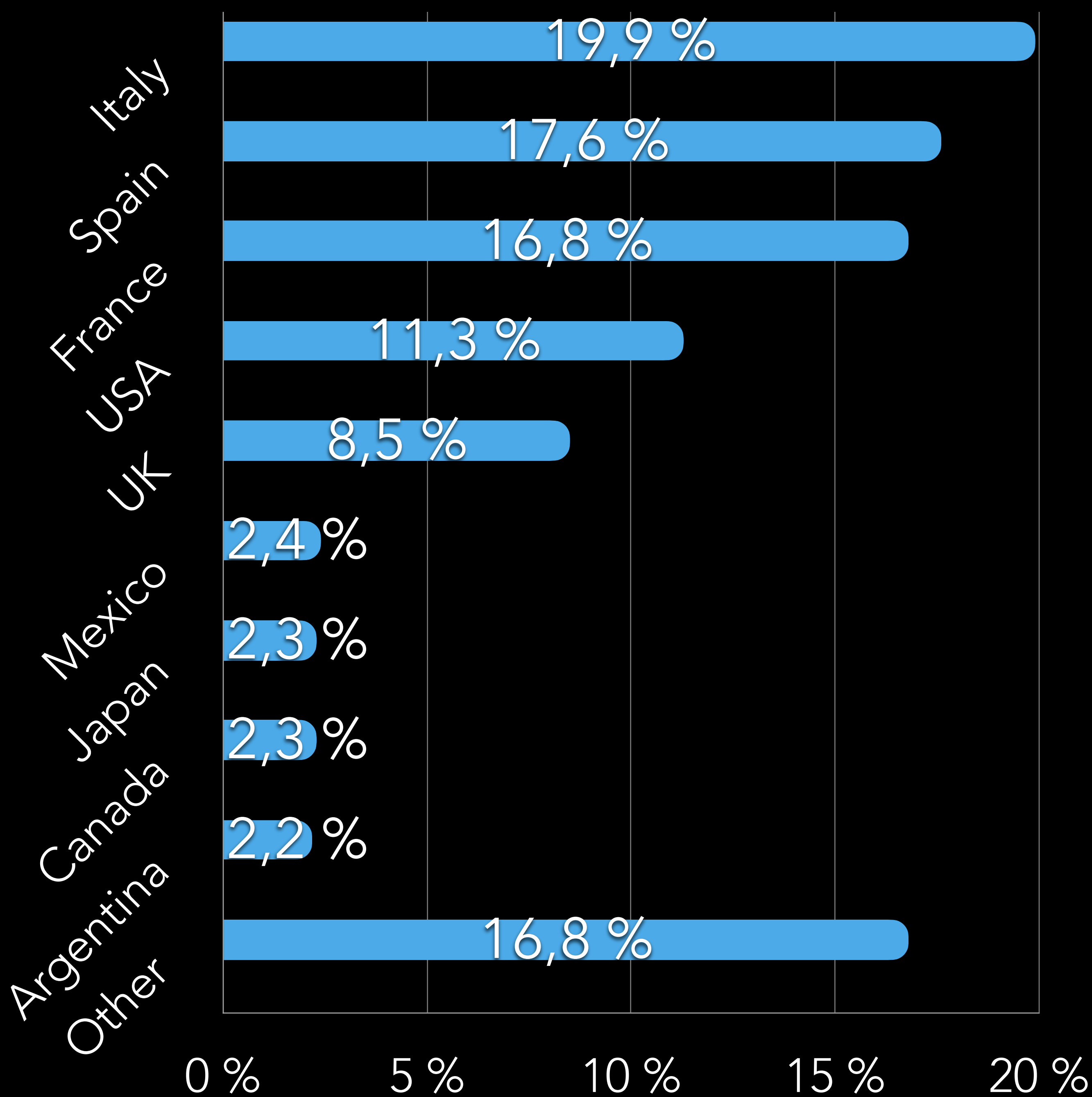
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Lagoon Series by Canal+

TOP COUNTRIES



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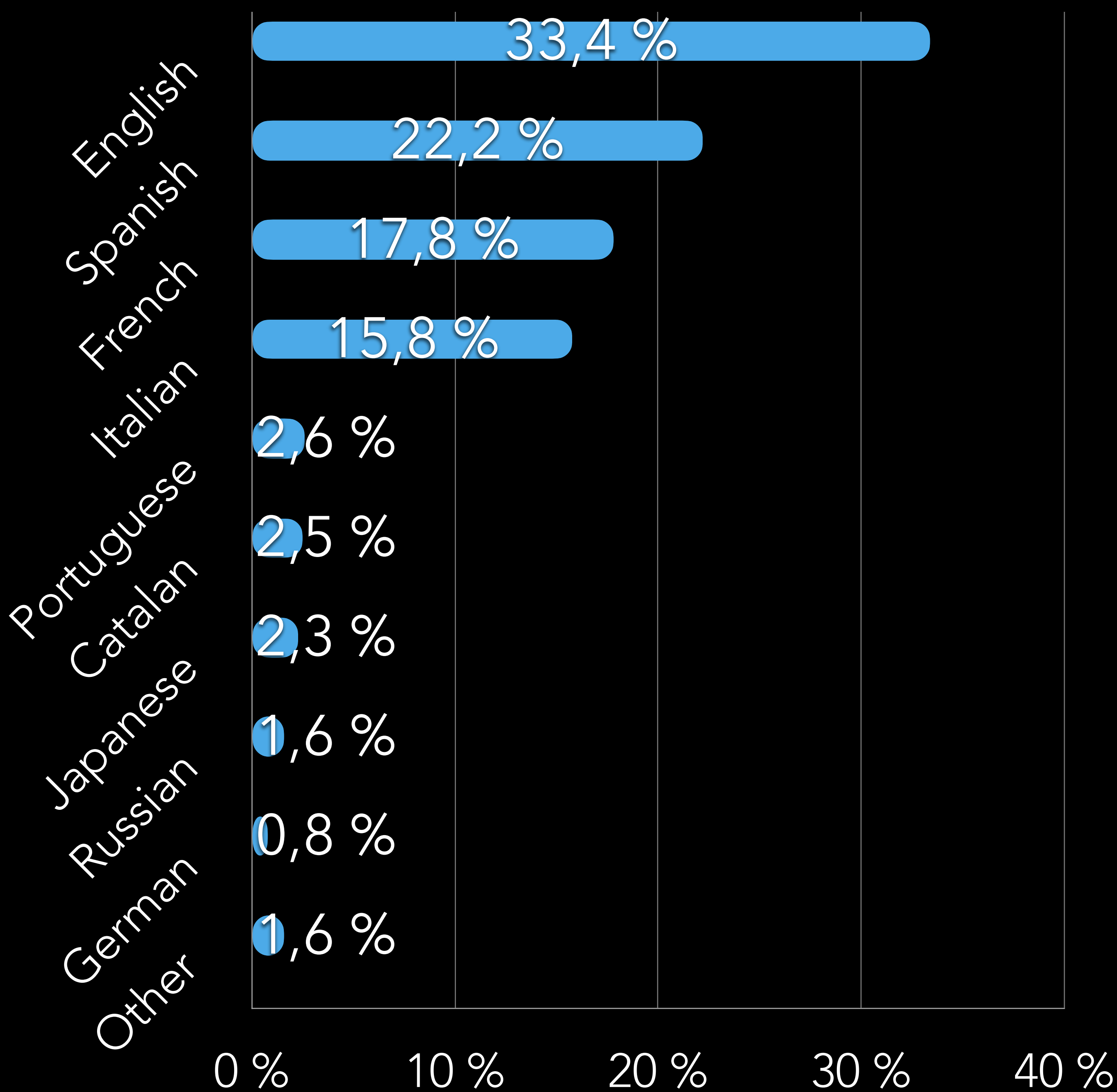
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Lagoon Series by Canal+ Art

TOP LANGUAGES





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MOST ENGAGING INSTITUTIONS

1



CHÂTEAU DE CHAMBORD



2



CHÂTEAU DE VERSAILLES



3



AUSCHWITZ MEMORIAL



4



**PARCO ARCHEOLOGICO
DI POMPEI**



5



GRANADEROS A CABALLO



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MOST ENGAGING INSTITUTIONS

6



MUSEITALIANI



7



MUSEO DEL TRAJE



8



**MUSEO NAZIONALE
DI CASTEL SANT'ANGELO**



9



BRITISH MUSEUM



10



MUSEU PICASSO



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MOST ENGAGING INDIVIDUALS

1



SECRETS D'HISTOIRE



2



**RENZO PIANO
BUILDING WORKSHOP**



3



CARMEN CAESARIS



4



FOLLOWING HADRIAN



5



DARIUS ARYA



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MOST ENGAGING POSTS



1

CHATEAU DE VERSAILLES



19.9K INSTAGRAM LIKES
479 COMMENTS



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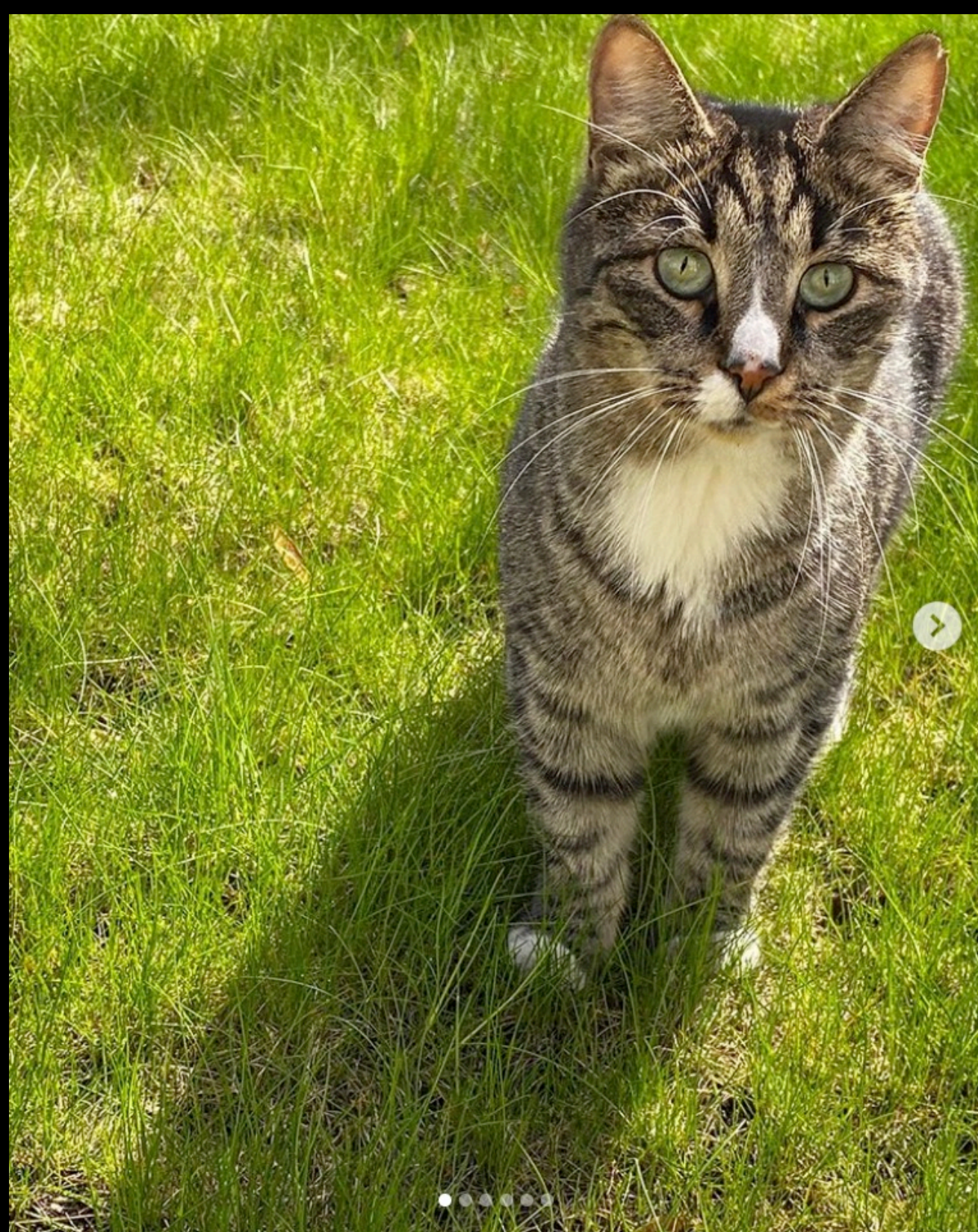
in partnership with



Lagoon Series by Catharina



MOST ENGAGING POSTS



hermitage_museum • [S'abonner](#)
The Hermitage Winter Palace - St.petersb...



hermitage_museum Пятница, 15 мая на [#MuseumWeek2020](#) тема [#climateMW](#) [#КлиматMW](#) - одна из главных тем нашего времени.

Все мы хорошо знаем, что последствия пандемии привели и к климатическим изменениям и новым реалиям в экологии. В Китае в феврале выбросы CO2 сократились на 25% по сравнению с аналогичным периодом предыдущего года. В Нью-Йорке воздух стал на 50% чище, а уровень транспортной загруженности Нью-Йорка в марте 2020-го сократился на 35% по сравнению с данными 2019 года. Жители Индии впервые за 30 лет



Aimé par [maritimesmuseum](#) et **17 086 autres personnes**

IL Y A 4 JOURS

Ajouter un commentaire...

[Publier](#)

HERMITAGE MUSEUM

2



15K INSTAGRAM LIKES
241 COMMENTS



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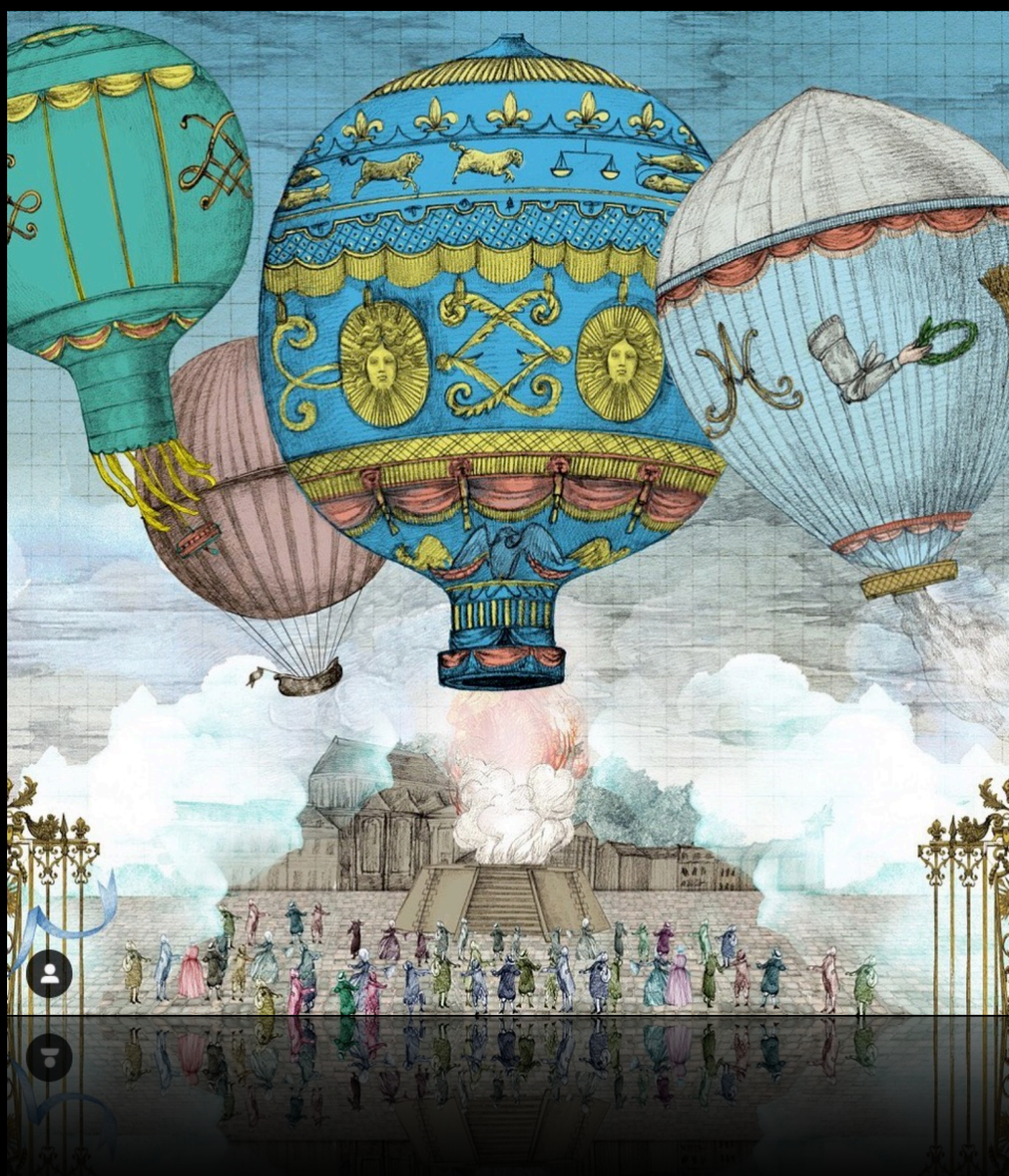
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Lagoon Series by Canal+ Paris



MOST ENGAGING POSTS



CHATEAU DE VERSAILLES



3



13,2K INSTAGRAM LIKES
50K COMMENTS

STATS BY



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OUR FAVORITE POSTS!



山種美術館
@yamatanemuseum

柴田是真《墨林筆哥》(#山種美術館)。ライブパフォーマンスを皆で一緒に楽しめる日が一日も早く戻ってきますように！(山崎)#TogetherMW #MuseumWeek #エア美術館 #自宅でミュージアム #StayHome 🏠 #おうちで日本画

[Translate Tweet](#)



5:00 AM · May 13, 2020 · [Twitter Web App](#)

439 Retweets **1.1K** Likes



1,2K LIKES
439 RT

1

YAMATANE MUSEUM



STATS BY



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OUR FAVORITE POSTS!



 **guggenheim** • S'abonner
Solomon R. Guggenheim Museum

1 sem 4 mentions J'aime
Répondre

 **dozi.thom** Loving your work
@oliverizodhair great attention to
detail with green violinist.

1 sem 2 mentions J'aime
Répondre

Afficher les réponses (1)

 **mich_pal_bro** @stellbdoo

1 sem 3 mentions J'aime
Répondre

 **celmorchio** @naranjitajap

1 sem 3 mentions J'aime
Répondre

 Aimé par museumweek et
13 445 autres personnes

12 MAI

Ajouter un commentaire... [Publier](#)

GUGGENHEIM MUSEUM



2



13,4K INSTAGRAM LIKES
38 COMMENTS

STATS BY



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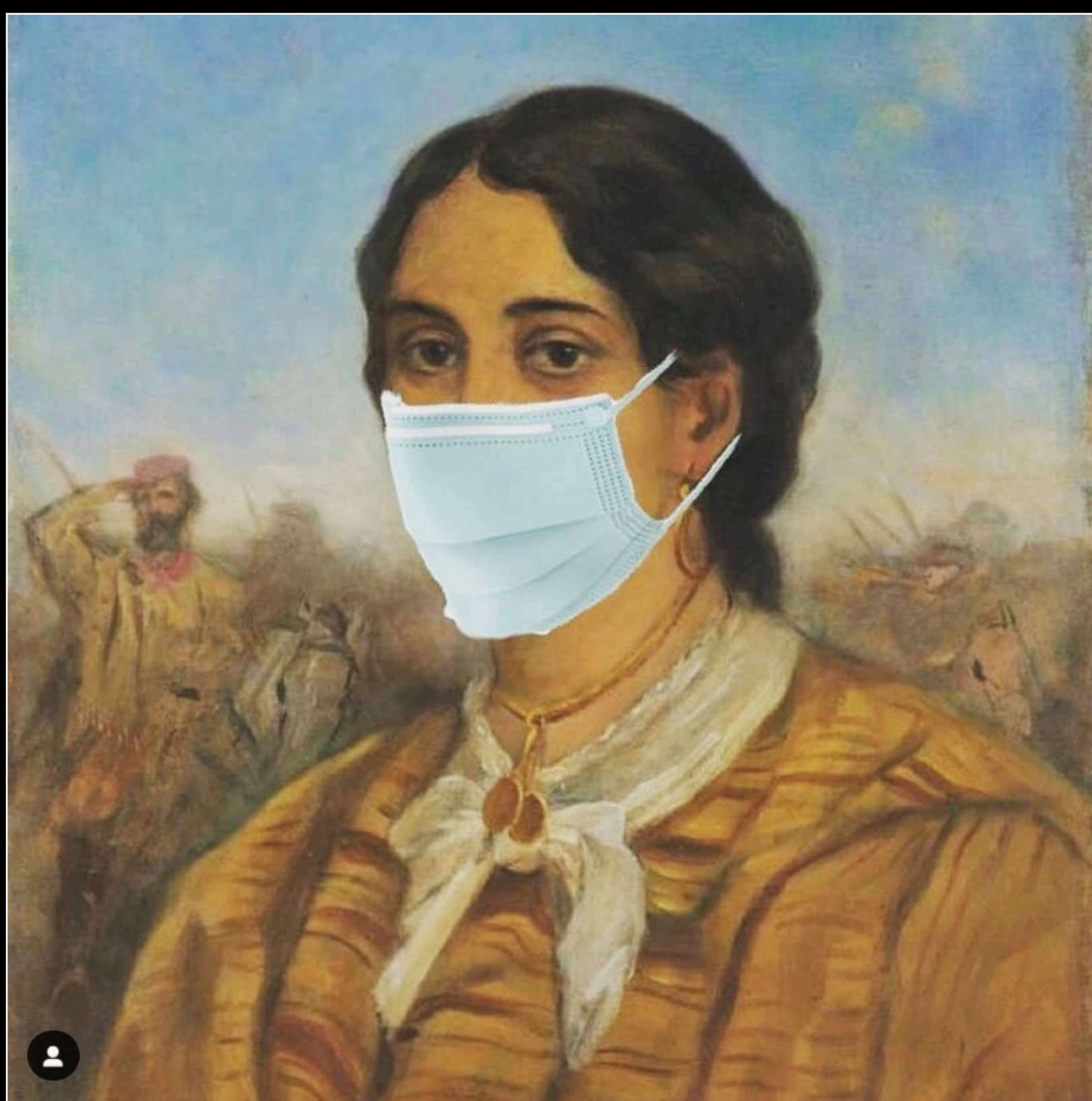
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OUR FAVORITE POSTS!



museuhistoriconaci • S'abonner
Rio de Janeiro, Rio de Janeiro



museuhistoriconacional MHN
SOLIDÁRIO | No retrato, Anita
Garibaldi, pintada por Joaquim da
Rocha Ferreira em 1933, agora
também usa máscara de proteção
para lembrar o público da importância
de seguir as recomendações de
órgãos internacionais e nacionais para
o combate ao novo coronavírus.

O isolamento social e as medidas de
higiene fazem parte das orientações
da Organização Mundial da Saúde
para reduzir o contágio e a
propagação do vírus. Neste contexto,
muitas pessoas começaram a
produzir máscaras em casa para
vender. Você sabe onde encontrar
máscaras caseiras?



Aimé par museumweek et
662 autres personnes

17 MAI

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Publier

MUSEU HISTÓRICO NACIONAL



3



467 INSTAGRAM LIKES
12 COMMENTS

STATS BY



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Lagoon Series by Canal+ Art

OUR FAVORITE POSTS!



parismusees • [S'abonner](#)



parismusees Ce thème **#EnsembleMW** est l'occasion d'évoquer le très beau travail du photographe portraitiste malien Seydou Keïta (1921-2001) dont le [@museedartmoderne](#) de Paris a dans ses collections près de 50 photographies.

🖼️ Seydou Keïta, (Sans titre), 1952 — 1955, Musée d'Art Moderne de Paris © droits réservés

[#seydoukeita](#) [#PMcollections](#) [#ParisMusees](#) [#togetherMW](#) [#MuseumWeek](#) [#blackandwhitephotography](#)



Aimé par **museumweek** et **1 269 autres personnes**

IL Y A 7 JOURS

Ajouter un commentaire...

[Publier](#)

Ajouter un commentaire...

[Publier](#)

IL Y A 7 JOURS

1 269 autres personnes

4

PARIS MUSÉES



443 INSTAGRAM LIKES
2 COMMENTS

STATS BY



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reggiadicaserta  • [S'abonner](#)
Reggia di Caserta



reggiadicaserta  **#MuseumWeek** |
Trascorriamo insieme
#MomentialMuseoMW emozionanti,
indelebili, senza tempo  Continuate
a condividerli con noi!
 **@alfredoferrentino**
#cartolinedallaReggia
#ReggiadiCaserta **#museitaliani** .

#togetherness #artyouready
#viaggiointalia #museumfromhome
#MuseumsAndChill #fuorimuseo
#museitaliani #italianmuseums



 Aimé par cultural_e et 2 191 autres personnes

14 MAI

Ajouter un commentaire...

Publier



5

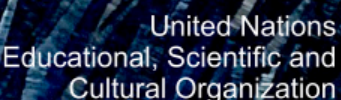


1,9K INSTAGRAM LIKES
15 COMMENTS

STATS BY



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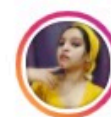
Buffer



Talkwalker



10000 Carine by Carine



sreyashi_raka_das • S'abonner

• • •

— Afficher les réponses (1)



marisemi One of the best!! 🙌🙌



6 j Répondre

— Afficher les réponses (1)



s.a.n.c.h.a.r.ii wow ! 🥰🥰👍👍



6 j Répondre

— Afficher les réponses (1)



524 J'aime

IL Y A 7 JOURS

IL Y A 7 JOURS

Ajouter un commentaire...

Publier

D



6



167 INSTAGRAM LIKES
11 COMMENTS

STATS BY



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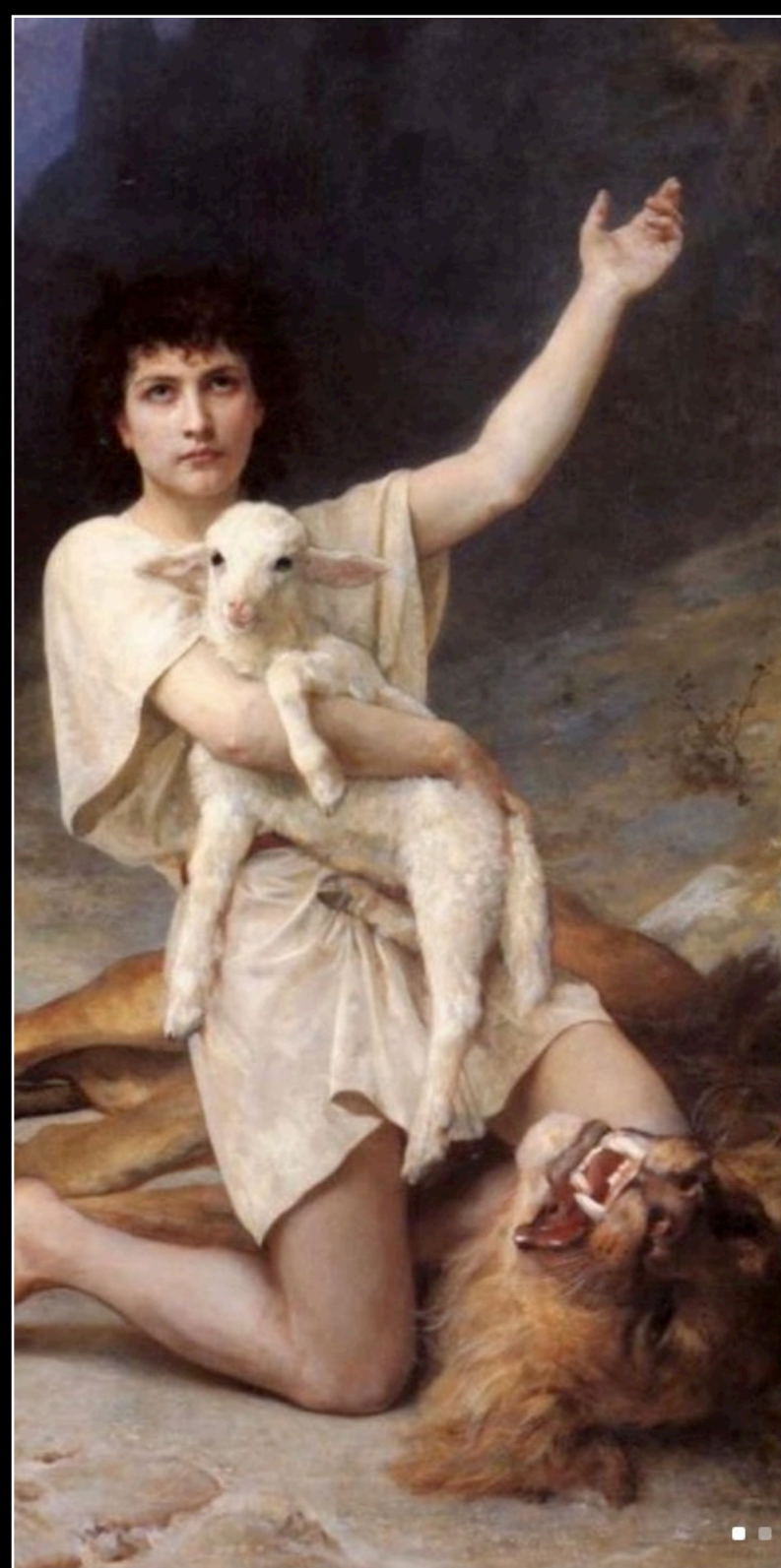
in partnership with



Lagoon Series by Cathy Nijhuis



OUR FAVORITE POSTS!



WOMEN IN THE ARTS



7



1,6K INSTAGRAM LIKES
23 COMMENTS

STATS BY



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Lagoon Series by Calvo

MUSEUMWEEK MAGAZINE

MUSEUM'S PEOPLE

ARTISTS

NEWS

TIPS & TRICKS

NEWS

MUSEUMWEEK AND THE COVID-19 CRISIS

APRIL 20, 2020

In today's environment it is paramount that we remain united while physically distancing. Together, the international cultural community can bring happiness and unity when we need it most. As an unprecedented health crisis strikes the whole of humanity, many of [...]

ARTISTS

4 QUESTIONS TO ARTIST ELISA INSUA

MAY 14, 2020

Elisa Insua, visual artist, working and living in Buenos Aires. Photography © Elisa Insua 1. Could you introduce yourself and the purpose of your artistic work? I am a visual artist from Buenos Aires, Argentina. I work with discarded materials creating [...]

ARTISTS

5 QUESTIONS TO THE LYRICIST AND PAINTER ALFREDO RAPETTI MOGOL

MAY 14, 2020

Alfredo Rapetti Mogol aka Cheope is a lyricist and painter from Italy. Photography © Valentina Tamborra 1. In your opinion what is the role of a museum? I am increasingly convinced that the role of museums today is to choose artists [...]

140 INTERVIEWS

6,8K USERS

8,9K SESSIONS

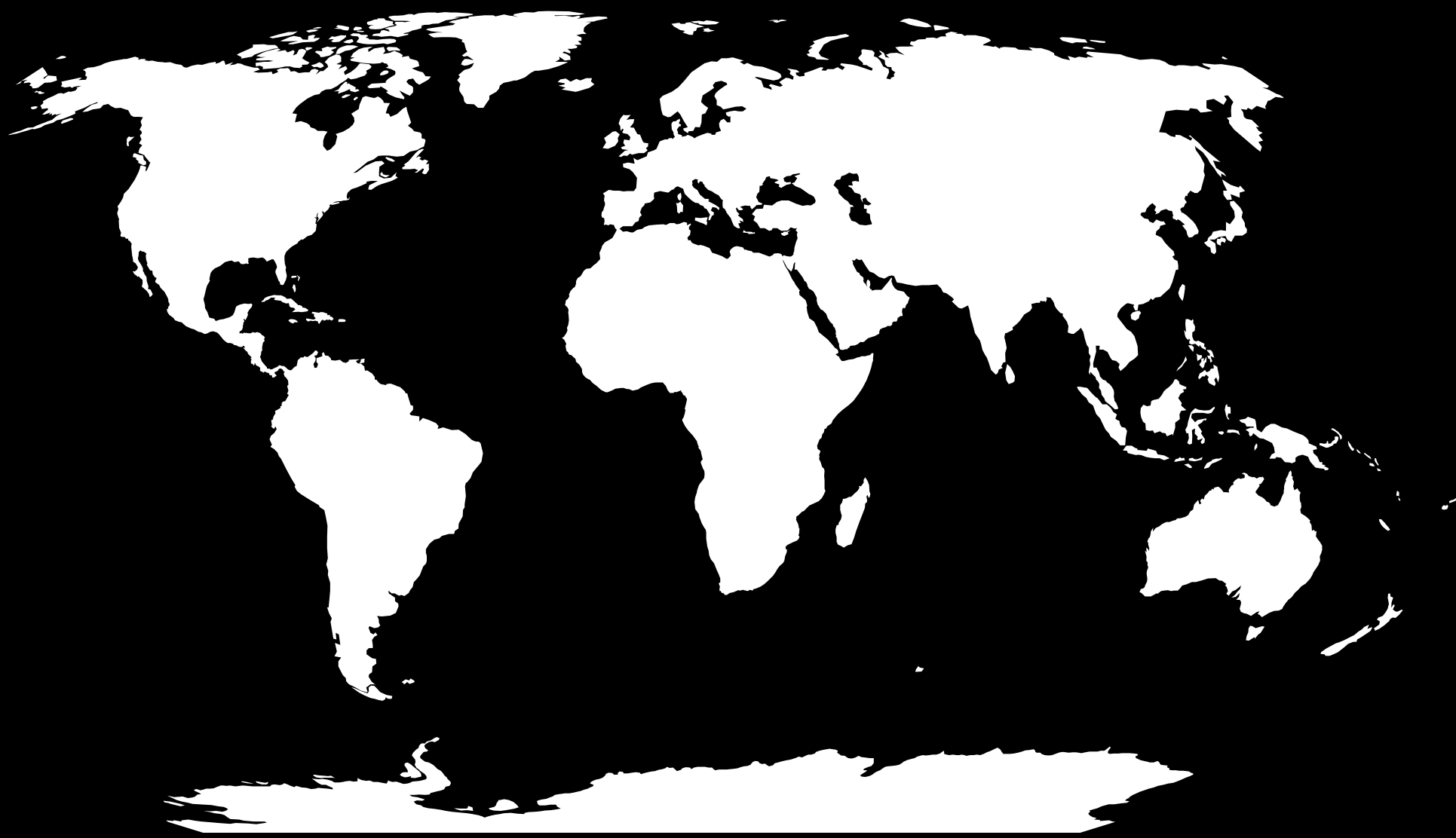
READERS

Country	Percentage
France	36,1 %
USA	19,46 %
Italy	7,85 %
Spain	4 %
UK	3 %
Brazil	4 %

STATS BY CULTURE FOR CAUSES NETWORK



MEDIA IMPACT



2020



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Lagoon Series by Canal+ Art

715 ONLINE MEDIA QUOTES

euronews.

rtve

**PARIS
MATCH**.be

**europa
press**

TimeOut
BARCELONA

**ouest
france**



FOCUSVF

Radio

il Metropolitano.it

publimetro

Granada Hoy

ARTE.it
THE MAP OF ART IN ITALY

NOTÍCIAS A MINUTO

3 hauts-de-france

STATS BY



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Lagoon Series by Calm Collective

715 ONLINE MEDIA QUOTES

ICOM international
council
of museums



**American
Alliance of
Museums**



**EUROPA
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**Office
franco-québécois
pour la jeunesse**

 **connaissances des arts**

STATS BY

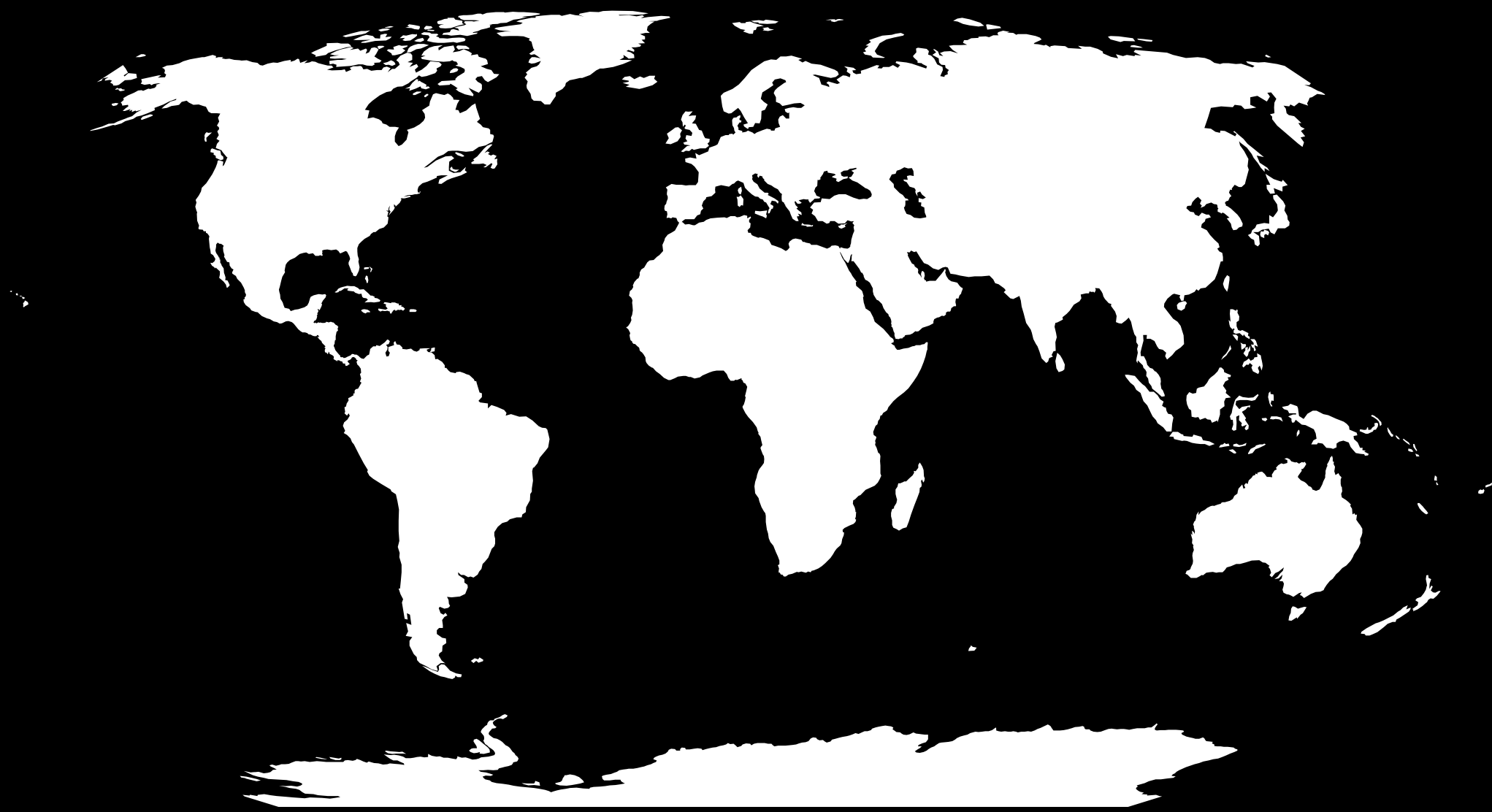


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REGIONAL RESULTS



2020



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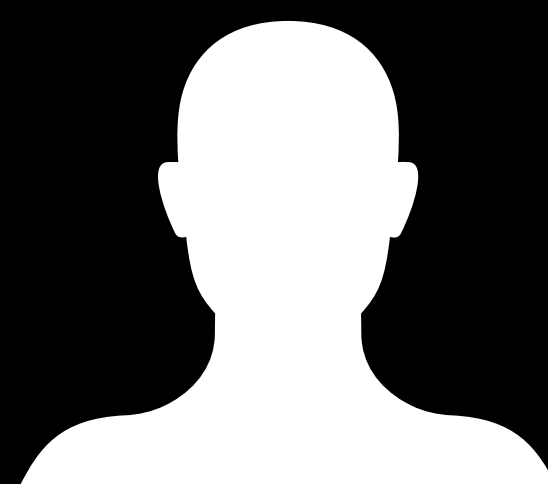
Lagoon Series by Calm Collective

AFRICA



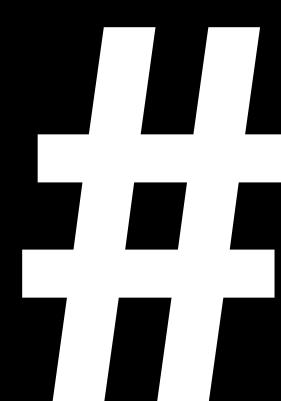
889

UNIQUE AUTHORS



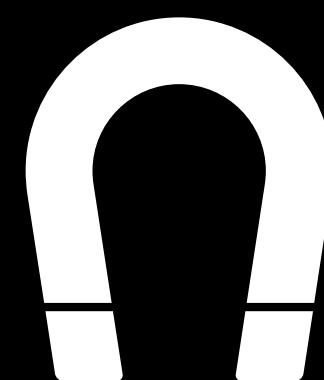
1,8K

HASHTAGS MENTIONS



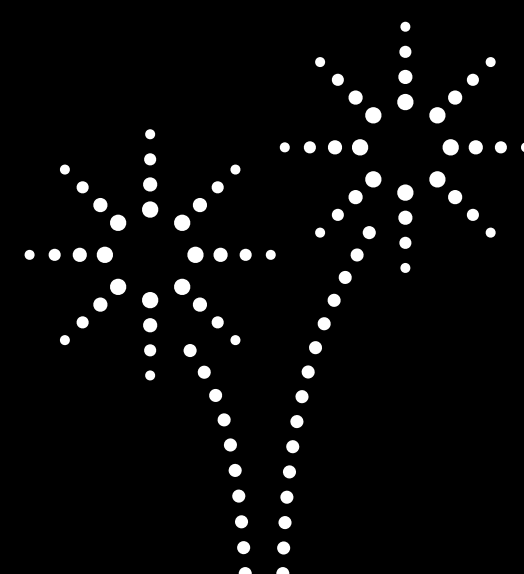
4,6K

ENGAGEMENT



5,6M

POTENTIAL REACH



STATS BY



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AFRICA



1



FONDATION ZINSOU



2



THE EGYPTIAN MUSEUM



3



GLENCOE FOLK MUSEUM



4



NYEGE NYEGE FESTIVAL



5



CONSTITUTION HILL SA



STATS BY



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EUROPA
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Buffer



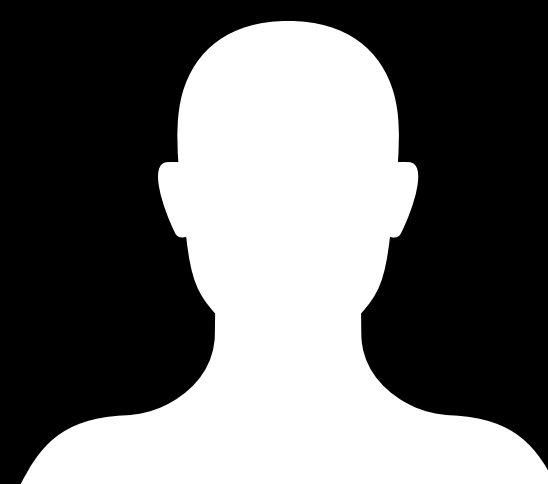
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Lagoon Series by Calan Gutter

ASIA

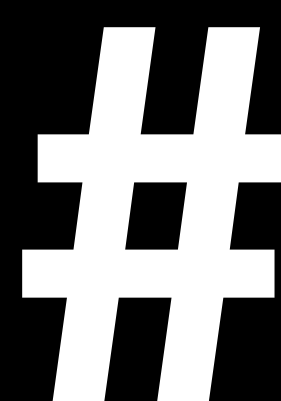
4,562

UNIQUE AUTHORS



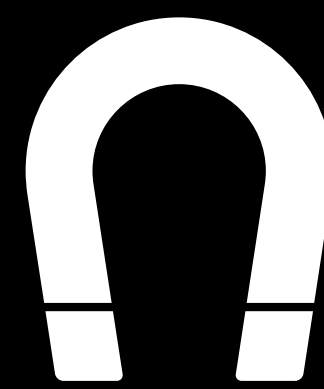
65,8k

HASHTAGS MENTIONS



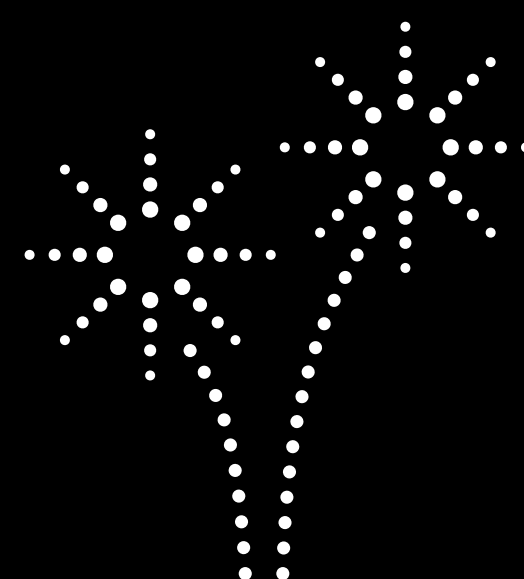
65,8k

ENGAGEMENT



42,4m

POTENTIAL REACH



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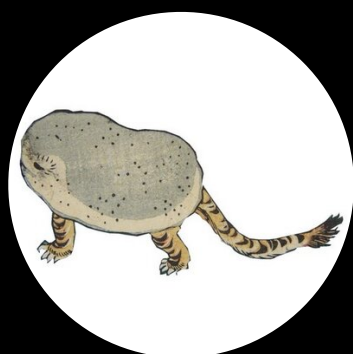
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Lagoon Series by Canal+



ASIA

1



**OTA MEMORIAL
MUSEUM OF ART**



2



**YAMATANE MUSEUM
OF ART**



3



HOKUSAI MUSEUM



4



**PATARA
ARCHAEOLOGICAL SITE**



5



**MITSUBISHI ICHIGOKAN
MUSEUM**



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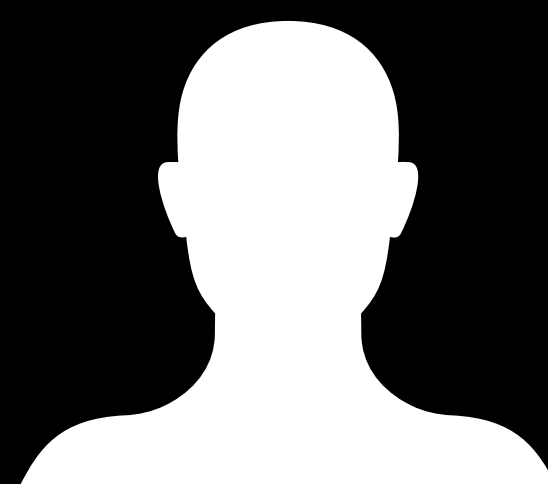
Lagoon Series by Calm Culture

EUROPE



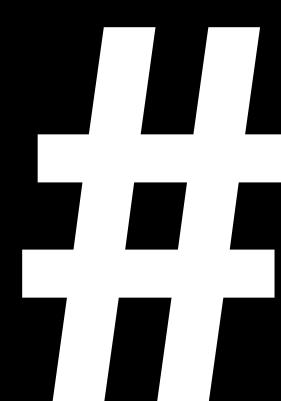
41,666

UNIQUE AUTHORS



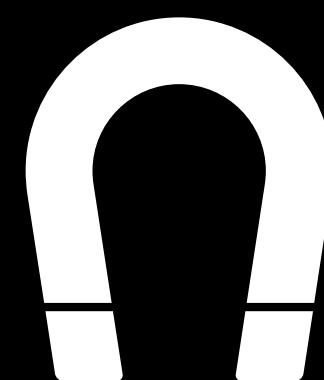
121,6k

HASHTAGS MENTIONS



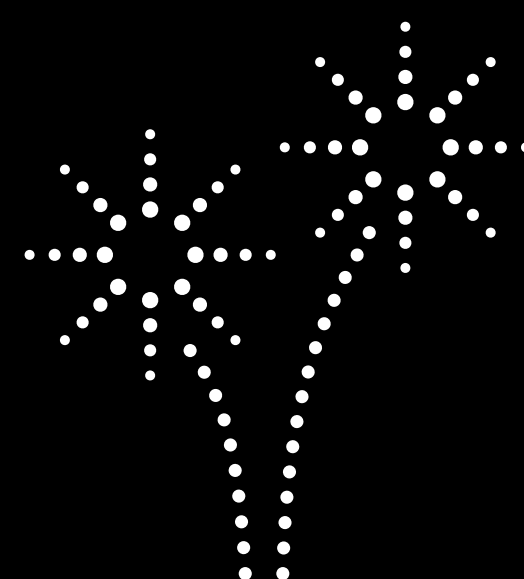
1,3M

ENGAGEMENT



1,2B

POTENTIAL REACH



STATS BY



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EUROPE



1



CHÂTEAU DE CHAMBORD



2



CHÂTEAU DE VERSAILLES



3



AUSCHWITZ MEMORIAL



4



PARCO ARCHEOLOGICO DI POMPEI



5



MUSEITALIANI



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Buffer



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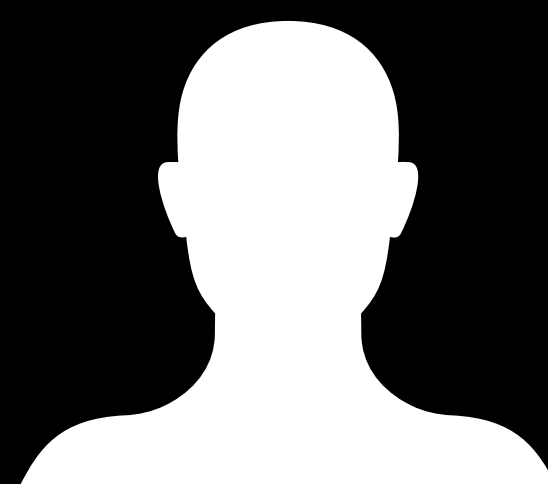
Lagoon Series by Calan Gurney

OCEANIA



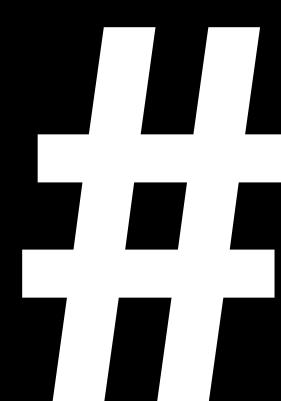
646

UNIQUE AUTHORS



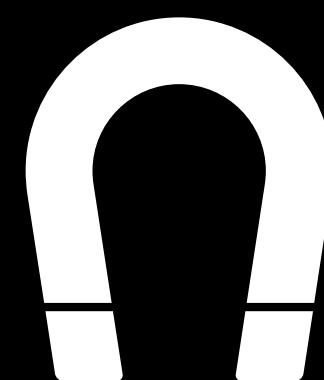
1,8k

HASHTAGS MENTIONS



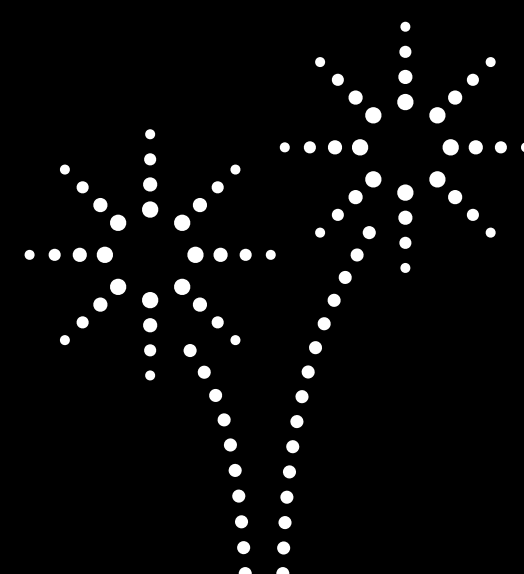
3,9k

ENGAGEMENT



4m

POTENTIAL REACH



STATS BY



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United Nations
Educational, Scientific and
Cultural Organization

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Lagoon Series by Calm Culture



OCEANIA



1



**SOUTH AUSTRALIAN
MUSEUM**



2



**MUSEUM OF TROPICAL
QUEENSLAND**



3



SYDNEY LIVING MUSEUMS



4



OLD TREASURY BUILDING



5



MUSEUMS VICTORIA



STATS BY



Talkwalker



With the support of
UNESCO



EUROPA
NOSTRA



in partnership with

mtart.
AGENCY



Buffer



Talkwalker

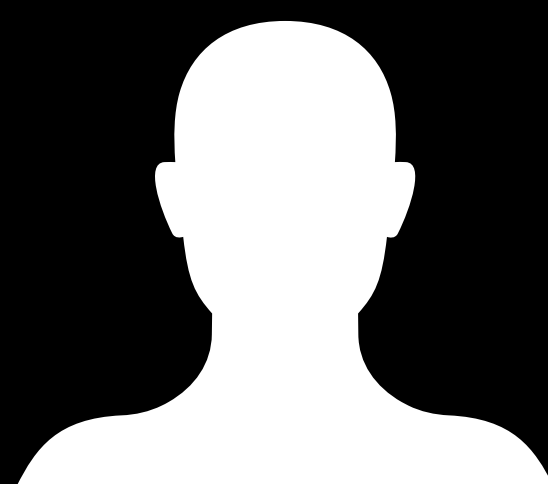
Lagoon Series by Calan Linn

NORTH AMERICA



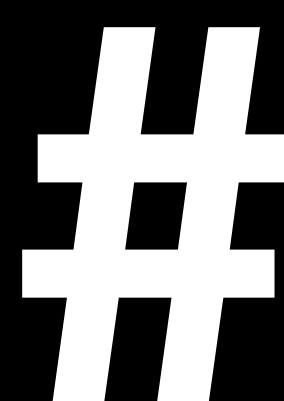
12,650

UNIQUE AUTHORS



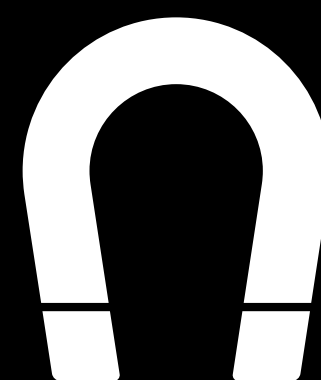
35,1k

HASHTAGS MENTIONS



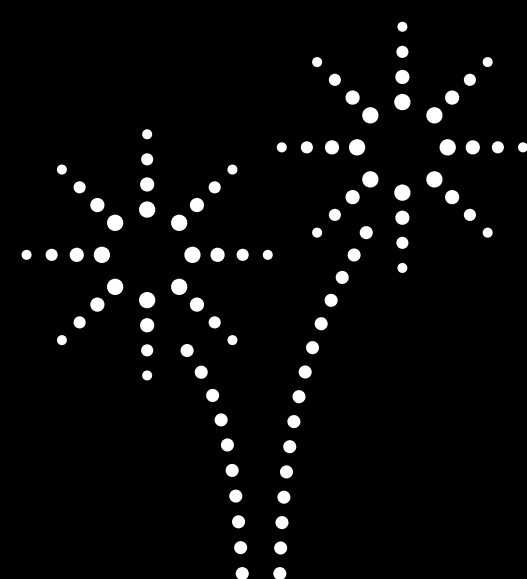
640,6k

ENGAGEMENT



120M

POTENTIAL REACH



STATS BY



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Lagoon Series by Canal+



NORTH AMERICA



1



US HOLOCAUST MUSEUM



2



**THE ANDY WARHOL
MUSEUM**



3



WOMEN IN THE ARTS



4



SHEDD AQUARIUM



5



THE TANK MUSEUM



STATS BY



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Buffer



Talkwalker

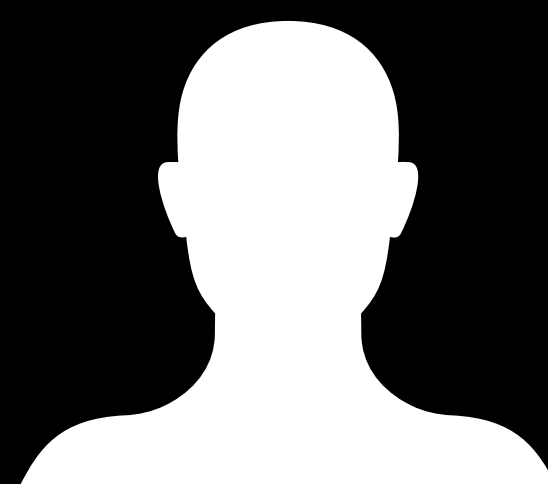
Lagoon Series by Calan Lunn

SOUTH AMERICA



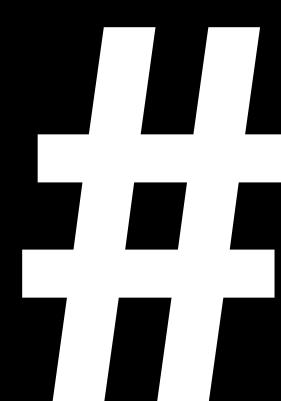
4,532

UNIQUE AUTHORS



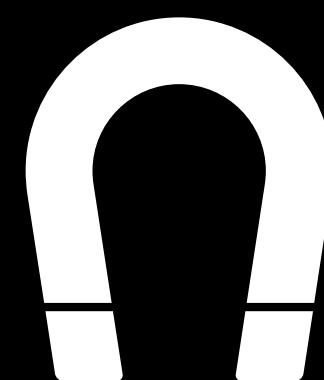
104,7k

HASHTAGS MENTIONS



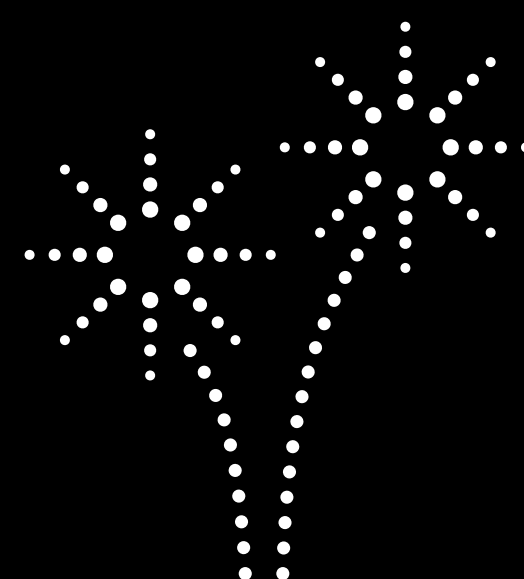
2,2M

ENGAGEMENT



23,4B

POTENTIAL REACH



STATS BY



Talkwalker



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Buffer



Talkwalker

Lagoon Series by Canal+ Latin



SOUTH AMERICA



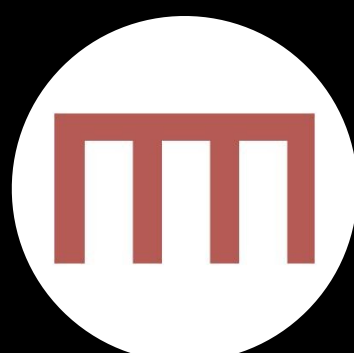
1



GRANADEROS A CABALLO



2



**MUSEO NACIONAL
DE BELLAS ARTES**



3



INHOTIM



4



SANTOS FUTEBOL CLUBE



5



**MUSEU ARTE SACRA
DE SÃO PAULO**



STATS BY



Talkwalker



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Lagoon Series by Calm Collective

TEAM 2020



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Fabio PARIANTE



Claudia PORTO



Brittany HOLMES



Nathalia REYS



Marianne TISSANDIER



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Medhavi GANDHI



Anna MIKHAILOVA



Alexia GUGGÉMOS



Nikole BELOPOLSKAYA



Alexandra PERREAU
PRADIER



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Lagoon Series by Calan Gurney

MORE DATA?

CONTACT@MUSEUM-WEEK.ORG