



Initiatives and actions of the museums in the corona crisis

(NEMO study, 6 April 2020)

This study provides an overview of initiatives of museums in Europe and worldwide during the corona crisis. More than 90% of the museums are closed – and will be for the coming time. However, they have been incredibly active, both online and physically, in helping their communities to cope with the special situation we all are in. In general, almost all museums offer their exhibitions in a digital format. In order to give an overview of the different activities, NEMO, the [Network of European Museum Organisations](#), has looked at:

- **Digital Initiatives**
 - Digital exhibitions
 - Online tours
 - Blogs, stories posted on Instagram and Facebook
 - Tours via live stream
 - Art education apps
 - YouTube channels with artist talks and lectures, short, fun videos of the freelancers' favorite objects/ artefacts
- **Using/ providing objects for creative use creatively**
- **Documenting the corona pandemic for future generations**
- **Donating necessary materials to hospitals etc.**

Digital Initiatives

Germany

State Museums in Berlin

- There is a wide range of objects and stories to discover in the [Online-database SMB-digital](#), on the website www.smb.museum and on the [Blog "Museum and the City"](#), the blog of the National Museums in Berlin.
- The "Museum and the City" blog offers background stories, interviews and picture galleries on all museums and collections. Interesting [portraits of staff members](#) or thematic series, for example the [renovation of the New National Gallery](#) or on the [favorite pieces of the museum makers](#). In the weeks of the shutdown, the curators, whose collection areas are closed to visitors, will have their say in the blog <https://www.smb.museum/museen-und-einrichtungen/hamburger-bahnhof/ueber-uns/nachrichten/detail/ueberblick-der-online-angebote-der-staatlichen>.
- Hashtags like #digitalmuseum or #DigSmus currently gather several similar initiatives.

Austria

Belvedere

- In Vienna's Belvedere, the audience can currently regularly take part digitally in a mini tour of a work in the Belvedere at 3 pm via live stream <https://www.belvedere.at/en/digital>.

Museum of Fine Arts Vienna

- You can enjoy with the art education app KHM Stories virtual tours of the Museum of Fine Arts while staying at home. There are many tours especially for children, too.
- You can listen to artist talks and lectures from series “Old Masters in Conversation” and “Contemporary Talks” on their YouTube channel, including among others Helen Langdon on Caravaggio’s Cupid and Ben Street on Mark Rothko.
- The interactive website www.insidebruegel.net provides images of all Bruegel paintings in the collection in extremely high resolution <https://www.khm.at/en/>.
- You can enjoy with the art education app KHM Stories virtual tours of the Museum of Fine Arts while staying at home. There are many tours especially for children, too.

France

Musée du Louvre

- You can delve into three of the museum’s spaces through virtual tours: you can “walk” its Ancient Egypt wing and its moat (hidden in the basement) and online tour of the Galerie d'Apollon (it was made in 2004). You can click on the objects on display for a close-up look and basic information about the work <https://www.louvre.fr/>

Spain

The Museo Nacional Thyssen-Bornemisza

- Was showing *Rembrandt and Portraiture in Amsterdam, 1590-1670*, which was scheduled to end on 24 May. Now it has launched an online tour of the show <https://www.museothyssen.org>

Italy

Castello di Rivoli (Turin)

- Had to close just after launching three new exhibitions, and it has now released digital tours and related videos for the shows <https://www.castellodirivoli.org/en/>

Fondazione Sandretto Re Rebaudengo

- Has announced new digital initiatives on its website and social media platforms <http://fsrr.org/en/>
- On their website (www.fsrr.org) and on social media, they will share a series of new features
- Through their Instagram account and website, they will engage with families, students and teachers by sharing content and workshops featured in their e-book Art at Times: an interactive map conceived to explore the world of contemporary art, available in Italian and

in English <https://www.ispeakcontemporary.org/ebook>

- Series of daily stories are posted on Instagram, Facebook and the website. These stories will show e.g. family workshops, a performance by a group of art school students inspired by the exhibition, training courses for teachers, hands-on activities for children
<http://fsrr.org/en/mostre/the-fondazione-keeps-its-virtual-doors-open/>

Sweden

Moderna Museet

Sofa Tours

- Live streamed guided tours, Sofa tours take place daily and will be live-streamed at 12 noon on the Moderna Museet Instagram and Facebook page
<https://www.modernamuseet.se/stockholm/en/event/sofa-tours/>
www.facebook.com/modernamuseet

Switzerland

Museum of Digital Art

- The MuDA – together with its partners – is offering live streaming lessons with great creative teachers, mostly for free. You can simply click on a lesson and join the class
<https://muda.co/ccc/>

Using/providing objects for creative use

Germany

Art Gallery Bremen

- Reenacts a work from their collection. The best photos will be exhibited in the South Foyer after the reopening! You can find the paintings and sculptures here <http://kunsthalle-Bremen.de/online-Katalog>, <http://bremen.museum-online.de>
- People from different countries share historical works of art under [#tussenkunstengarantaine](https://twitter.com/hashtag/tussenkunstengarantaine), which they reenact
https://twitter.com/hashtag/tussenkunstengarantaine?src=hashtag_click

USA

Getty Museum

- Getty Museum in Los Angeles invites its visitors to creatively recreate their artwork. People responded with a lot of enthusiasm and flooded social media with their unique artistic interpretations <https://www.eatliver.com/recreated-paintings/>

United Kingdom

#MuseumAtHome

- Freelancer Sacha Coward started the trend
- "A group of us decided that through short, fun videos, we could do something to help people stuck at home feel connected and entertained."
<https://www.forbes.com/sites/jamiewareham/2020/03/28/museumfromhome-is-the-trend-we-need-in-these-strange-times/#2199c6df79a7>
- "Whilst we're self-isolating, some of us museum weirdos have decided to make quick videos about our favorite museum artefacts. So if you can't go to a museum, let's bring the museum to you!" https://twitter.com/sacha_coward/status/1239572244604620808

Documenting corona for future times

Germany

Museum Europäischer Kulturen (MEK)

- **#CollectingCorona:** The Corona pandemic is changing everyday life for all people. As a museum for everyday culture in Europe, they therefore want to collect impressions and thoughts. In this way they can document for future generations how Europeans' felt when dealing with "Corona".
- They collect photos, impressions, thoughts about "corona" from all over Europe. *What's on your mind? How has your everyday life changed? What worries do you have? Send us a photo or short video and a short text (in any language) with your thoughts:* collectingcorona@gmail.com. All photos, videos and thoughts will then become part of the MEK collection www.smb.museum/mek

Italy

Fondazione Sandretto Re Rebaudengo

- **Let's Read:** *Let's Read* is a collaboration between the Fondazione and the Turin Public Libraries
- Sharing passages, quotes, highlights and recommendations on Instagram Stories using the hashtag #letsread
- They want to create a collection of different voices, words and images to connect all under the theme of *change and transformation* – a thread that weaves together the Fondazione's 2020 exhibition program <http://fsrr.org/en/mostre/the-fondazione-keeps-its-virtual-doors-open/>

Sweden and Norway

Minnen

Background: "Museums and other cultural heritage organizations collect objects and stories to

build up knowledge of our history and the times we live in. An online collection service increases the chance of reaching a wider audience and making it easier for people to submit stories and pictures”.

- “Minnen” is a website for museums on order to collect personal stories
- You can share your own story to the current collection themes
- The stories are saved for posterity in a shared memory bank
- The museum responsible for each collection theme is presented on the collection page <https://minnen.se/info/minnen>

Donating necessary materials to hospitals

Germany

Stiftung Preußischer Kulturbesitz

- Donates protective clothing, breathing masks, hoods and disinfectants: On Sunday, the Prussian Cultural Heritage Foundation provided the National Association of Statutory Health Insurance Physicians with protective clothing for the fight against the corona virus. The materials come from the collections of the National Museums and the Berlin State Library.
- The SPK also made breathing masks available to the National Association of Statutory Health Insurance Physicians.
- Several thousand gloves, protective suits, breathing masks, hoods and shoe covers as well as alcohol and disinfectants were handed over. The materials from the holdings of the National Museums and the Berlin State Library otherwise protect restorers in their work with hazardous substances. <https://www.monopol-magazin.de/stiftung-preussischer-kulturbesitz-unterstuetzt-aerzte-mit-schutzkleidung>

The Netherlands

Rijksmuseum

- Donates face masks and surgical gloves to medical workers in hospitals.
- **Stedelijk Museum and Van Gogh Museum** have joined the initiative. <https://news.artnet.com/art-world/conservators-face-masks-donation-1807725>

USA

Museum of Modern Art

- Has donated almost 3,000 nitrile gloves to Mount Sinai, New York Presbyterian/Columbia University Medical Center, and other area hospitals, and has sent three hundred N95 masks to NYU Langone <https://www.artnews.com/art-news/news/coronavirus-new-york-los-angeles-museums-masks-gloves-1202682055/>