



BEST PRACTICES COLLECTION

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European Museums stay open through digital technologies

Project Number: 2020-1-ES01-KA227-ADU-096171

OPEN MUSEUMS Best Practices Collection

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Date: November, 2021

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Acropolis Museum



ACROPOLIS MUSEUM

Archaeology & History Museum @ Athens, Greece.

<https://www.theacropolismuseum.gr/>

Creation of the Digital Acropolis Museum

The Acropolis museum completed in 2020 a [major digitization programme](#) that has made its entire available collection available in a new website, developing a large number of applications that has turned this museum the first one in Greece to go fully digital.

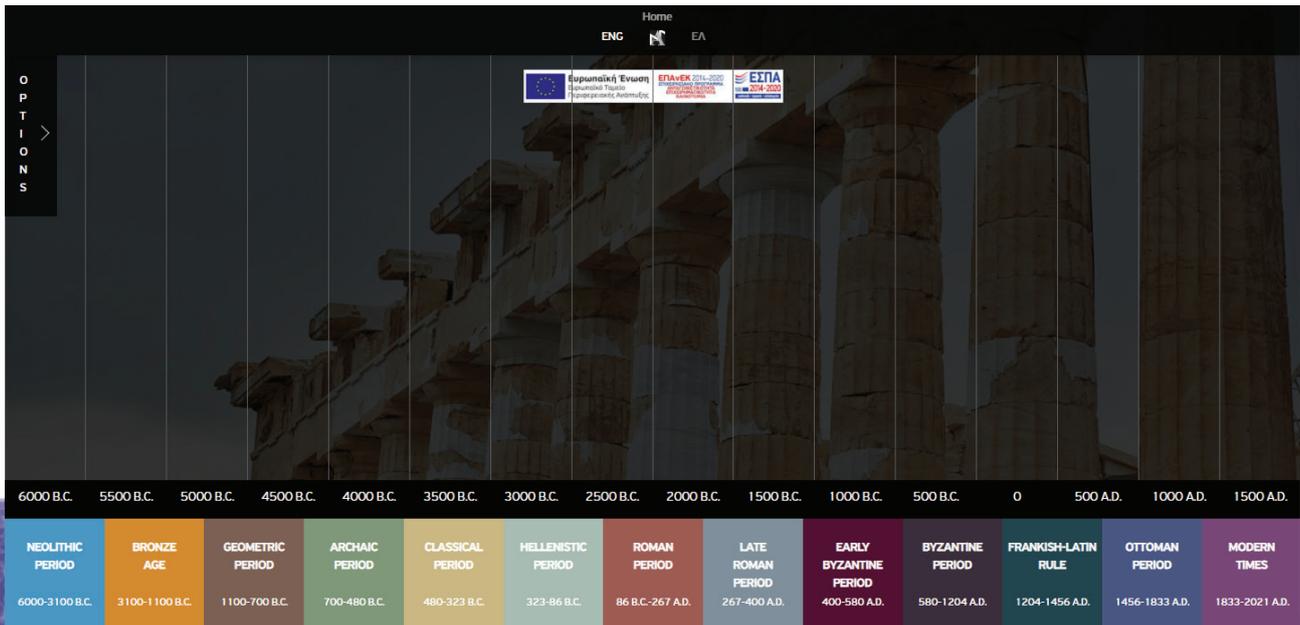
The programme allowed for the creation of a new website, available in Greek and English, that acts as a communication hub between the institution and its public, offering equal and free access to the Museum collections and exhibits.

The collection is now digitally available in an interactive area that includes 3D virtual tour guides, digital applications and videos, offering online audiences the chance to acquire a vivid and active relation with the various folds of ancient Greek civilization. The multidimensional employment of digital material allows to enhance enjoyment and first-hand experience of both the actual and online visitors.

The Museum also created, especially for his little friends, the website [Acropolis Museum Kids](#) with fun games, videos and creative activities.

The digitization programme foresees the long-term digital preservation of cultural objects through the documentation and digitization of the archaeological material that regards the finds from the Acropolis and its Slopes as well as the excavation at the Makriyiannis plot. The availability, accessibility and straightforward management of these archaeological materials aims to promote scientific research and visitors' experience.

These actions were developed in the framework of the Regional Operation Programme "Attica 2014–2020", with an investment of 1.3 M€. The Museum partnered with Google Arts and Culture and OTE S.A., A.M.S. ARCHIVE ORGANIZATION SYSTEMS S.A., TALENT A.E., Content Management In Culture P.C.



The Institution

The Acropolis Museum is devoted to the archaeological findings of classic Athens' most important structure. It houses the more than 3.000 artifacts found in the area, from the Greek Bronze Age to Roman and Byzantine Greece. Located in the historical area of Makriyianni, the Museum narrates the site from prehistoric times until the end of Antiquity.

Architect Bernard Tschumi's new Acropolis Museum replaced the old Museum, enhancing 25,000 square meters with 14,000 only for exhibitions. A tailor made museum building with extensive use of glass ensures breathtaking views of the Acropolis and modern Athens, along with immediate views of the archaeological excavation that lies below the Museum, visible through large expanses of glass floor.

The Museum provides a diverse program of activities for visitors, including the presentation of Museum conservators at work within the galleries, 3D projections about the Acropolis in antiquity, gallery talks by Archaeologists-Museum Hosts and family-focused activities.

Activity in Social Media

Facebook: 412.165 followers

Instagram: 18,4k followers

Youtube: 2,18k subscribers

Anne Frank House



History Museum @ Amsterdam, The Netherlands.

<https://www.salvador-dali.org/>

The Anne Frank Museums allows remote visitors to engagingly approach the story (and real facts) behind this famous book through a number of contents produced with different techniques but a common narrative: the recreation of Anne's day-to-day into its historic context, all delivered in a close familiar speech, as personal and intimate as a diary.

Virtual Tour

The digital visit start with a 3D "dollhouse" where it is possible to choose between the Front Section —the current museum— and the "Secret Annex", the shelter were Anne hided away from the Nazi Persecution, which was intentionally left empty when the museum (precisely, in the front section) opened its door. The Annex remains closed to the public but its opens for visitor online through a virtual tour that recreates each room; with interactive hotspots to access further pieces of information.

Is it possible to navigate the "Annex" from any browser but also to download for free the Virtual Reality app, available in 7 languages and suitable for Samsung Gear and Oculus Go headsets.

The experience was developed by Force Field VR, who used the latest VR visualisation technologies in combination with intensive manual work to arrive at a photorealistic result,

all on the basis of extensive historical research.

The Front Section is also interactive, and every section has its own piece of multimedia: texts, photos and usually an illustrative video.

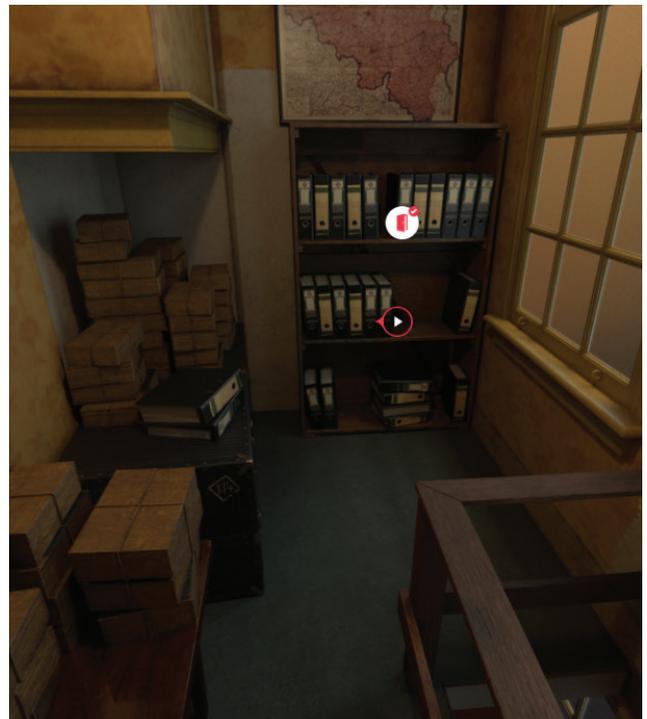
Digital Storytelling

Each piece of information accessed through the tour is not delivered as plain text but within the shape of "stories", with a narrative layout combined with pictures, just as if it were a diary: easy to read and engaging, allowing also for interaction and an answer/question formula.

Digital copies of all the objects housed in the museum are available online, each one contextualized with a quote from the novel, a piece of information which allows the user to connect with the collection itself.

In addition, the museums launched a web series of 15 episodes recreating with real actors the diary of Anne. A second "season" has been released with the title "After the arrest", continuing the story.

The Museum is present in the online platform [Google Arts& Culture](#) with additional contents, including 360° photos of the real house where Anne lived before moving to the "Annex". The house, owned by the Museum, is not open to the public but inhabited by writers-in-residence.



The Institution

The Anne Frank House is a writer's house and biographical museum dedicated to Jewish war-time diarist Anne Frank. The building is located along the Prinsengracht canal in central Amsterdam.

During World War II, Anne Frank hid from Nazi persecution with her family and others at the rear of the 17th-century canal house, the Secret Annex. She did not survive the war but her wartime diary was published in 1947.

Ten years later the Anne Frank Foundation was established to protect the property and prevent its demolition.

The museum opened in 1960, with a permanent exhibition on the life and times of Anne Frank. In 2013 and 2014, the museum had 1.2 million visitors and was the 3rd most visited museum in the Netherlands.

Activity in Social Media

Facebook: 892.138 followers

Instagram: 154k followers

Twitter: 70.499 followers

Youtube: 214.000 subscribers

The Benaki Museum



Art & History Museum @ Athens, Greece.

<https://www.centrepompidou.fr/>

Virtual Tours

The Benaki Museum website offers digital tours to four of the seven museums run by the institution: the Museum of Greek Culture, the Museum of Islamic Art, the Ghika Gallery and the Yannis Papas Studio. Tours are based in high quality 360° pictures and include close-up of selected exhibits, where visitors can hear short pieces of audio available in six languages.

These audioguides are also reused inside the museum, where visitors can make self-guided tours with their devices and hear the different narratives.

The tours were developed by a contractor, Panomedia 3D Photography, and supervised by the museum's staff.

Online store

The Benaki Museum Shop was the first museum online store in Greece and includes a large catalogue of products: replicas, accessories, jewellery, stationery, homeware, toys, etc., along with the museum's publications.

The Shop operates as a networking platform between traditional craftsmanship and new designers, establishing a creative channel of communication able to contribute to the survival of the old workshops.

Video contents

The Multimedia section in the recently relaunched museum website displays an important number of video resources covering different topics: exhibition presentations and "making-offs", "closed-ups" on selected pieces, "Snapshots" and other educational programmes, etc.

Videos are listed and organized in the [museum Youtube channel](#).

Social Media

With the hashtag #throwbacktime "Don't count the days, Make the days count" the museums publish regularly in its Social Media pictures from its historic archive exploring the country's recent past. They also use specific hashtags for each exhibition (and displayed in their website) so visitors can track and share information on them.

In-house IT team

Since the establishment of the Department of Computer Science in the Benaki Museum, the institution has developed a number of ICT projects and activities, actively contributing to the development of Digital Humanities in the country,



ΕΙΔΟΣ

- Αντίγραφα
- Εμπνευσμένα
- Σύγχρονα

ΤΙΜΗ

0,00 € 86,00 €



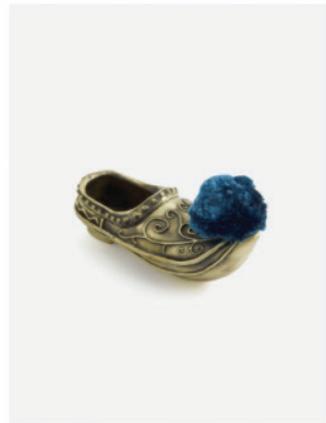
88 προϊόντα OK



Σφραγίδα- Ρήγας Φερραϊός
60,00 €



Διακοσμητικό presse-papier - Πυξίδα
60,00 €



Διακοσμητικό τσαρούχι
70,00 €

The Institution

The Benaki Museum, established and endowed in 1930 by Antonis Benakis, in the Benakis family mansion in downtown Athens, treasures Greek works of art from the prehistorical to the modern times along with a collection of Asian art. It maintains a state-of-the-art restoration and conservation workshop and displays permanent, temporary and travelling exhibitions. Institution's educational programme include courses, programmes, events, publications and openly available resources.

ts 2000 re-opening led to the creation of satellite museums that focused on specific collections, allowing the main museum to focus on Greek culture over the span of the country's history.

Activity in Social Media

Facebook: 178.465 followers

Twitter: 24,9k followers

Instagram: 82,8K followers

Pinterest: 949 monthly views

Youtube: 5.780 subscribers

Museo

museubordalo pinheiro

Bordalo Pinheiro

Artist's collection @ Lisboa, Portugal.

<https://museubordalopinheiro.pt/>

Although Bordalho's ceramics are very popular inside and outside of Portugal, his small museum faces the challenge of competing with some of the country's biggest museums to catch the attention of visitors in Lisbon. Thus, special care is put in its social media and digital activities, which have been praised for its quality in professional competitions on several occasions, with a special mention to its newsletters.

Social Media

The [Bordalho Pinheiro Facebook page](#) posts nice, attractive and funny contents on a regular basis, several times a day with good traffic scores. Although numbers are not huge (24.00 followers) every post shows good rates on social engagement (likes, sharing, comments, relevance).

The content strategy is developed by the museum community manager, making sure that social conversation keeps one coherent voice and tone of conversation, as well as consistent message. Thematic artwork-related posts are combined with news about museum activities or even mentions and exchanges with partner institutions.

Collection's objects are disseminated in this channel by putting them into new contexts to make them relevant to broad audiences (p.e. connecting it to present events, special dates,

anniversaries, trending topics); what engages and encourages users' participation. Humor and complicity with the public define the content strategy, well-aligned with Brodalho's branding.

High quality neat images reproduce artifacts in an attractive way while texts are quite long, but well-structured; without #hashtags or other noise elements, but a good amount of emojis.

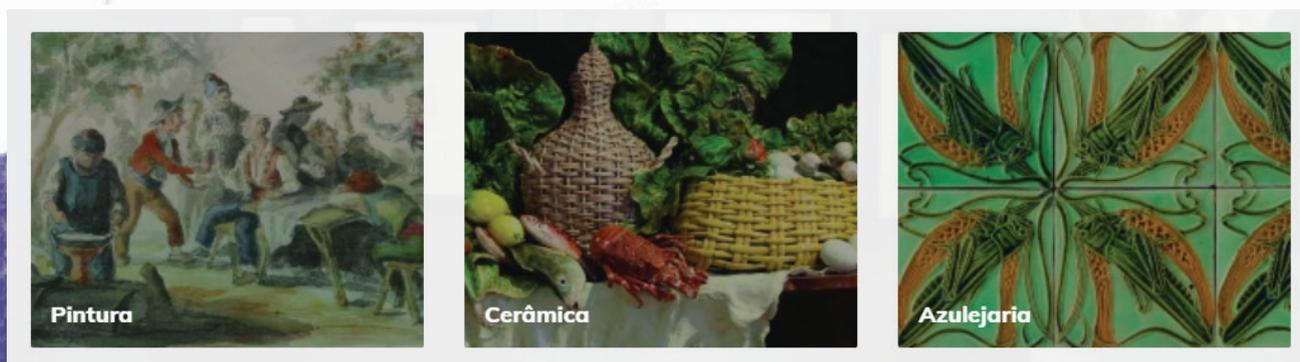
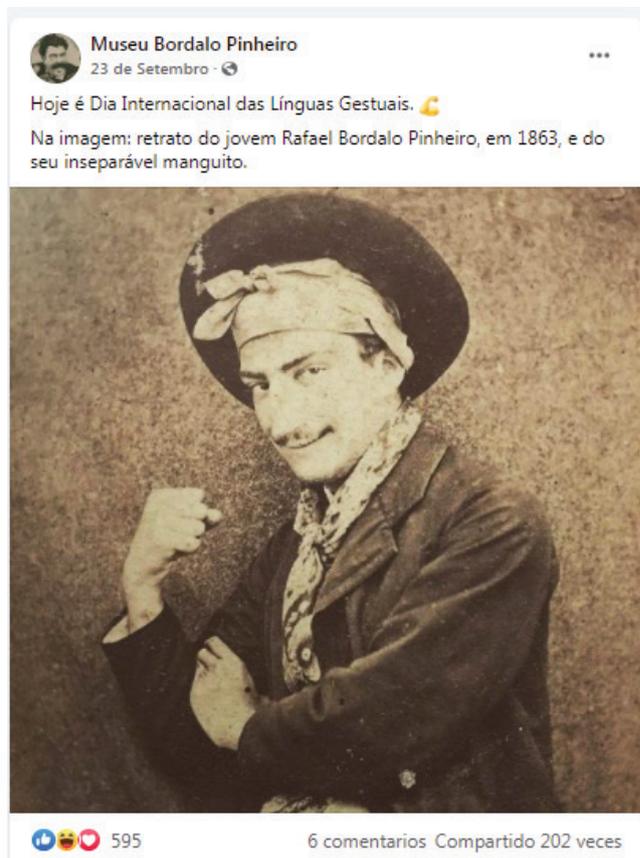
The case was chosen as an example of how a well-planned social content strategy can be very successful if carefully implemented. It is not a matter of tech investments but of training and capacitybuilding, and, specially, with time dedication.

Museum at Home

The whole collection, more than 13.000 is entirely available online. Some pieces display "close-up" videos in detail or 3D models. In addition, through partnership with the Lisbon Local Press Archives, provides access to many of the articles and cartoons published by the artist.

Some of these articles have also been dramatized in the video series "Bordalho speaks loudly".

The Museum also launched two digital exhibition specific designed for the website, and has its [own site](#) in the platform Google Arts&Culture.



The Institution

The Museum preserves, studies, and disseminates the work of Rafael Bordalo Pinheiro, a Portuguese artist and caricaturist who revolutionised the arts and media in the 19th century. Founded in 1916, as the result of the private collection of Ernesto Cruz Magalhães, the museum provides permanent access to the artist's work as well as temporary exhibitions and other activities.

The collection, 13.000 objects, brings together tiles, drawings, tools, sculpture, documents, photographs, prints, furniture, painting, textiles and, of course, ceramics, the best-known part of his artistic production.

The company producing Pinheiro's ceramics is still active today, and continues to launch new pieces and designs of these singular ceramics which have become almost a symbol of Portugal.

Activity in Social Media

Facebook: 24.430 followers

Instagram: 10.5k followers

Twitter: 1.645.950 followers

Youtube: 199 suscribers

Museo Egizio



History Museum @ Turin, Italy

<https://museoegizio.it/>

Video contents

Through the pandemic lockdown the museums issued a number of web series through its [Youtube channel](#) delivering extra contents and activities.

The series “The Director’s Walk” showcases the museum’s director itself, Christian Greco, in a number of videos where he discusses different aspects of the institution and its collection. Broadcasted two days per week.

“Snapshots from the collection” presents museum’s curators unveiling curiosities and interesting data on artifacts from the collection. 17 videos are available on the Youtube list.

Video was also chosen to provide additional content and information to the temporary exhibition “Invisible Archaeology”, which also has its own digital tour.

Lectures and conferences are also streamed and available on the video platform.

Virtual Tour

A [virtual tour](#) to the most popular sections of the museum, the village of Deir el-Medina and to the Tomb of Kha is available on the website, with a number of hotspots providing comprehensive information with text, photo and videos.

Kids Activities

A number of series also addressed children and families, launching video tutorials and mini-workshops welcoming kids to explore the secrets of Ancient Egypt.

“Do-it-yourself ancient Egypt” proposed video tutorials to build artifacts as the ancient Egyptians did.

At “The Stelevision” small journalists interviewed the Egyptologists of the Museum.

“The drawn stories”: watercolors and brush draw the lines for the story of the most famous myths of ancient Egypt

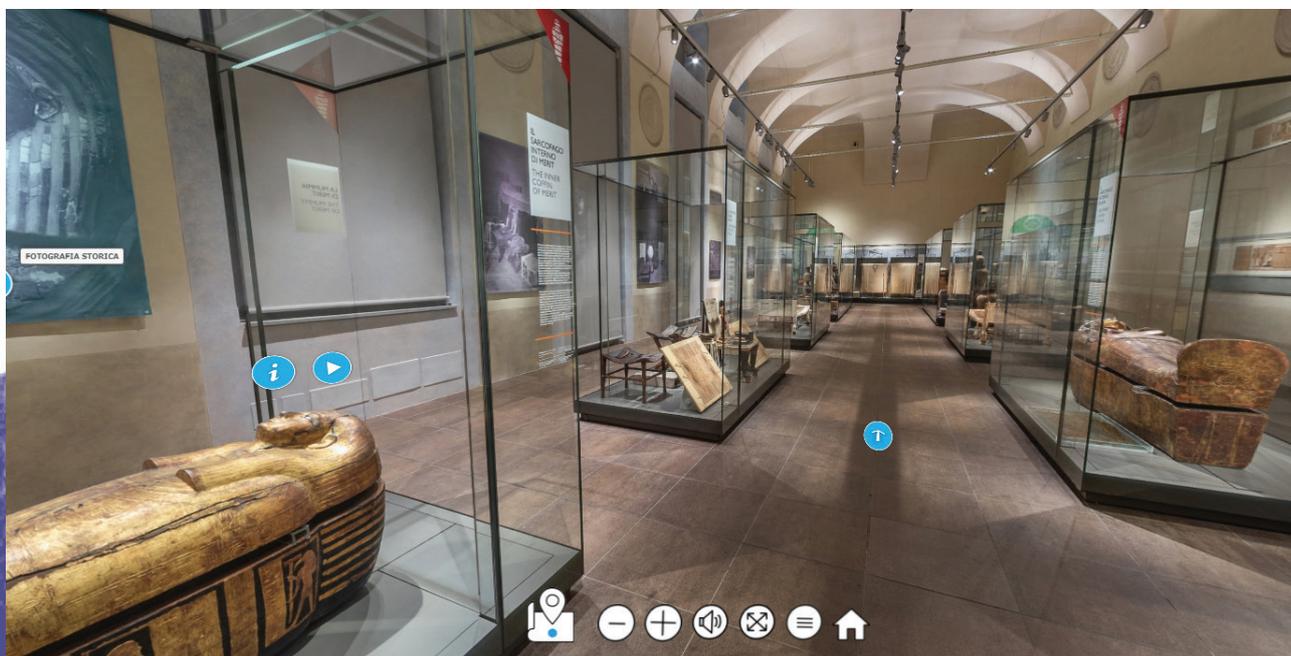
Digital Collection

Over 32.000 pieces made between 4.000 BC and 700 AD are available online for free consultation at the Museum database, built in Open Data and with a Creative Commons 2.0. license for photos. The Papyri collection is also available, providing access to 17.000 documents.

These tools are strongly focused to ease the exchange of information between scholars from all over the world, supporting archaeologists with an example of a three-dimensional virtual diary. This digitization process also contributes to a better understanding of the artifacts.

Statuetta del dio Osiride

Nr. inv.:	Cat. 39
Materiale:	Metallo / bronzo
Dimensioni:	40 x 11,5 x 7 cm
Datazione:	722-30 a.C.
Periodo:	Epoca Tarda - Epoca Tolemaica
Provenienza:	Ignota
Acquisizione:	Vecchio Fondo (ante 1882)
Collocazione:	Non esposto



The Institution

The Egyptian Museum of Turin is the oldest museum in the world, entirely dedicated to the Nilotic civilization. It is considered the most important after that of Cairo in terms of value and quantity of finds. In 2004 the ministry of cultural heritage entrusted it to the “Egyptian Museum Foundation of Turin” for management.

In 2019 the museum registered 853.320 visitors, making it the sixth most visited Italian museum. In 2017, TripAdvisor’s Travelers’ Choice Awards ranked Egypt in first place among the most popular museums in Italy, ninth in Europe and fourteenth in the world.

Activity in Social Media

Facebook: 242.683 followers

Twitter: 31.855 followers

Instagram: 83.897 followers

Youtube: 16.600 subscribers

Linkedin: 13.634 followers

Gallerie Estensi



Art & History museums @ Modena, Italy.

<http://www.gallerie-estensi.beniculturali.it/>

Virtual Guided Tours

The virtual reproduction of the Estensi Gallery, built in Matterport, allowed the museum to organize a series of guided digital tours through the lockdown.

These activities were held in Google Meet and allow participants to explore the virtual museums in the company of a real member of the staff with whom they can talk and interact and which provide additional information about the objects displayed, enriching the tour with hyperlinks on further works and collections.

These tours were disseminated through social media with the hashtag **#acasaconglieste** and soon became very successful. In less than two months have registered hundreds of bookings from all over Italy.

The interactive virtual visits to the Estensi Galleries represented, for the first time in the Italian scene, a new way to enter the museum, to stroll through its rooms accompanied by a guide who, showing the collections, interacts with the public and responds to its requests.

The tours welcome both the general public and schools.

Digital Collection

The [Estense Digital Library](#) project allows visitors to consult online the entire collection of the museums, 15.000 works freely available to the community.

High resolution photos allow you to look for small details while a powerful search engine makes it easier to navigate through the collection

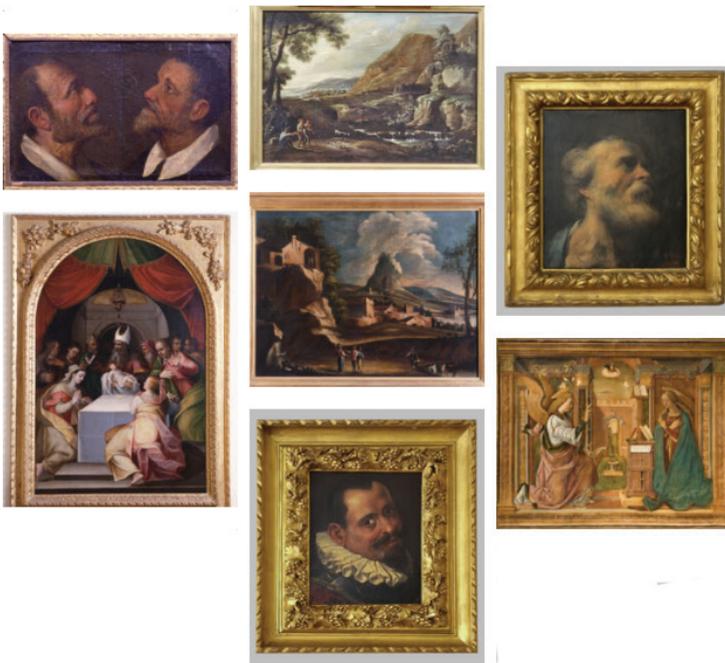
Virtual Exhibitions

The digital collection was curated by the museum staff in order to display thematic itineraries and online temporary exhibitions to be explored from home.

Thematic itineraries also included activities and games for children like the “Search the Lion” proposal.

Temporary exhibitions, on the other hand, presented a combination of videos (available in Youtube) and images accompanied by info sheets providing contextual and interpretative information.

Most of these digital activities resulted from the collaboration between the Museums and the Almagelag laboratory in the University of Modena and Reggio Emilia, along with other organizations (Franco Cosimo Panini, Hyperborea, MLOL, Halta Dizionario)



DANTE ILLUSTRATO NEI
SECOLI. TESTIMONIANZE
FIGURATE NELLE RACCOLTE
DELLA BIBLIOTECA
ESTENSE UNIVERSITARIA



The Institution

The Estensi Gallery houses the collection of the d'Este family, rulers of Modena, Ferrara and Reggio from 1289 to 1796. It was established by the family in 1854 and in 1894 relocated to its current situation, the Palazzo dei Musei in St. Augustine Square. The museum showcases a vast array of works ranging from fresco and oil painting to marble, polychrome and terracotta sculpture; musical instruments; numismatics; decorative antiques.

Since 2014, the Gallery is part of the Estensi independent complex of museums merging the Estensi University library, and the Lapidary

Museum in Modena, the Palazzo Ducale in Sassuolo and the Pinacoteca Nazionale in Ferrara. Together, they reflect the progressing tastes of an Italian court of nobility.

Activity in Social Media

Facebook: 18.538 followers

Instagram: 37.918 followers

Youtube: 360 subscribers

Goulandris Museum

Natural History Museum @ Athens, Greece.

<https://www.gnhm.gr/>



Virtual Tours

The Goulandris Natural History Museum partnered with the ICT company Mellon to develop this 360° virtual tour in the framework of the KEM project “Innovative Museum Applications”, which is funded by the RESEARCH - CREATE - INNOVATE action of the EPANEK Programme of the NSRF.

The tour covers the whole range of the two Museums’ permanent exhibitions, the main one and its Appendix, the Mastaba Paleontological Museum in Rethymnon.

The tour simulates the visitor’s physical presence in all spaces making it possible to virtually navigate in all directions and enjoy the exhibitions, as well as taking screenshots of each screen. A total of 25 360° shots were taken in 4k and ensembled together to prepare the exhibition with high quality details.

65 points of interest (marked with an “i” symbol) on selected exhibits provide close-ups of the exhibits and well as videos with useful curated by the Museum’s Collections Managers,

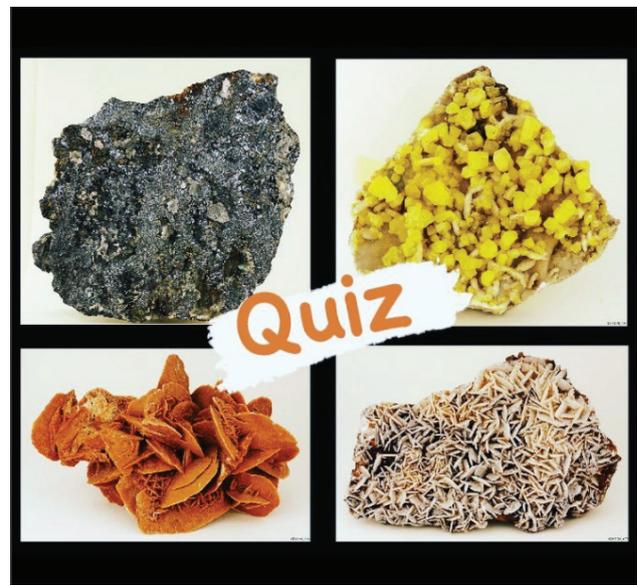
Audio narratives are available in Greek, but with Greek and English subtitles

Mobile App

The museum has also launched an app for iOS/ Android mobile devices that includes these virtual tours along with other amenities: on-line purchase of tickets e-shop access, mobile website, etc.

The app can be used outside the museum but also within, allowing visitors to access additional rich material of different media, sources and level of expertise (video, photos, audio and documents), including Augmented Reality sets. The application is activated using Beacons / QR codes and displays in an interactive way multiple levels of documentation that enhance the content provided to visitors.

The app has also been the basis for the development of new educational courses, learning materials to use at home or in the classroom. It also includes a number of games for different age groups, which act as complementary tools to the educational activities and at the same time constitute an additional means of attracting the interest of visitors, such as treasure hunts.



The Institution

Founded in 1965, the Goulandris Natural History Museum is home to zoological, botanical, marine, rock, mineral and fossil specimens. The Gaia Centre for Environmental Research & Education, founded in 2001, provides the unique opportunity to the visitor to get acquainted with Earth, the diversity of its landscapes, flora and fauna, via new interactive technologies, and understand the impact of human activity on the environment.

Every day, hundreds of visitors, mainly school children, are guided and trained in order to develop and increase their environmental

awareness. The specialist staff of the Museum and the Gaia Centre guides the visitors through the exhibition areas, providing useful information regarding the creation and evolution of our planet.

Activity in Social Media

Facebook: 103.142 followers

Instagram: 5.842 followers

Youtube: 526 subscribers

Guggenheim Bilbao

GUGGENHEIM BILBAO

Contemporary Visual Arts Museum @ Bilbao, Spain.

<https://www.guggenheim-bilbao.eus>

Social Media

The Guggenheim Museum in Bilbao is a referent for the management of Social Media in Museums. They curate and publish content in a number of platforms, with different strategies for each one and achieving great success in terms of numbers across all.

The most successful channel is Instagram (also in comparison with other similar museums), where they have a great impact and engagement, using different kinds of images: pictures, gifs, videos, etc.

The institution publishes contents in several languages —usually Spanish, sometimes also Basque and English— depending on the content and the target addresses. They promote temporary exhibitions, the products at the eshop, donations for certain projects, etc. A special emphasis is put on brand awareness and boosting the engagement with audiences.

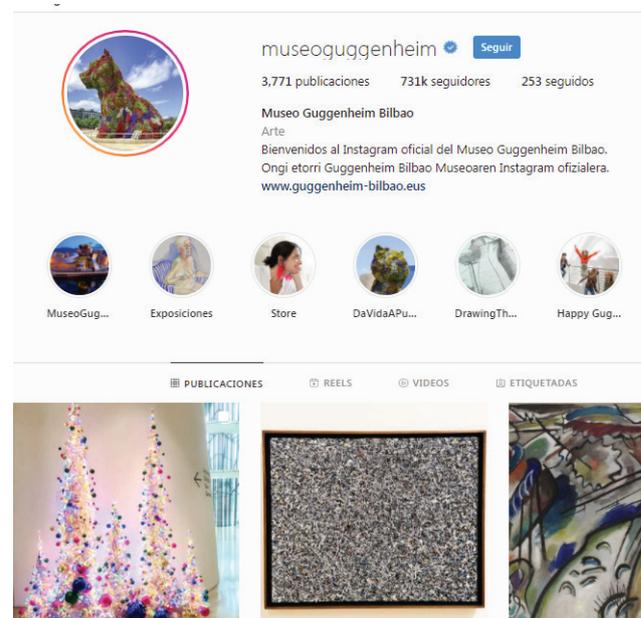
There is no more innovation than perfect and updated knowledge of the rules of digital and social media marketing.

The museum is also a best practice for its online store, with a wide range of quality products available (clothes, accessories, homeware, stationery, kids, books...), a stylish design, an efficient digital marketing strategy, and clear information on payment and shipment.

The Institution

The Guggenheim Bilbao is the result of the alliance between the Basque Regional Government and the Solomon Guggenheim Foundation. Their iconic building was designed by architect Frank Gehry and opened its doors in 1997, boosting a change in the whole city. It features permanent and temporary exhibitions on Modern & Contemporary Art.

Its impact in Social media is huge, reaching huge numbers followers in the main platforms Facebook (263.000 fans), Twitter (370.000 followers), Instagram (708.000) and Youtube (7.380 subscribers).



The Louvre Museum



Art Museum @ Paris, France.

<https://www.louvre.fr> - <https://boutique.louvre.fr>

Louvre Collections

The Louvre has put almost all of its collection online, totally free to explore in this new platform that brings together digitised versions of circa 482,000 works of art. The huge online exhibits span paintings, engravings, sketches, objects and sculptures from across the museum's galleries, as well as those of the Musée National Eugène Delacroix. It even includes statues from the neighbouring Tuileries and Carrousel gardens.

The artworks are organized in collections by department and technique and also curated into several thematic albums. There is also an interactive museum floor map where visitors can explore the collection room by room.

The search tools help visitors easily find all the works by the same artist who made, for example, paintings, drawings, and sculptures. Advanced searches and filters allow for refined searches by curatorial department, place of exhibition, date of creation, artist, etc. Users can explore the collections by going back and forth between entries to discover other works by the same artist, from the same period, or in the same category of works, for example.

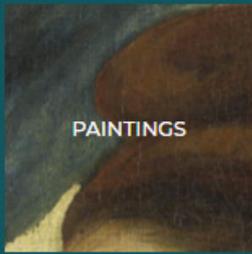
Louvre's Boutique

Louvre's online store allows visitors to navigate through a wide catalogue from books to clothes and even food and beverages. The structure of the site is well-organized and various filter options are provided, contributing to a better user experience. Most of (if not all) the museum's for sale products can be digitally found online with adequate descriptions regarding their appearance and price.

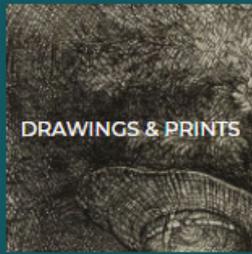
Louvre's online boutique is special in the sense that it is one of the very few e-shops that offer such a great variety of products for all purposes. Moreover, whoever visits the website will discover that multiple artists and brands have collaborated with the museum in order to design clothes, jewelry etc., which boosts the high quality.



EXPLORE THE COLLECTIONS



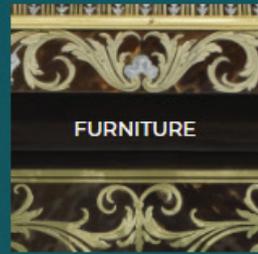
PAINTINGS



DRAWINGS & PRINTS



SCULPTURES



FURNITURE



TEXTILES



JEWELLERY & FINERY



WRITING & INSCRIPTIONS



OBJECTS

MENU

- Nouveautés

Éditions

Mode

Art de vivre

Inspiré par

FILTRES

Accessoires

BD

Casetify x Louvre

Livres

Mode



BRACELET CORDON NOIR "ROSE D'OTHONIEL"
- OTHONIEL X LOUVRE
€85



SAC OTHONIEL "LA ROSE DU LOUVRE"
- OTHONIEL X LOUVRE
€35



CAHIER À SPIRALE OTHONIEL - LA ROSE DU
LOUVRE - OTHONIEL X LOUVRE
€15,90



MUG BARBABELLE - JOCONDE
€11



The Institution

The Louvre is the world's second-largest art museum and a historic monument in Paris, France, best-known for being the home of the Mona Lisa.

It is located inside the Louvre Palace and contains more than 380,000 objects, displaying 35,000 works of art in eight curatorial departments with more than 60,600 square metres dedicated to the permanent collection. The Louvre exhibits sculptures, objets d'art, paintings, drawings, and archaeological finds

It is the world's most visited museum, averaging 15.000 visitors per day, 65 percent of whom are

foreign tourists. In 2019 achieved approximately 9.6 million visitors.

Activity in Social Media

Facebook: 2.667.155 followers

Twitter: 1,5 M followers

Instagram: 4,7 M followers

Pinterest: 33,6 k followers

Youtube: 5.780 subscribers

Linkedin: 90.700 followers

Lugo Provincial Museum



REDE MUSEÍSTICA
PROVINCIAL DE LUGO

MUSEO PROVINCIAL DE LUGO

History & Art Museum @ Lugo, Spain.

<http://redemuseisticalugo.org/>

<https://comunidadermpl.es/>

Inmersive virtual tour with Matterport

The tours were developed as part of the process of museums' digitization and within an Integral Plan for Accessibility and Inclusiveness. They were launched in November 2020 in the post-lockdown context as part of the [Network's Multichannel Learning Platform](#).

This "Immersive" virtual tour allows users to walk through the museum rooms almost like in a physical visit, being able to read many of the real informative panels directly from the tour and with a smooth navigation system to explore and observe the objects. Shortcuts for quick navigation from room to room are possible thanks to a 3D "dollhouse" model and within rooms interactive points allow users to click for further information on exhibits. There are also a big number of 360° still photos, especially for the outdoors.

The tour, based upon 360° photos, was built with Matterport, a technology for 3D space capture and spatial data that is quickly spreading through cultural institutions for its simplicity and possibilities. The texts were developed by the museum staff, although they didn't take direct part in the digital process. Nevertheless, they play an important role as tour guides.

In addition to the "classic" virtual tours, there is also the option of making this tour assisted by a professional guide or event without access to the Internet, just with a phone call, through audio descriptions. This telephone visit can be considered a combination of traditional technologies (telephone) and "digital thinking" (remote access) and raise awareness of the digital gap museum's audiences may experience.

Although the tool itself is a powerful quality one, there is almost no information about it on the museum social media, not so say proper advertising. It is not available at the official museum website but in a secondary webpage not well indexed in Google.

The combination of virtual tour and social media is a winning combo in order to engage with audiences that the museum has surprisingly not implemented. Also, there's a problem with websites duplicity (difficult to understand) that worsens the problem of a non-existing SEO strategy that reveals how interesting things may become invisible on the Internet if no one cares about their positioning and advertising.

Visitas inmersivas,
unha maneira
diferente e segura de
vivir os museos.



Visitas inmersivas aos museos da Rede Museística Provincial

Escolle a visita que máis se adapte a ti



Visitas de libre percorrido



Visitas guiadas



Visitas telefónicas, Feito para ti



The Institution

The Provincial Museum of Lugo was founded in 1932 in order to collect and safeguard heritage assets scattered around private collections and other public institutions, all with the common meaning of being significant to the territory of the province.

The museum's collections gather items of material culture from Prehistory to the present day, including materials from the Roman *Lucus Augusti* (today, the city of Lugo) works of religious art and ethnographic funds. Fine Arts in Galicia have a dedicated collection, with painting and sculpture works from the 19th and 20th as well as an important number of Sargadelos ceramics.

The Museum also hosts an important library and a public historic archive.

Activity in Social Media

Facebook: 4.555 followers

Instagram: 2,117 followers

Twitter: 2.703 followers

Nemo Science Museum

Science Museum @ Amsterdam, The Netherlands.
<https://www.nemosciencemuseum.nl>

Nemo at home

When the spread of COVID-19 forced all Dutch museums to shut down temporarily, the NEMO team quickly responded to make sure children would continue to have access to engaging science-focused educational opportunities during the lockdown.

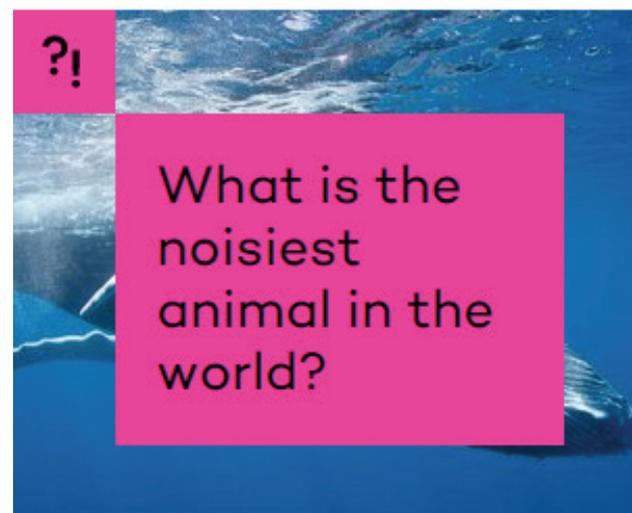
With the support of its partner, the coating company PPG, the museums launched “Explore the World Around You”, a series of 60 small challenges that combine scientific fun facts, experiments and miniworkshos along with tests and games.

Challenges are neatly displayed with a color code and anre print friendly, and they can be both used at home or at the classroom. NEMO was specially innovative to think about the teachers who, through the lockdown, had to make their lessons online, providing them with original, fun activities they could use remotely and for free.

The Institution

The Nemo Science Museum is an interactive learning environment where to approach science and technology. Visitors can experience how scientific phenomena and technology play an important role in their lives by interacting with the 17.000 technology objects curated in 4 collections.

Currently, it is the 8th most visited museum in the Netherlands with around 665 thousand visitors in 2019.



Pilgrimages Museum



History & Art Museum @ Santiago de Compostela, Spain.

<https://www.salvador-dali.org/>

“Musics of Santiago”

“Musics of Santiago” is an educational and dissemination programme that wants to put together elements from tangible (artistic objects, historic documents) and intangible heritage (music). It consists of 14 videos where historic music compositions performed by RESONET are accompanied by images from objects from the museum’s collection; trying to offer comprehensive information about the context and period they were created. As the project declares “it breaks with a museology trend where music tends to be presented apart from its artistic, environmental and aesthetic context”.

Each video comes together with a “learning guide” providing ideas, exercises and resources for teachers to work in the school. These learning materials aim to address higher levels of education, and even professional training (suitable for tourist guides, cultural managers...)

Videos were prepared by an external media company following the guidelines designed by the project director (commissioned by the museum as a freelancer). The museum staff was responsible for writing the 14 learning guides for each video as well as for the dissemination of the materials through Social Media.

The project’s final output, 8 CDs with the

recordings, videos and learning guides will become part of the Museum’s collection as a singular heritage object, surpassing the programme’s communication and learning purposes to become a scientific research.

The Institution

The museum of Pilgrimage is a public institution ruled by the Galician Regional Government, focused on pilgrimage phenomena around the world, especially the Jacobean Ways and how they impacted in the development and transformation of the city of Santiago de Compostela, end of the Way of St James.

The Museum gathers several collections of historic records, books, artistic works and archaeological artifacts. It is located in a singular building next to the Cathedral, being a popular venue for tourists and pilgrims.



Centre Pompidou

Centre 
Pompidou

Contemporary Art Museum at Paris (FRANCE)

<https://www.centrepompidou.fr/>

Videogame

“**Prisme 7**” is a video game designed in collaboration with digital artists Bright and Olivier Mauco of “Game in Society” with the support of the French Ministry of Education. Organized into 7 levels of difficulty, the game proposes players to explore virtual worlds built upon 40 of the museum’s most relevant work, navigating through an immersive atmosphere of light, colour and rich sound. It is available for free for desktop and mobile devices through its website.

Additional didactic materials are also available for schools that want to use the videogame at the classroom.

<https://prisme7.io/>

Podcasts

In addition to the audio guides created for the different exhibitions, the Pompidou also broadcast a collection of podcasts introducing some of the museum’s flagship artworks through the lens of a specific theme. The series includes exclusive interviews and contemporary music.

Both are available for free at the website.

<https://www.centrepompidou.fr/visite/podcasts>

Webseries

The **Quésaco webseries** presents instructional and funny videos about some of the museum’s most iconic works of art. Videos were produced in collaboration with TV5MONDE.

Kids also have their dedicated series with **Mon œil**, where children starting from 5 years old can discover different aspects of contemporary art in the company of artists and illustrators.

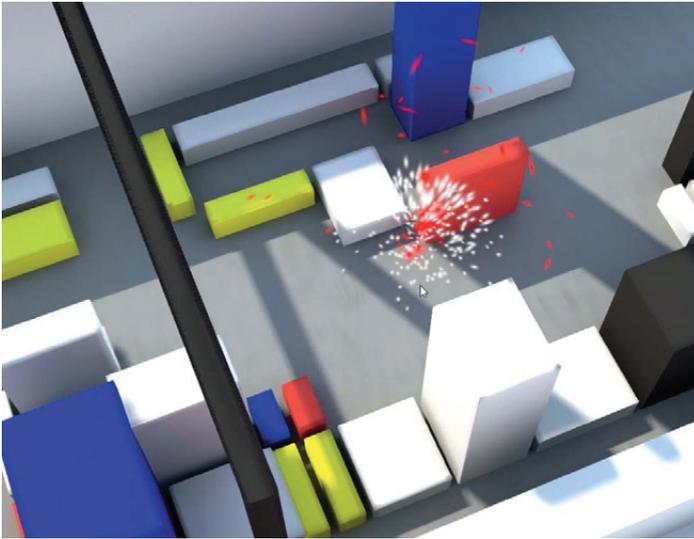
In addition, temporary exhibitions also count with “**private**” **virtual guided tours** in the form of videos conducted by the museum’s curators.

All videos are distributed among a number of platforms, including social media. They are available for free at the museum’s [Youtube channel](#).

MOOC

In collaboration with Orange Foundation, the Pompidou offers in their MOOC platform online training courses for free introducing modern and contemporary art. Courses are organized into 3-hours lessons conducted by the museum’s curators and professionals.

<https://mooc-culturels.fondationorange.com/>



Jeune public >

Mon Œil épisode 242 - 8 min

Mon Œil épisode 241 - 32 min

Mon Petit Œil épisode 10 - 3 min

Mon Œil épisode 240 - 10 min

3 minutes de rien - 8 min

The Institution

The Georges Pompidou National Center of Art and Culture —the “Beaubourg”— was founded in 1974 by the president of the French Republic as an institution in the heart of Paris dedicated to Modern Art from a multidisciplinary approach. The Museums was later enlarged with a vast public library, the Bibliothèque Publique d’Information (BPI) and the IRCAM, a center dedicated to music and research in the field of acoustics. It is one of the most visited museums in the world and houses a collection of about 70,000 works, covering visual arts but also design, architecture, photography and multimedia. These works are proposed through

constantly renewed exhibitions, along with conferences, meetings, debates, concerts and shows.

Activity in Social Media

Facebook: 781.479 followers

Instagram: 1.098.801 followers

Twitter: 1.071.482 followers

LinkedIn: 91.871 followers

Deezer: 134 followers

Soundcloud: 1.882 followers

The Rijksmuseum

RIJKS MUSEUM

Art Museum @ Amsterdam, The Netherlands.

<https://www.vangoghmuseum.nl>

During the first lockdown, the Rijksmuseum presented 10 ways to visit the museum from home, several digital activities tagged with the hashtag **#rijksmuseumfromhome**: podcasts, staff videos, virtual tours, collections and even the relaunchment of the museum mobile app. The innovative approach had a meaningful impact on the audiences, as they managed to engage people from all over the world by combining different activities and techniques.

Virtual Tours

In just six days ICT company Q42 took new 360° photos for the online multimedia tour, developed a navigation structure and aggregated the existing content from, among others, the museum app. An ultra-resolution storytelling tool was used to ensemble the digital recreation of the “Gallery of Honour” allowing visitors at home to navigate through the museum’s most iconic room. The resulting virtual tour, “Rijksmuseum Masterpieces Up Close” includes short videos, audio and text description for 18 works, along with a “Key Challenge” game for kids.

Also, the museum launched the “Experience The Night Watch” activity, an interactive website for users to approach and “play” with the famous Rembrandt’s work, enjoying fine details while accessing a huge amount of information about this painting.

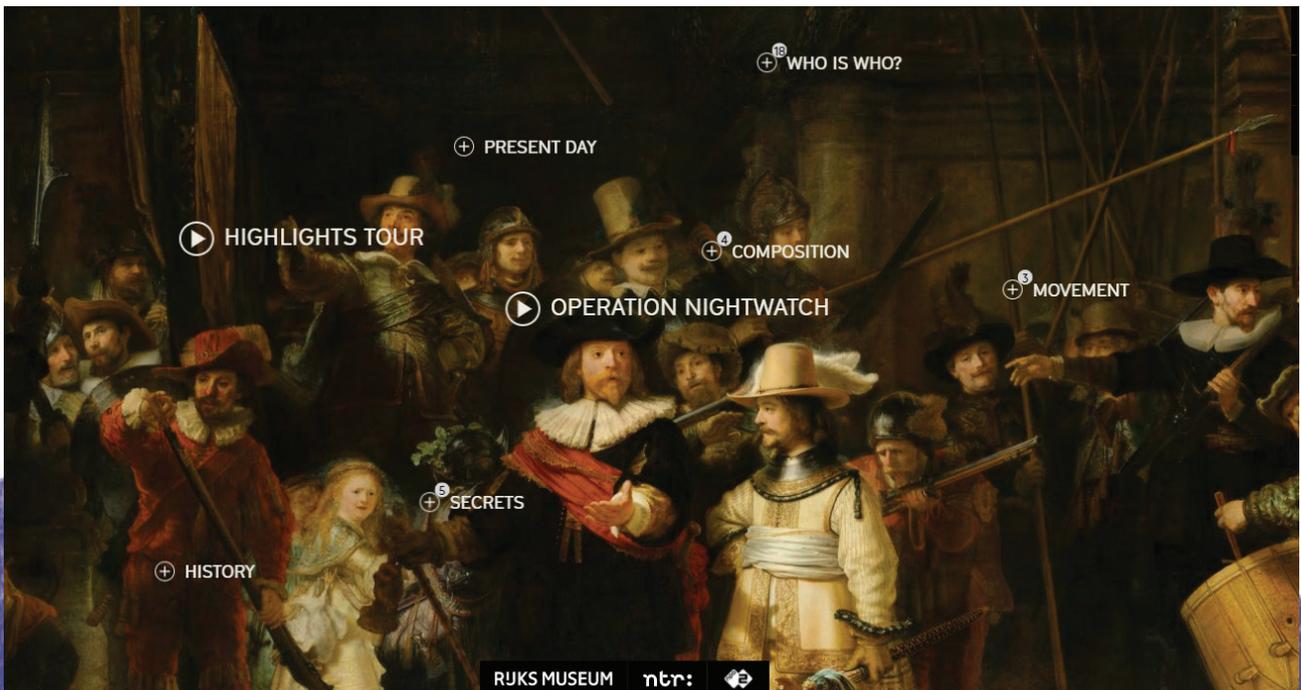
Video Contents

The Rijksmuseum chose video as the preferred tool to engage with audiences during this period. Short videos from the museum’s curators talking about their favourite works from home were issued, and continued with new series: “Rijksmuseum unlock”, which present unknown facts about the institution; “Come with us”, a collection of guided video tours; or even the “RijksCreative” series, where painting techniques from the museum’s most prominent artists are unveiled. They also issued the video blog “10 things...” with relevant information about the collections.

Digital Collection

Since 2012 the [Rijksstudio](#) makes available more than 700.000 high-resolution images of the museums’ collection completely free of charge.

Users can download high resolution images of the objects and listen to short audio pieces. It is possible to explore a great number of collections, curated by the museum’s staff or by other users, and also the possibility to create a list ourselves as a “wishlist”. Collections can be “liked”, “followed” and “shared” making the collection work like a social platform.



The Institution

The Rijksmuseum —which in Dutch means ‘State Museum’— is the national museum of the Netherlands, exhibiting the story of 800 years of Dutch history, from 1200 to present.

The institution organizes several exhibitions per year from its own collection and with (inter) national loans.

Although the Rijksmuseum was founded in November 1798, it wasn’t until 13 July 1885 that it opened its doors at its current location. In the coming years the Rijksmuseum underwent various renovations, and between 2003–13 remained closed for a major refurbishment to restore it to its 1885 appearance.

Currently, it is the 3rd most visited museum in the Netherlands with a total of 2.160.000 visitors in 2017.

Activity in Social Media

Facebook: 563.889 followers

Instagram: 671k followers

Twitter: 258.027 followers

Youtube: 14.400 subscribers

Museo Salvador Dalí



Author Museum @ Figueres, Spain.

<https://www.salvador-dali.org/>

Inmersive virtual tour with Matterport

The iconic Dalí Theater-Museum, built upon the ruins of 19th century construction, can be visited from home through an immersive virtual tour available in 4 languages (Catalá, Spanish; English and French) at its website.

The virtual tour allows guests to interact with any of the 50 hotspots distributed along the “building”. These hotspots act as links to further information: plain text, pictures or even videos that provide context for the marked area or artifact. The Museums has also enabled 20 tasks to perform though the tour, many of them specially designed for children.

The tour, based upon 360° photos, was built with Matterport, a technology for 3D space capture and spatial data that is quickly spreading through cultural institutions for its simplicity and possibilities. Virtual “twin models” of the original building are recreated extremely accurately and can be also enjoyed with Virtual Reality devices. The webapp is easy to use and compatible with any browser.

It was created using equipment based in laser technology and infrared to capture the images, which were later assembled with specific software tools. Implementation was outsourced.



The Institution

Inaugurated in 1974, the museum is considered to be the last great work of Salvador Dalí. Everything in it was conceived and designed by the artist so as to offer visitors a real experience and draw them into his unique and captivating world.

The Dalí Theater-Museum’s collection allows the visitors to capture the artistic journey of Salvador Dalí (1904-1989) through a broad spectrum of works. Visitors can capture his first artistic experiences, surrealism, nuclear mysticism and his passion for science, guiding them to the works of the last part of his life.

The site is managed by the Gala-Salvador Dalí Foundation.

The State Hermitage

Art Museum @ Saint Petersburg, Russia
<https://www.hermitagemuseum.org/>



A massive VR tour

The museums complex of the Hermitage, with 3 million artworks and 24 kilometers of galleries where masterpieces follow one another, has been digitizing its collection for years, making it available to the public in its official website.

The “Virtual Visit” section offers 7 virtual tours through the main buildings and annex centers, along with 2 for treasure rooms, 2 for virtual tours and 13 for temporary exhibitions. Almost 2000 panoramas provide hours of virtual exploring, where visitors can interact with hotspots to have further information on singular pieces and jump from one point to another. Because of the technologies used, visitors have the ability to move freely around the room without dependence on designated location points and can look around from any point of view.

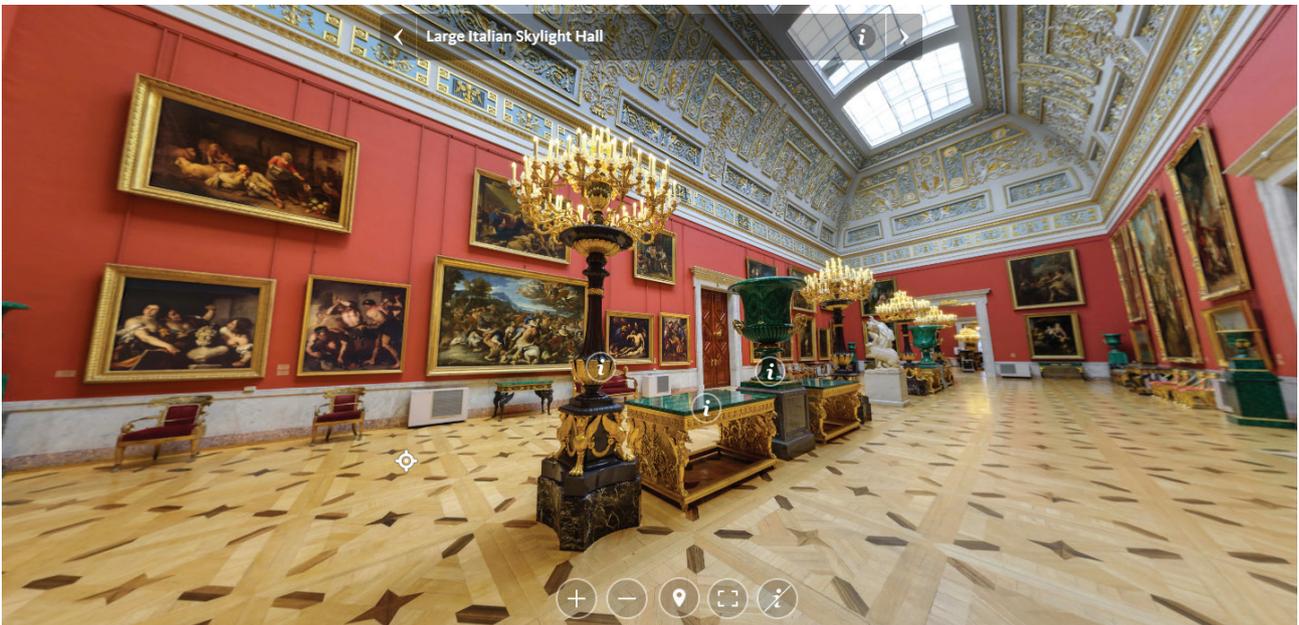
This VR experience includes 3D models of the famous exhibits—the Italian Skylight room and Jupiter room, and a 360 VR video about the history of the Hermitage Museum starting from the time period of Catherine The Great. All these VR entertainments can be viewed through HTC VR headsets.

All the museum’s VR projects were completed in different ways to fulfill specific ideas and purposes. For instance, the 3D models’ projects were completed by two different companies:

Vizerra (in collaboration with AMER company) and CROC Inc. Both companies used their own approach for creating their 3D models. However, as a main source material for the models, both companies used high-precision, three-dimensional laser scanning files that were created by Piotr Bialobrzycki, a noted expert working with a Faro 3D scanner.

Vizerra and AMER chose a way of simplifying the multi-megabyte laser-scanning files and recreated a model of the Italian Skylight room with a great degree of detailing. Vizerra used 3D scans, 2D photography applied to the close-ups of surfaces and objects in the room, and computer modeling. This particular technology offers a viewer an ability to move freely around the room without dependence on designated location points. Moreover, in the simulation, the viewer has an ability to look around the room from any point of view.

The State Hermitage Museum has reused this technology to offer online guided tours in several languages live streamed through its [Youtube channel](#). There is also a series of videos providing additional information on the museum, its history and collections.



The Institution

The State Hermitage Museum is one of the world's oldest and most prestigious museums. A symbol of the Russian Empire, it boasts over two centuries of history. Its collection includes over 3 million artworks and artifacts .

The Hermitage is considered to have been founded in 1764, when Empress Catherine the Great acquired an impressive collection of works from the Berlin merchant Johann Ernst Gotzkowsky. The museum celebrates the anniversary of its founding each year on 7 December, St. Catherine's Day.

The State Hermitage is part of Russia's National

Heritage, a cultural institution funded by the Federal Government placed under personal patronage of the President of the Russian Federation.

Activity in Social Media

- Facebook: 102.116 followers
- Twitter: 4.121 followers
- Instagram: 730k followers
- Pinterest: 949 monthly views
- Youtube: 78.100 subscribers

Thyssen-Bornemisza National Museum

Art Museum @ Madrid, Spain.
<https://www.museothyssen.org>

Online Store

Thyssen's online store is a reference for other museums wanting to tackle e-commerce. It offers a wide range of great quality and design products—more than 1.000 perfectly organized into categories: prints on demand, jewelry, clothing, publications, posters, homeware, gifts, exhibitions, etc. The eshop provides clear information on payment and shipment, and it is backed by an efficient digital marketing strategy.

In 2019 Thyssen's online store achieved 142.000€ in sales (+ 40% than 2018)

The store was developed by an external contractor in an in-house team. It is built on the Magento e-commerce platform, with its own developments. The website is attractive and reliable, and the work on digital marketing is great

The online shop is focused on providing an excellent service: they offer safe payment methods, guaranteed data privacy, punctual product delivery by courier, and a return and refund option within 14 days of receipt.

The purchasing process is straightforward; simply following the instructions step by step. Items can be easily found by browsing through the different categories or by entering a search term directly into the search box. You can view pictures of all the products you are interested in,

zoom in on the images to see products in greater detail, view product information, sizes, colours and prices. To add the item to your shopping cart, simply click on the 'buy' button (specify the number of units required if more than one before clicking on the 'buy' button). You can purchase as many products as you want and can always return to your cart to check the items you have selected.

What makes the store special is the combination between art, craftwork and design. The museum asks local craftsmen and design companies to create from their artists and paintings. All they sell has a link to something in the museum.

Additionally, the store has a clear environment and sustainable policy. As its CMO, Carolian Fàbregas said: "We sell products made by mainly local artisans that inspire in our collection to create their own pieces. [...] We try to build a sustainable shop from the ecological point of view, we try to avoid plastics and control the product traceability"

The Museum is also a **best practice for social media**: they are present in a number of platforms, with a different strategy for each one. It's remarkable the use of Tiktok creating expressly content for young generations.



€120.00

TAX included

+ Shipping costs | €107.99 Discounted friend price ?

Quantity:

- 1 +

BUY

Title: Painterly Architectonic (Still Life: Instruments)

Artistas: POPOVA, Liubov

Wool Pullover designed and produced exclusively by La casita de Wendy for the Museo Nacional Thyssen-Bornemisza.

Inspired in *Painterly Architectonic -Still Life: Instruments-* (Liubov Popova, 1915).

One size fits all.

Reference: TX01291

Purchasing this item will earn you 120 reward points (€1.20)!

Only applies to registered customers. Points may vary when you sign in.

shopTHYSSEN-

MY ACCOUNT | SHOPPING CART | ENG

PRINTS & POSTERS | BOOKS | GIFTS | EXHIBITIONS | ALL CATEGORIES

Search:



Fall 2021
Outlet

Up to 75% Off a
selection of items to
be discontinued

Only while stock lasts!

CLICK HERE +

Sign up

The Institution

The Museo Nacional Thyssen-Bornemisza houses one of the finest and most varied collections of Western painting. Van Eyck, Dürer, Titian, Caravaggio, Rubens, Rembrandt, Canaletto, Monet, Degas, Morisot, Cézanne, Van Gogh, Picasso, Kirchner, Kandinsky, Goncharova, O'Keeffe, Hopper, Dalí, and Pollock are just some of the names on the long list of great masters represented in its holdings.

It is run by a public foundation, but its collection has a private origin.

Activity in Social Media

Facebook: 290.640 followers

Instagram: 300.000 followers

Twitter: 593.000 followers

Youtube: 6.730 suscribers

Tik Tok : 3.500 followers

Le Gallerie degli Uffizi



Art Museum @ Florence, Italy.

<https://www.uffizi.it/>

Digital Storytelling Social Media

The Uffizi have developed a real complex digital storytelling strategy diversified by content, targets and tools.

A **collection of footage and video clips** narrate the Uffizi Galleries and their art collections through personal experiences, initiatives, backstage activities and the work of people that makes a museum alive

The section **“Hypervisions”** aims to discover the masterpieces of the collections and their history, traveling through captivating descriptions and HD pictures.

The new **Digital Archives** have replaced the previous platforms and are based on a radical revision of the contents and tools provided so far with particular attention to the integration between all the pre-existing databases.

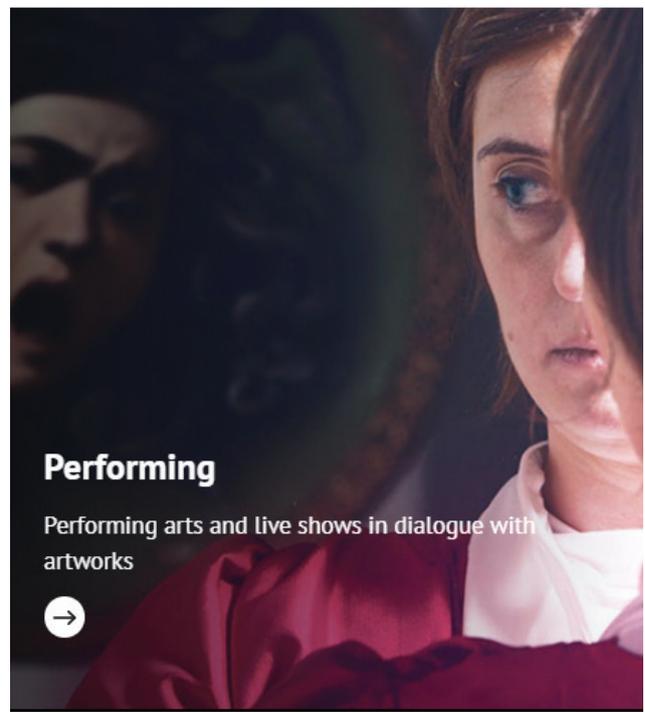
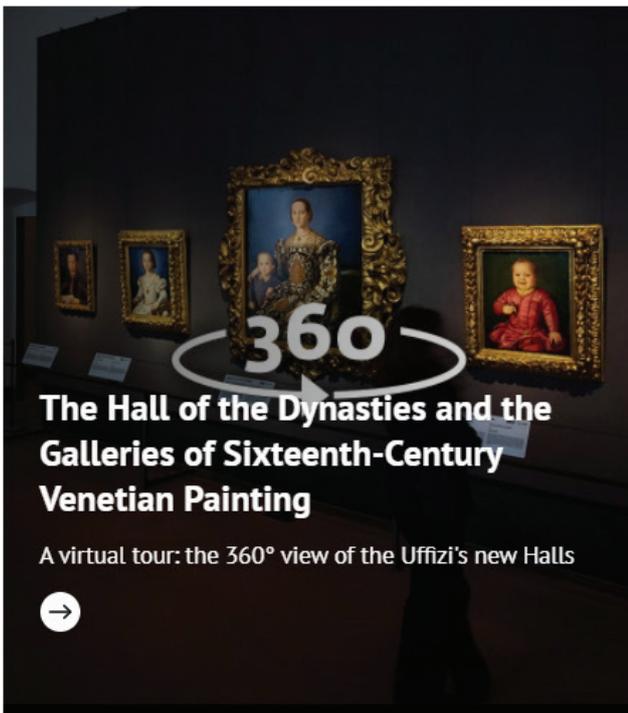
A 360° view of the Uffizi’s new Halls. The Museum offers the complete section of the collections but also the digital catalog.

The Uffizi have landed on several social media with a strategy based on differentiated content and language: live direct and thematic focuses for Facebook; micro pills for Instagram; an events’s agenda in for Twitter events (targeting international audiences) and, on TikTok, short ironic and light videos that wink at the younger audience.

The **“Uffizi on air”** is the live event broadcasted on the Facebook profile of the Uffizi Galleries every Tuesday and Friday, at 1pm. Curators and specialists illustrate the works of art, their details and their secrets and tell anecdotes and curiosities about the museum and its history.

The case shows how in Social Media there is no margin for improvisation. It is necessary to study a valid and complex strategy for the presence on social networks to prove effective.

The same strategy has to be monitored, “adjusted” and continuously improved based on the results obtained and on the target targets, focusing on interaction with online users. In fact, users want to be able to communicate easily with the cultural institution and expect to easily find all the information, insights and reviews they are looking for. In addition to this, they seek lightness and leisure, empathy, companionship and, of course, culture.



The Institution

The Uffizi Gallery houses a collection of priceless works of art, deriving mainly from the Medici collections, enriched over the centuries by bequests, exchanges and donations, among which a fundamental group of religious works derived from the suppression of monasteries and convents between the eighteenth and nineteenth centuries. It has the most conspicuous existing collection of Raffaello and Botticelli, as well as main groups of works by Giotto, Tiziano, Caravaggio, Dürer, Rubens, Leonardo da Vinci and others.

Divided into various rooms set up for schools and styles in chronological order, the exhibition shows works from the 12th to the 18th century, with the best collection in the world of works from the Florentine Renaissance. Of great value

are also the collection of ancient statues and above all that of drawings and prints. For the quantity and quality of the works collected, it is one of the most important museums in the world.

Activity in Social Media

Facebook: 121.029 followers

Instagram: 658k followers

Twitter: 55k followers

Tik Tok: 87,1k followers

Youtube: 4.780 suscribers

Fundación Uxío Novoneyra



Writer's Home @ Courel Mountains, Spain.

<https://www.vangoghmuseum.nl>

Online bookshop

The Uxío Novoneyra Foundation has recently launched its official website which, since the beginning, had a dedicated area for its eshop. It offers access and direct sale of the book the Foundation already sells physically at its headquarters.

Books are organized through categories and collections and each one has its own profile page with images, summary and other information.

The e-shop is accessible from the the mainpage at uxionovoneyra.com, with a shortcut where the latest products are shown. There is no option for a user account and registration is not needed. It is fully responsive in mobiles and shows a clear design which makes the UX smooth. There is a "Terms & Conditions" page explaining how to return products, shipping costs, etc.

The store was developed with WooCommerce and it is managed by the staff, together with the website. It provides visibility and a selling area for other books the Foundation is engaged with or interested in promoting. It is a digital version of the physical shop at the writer's home museum, which is located in a rural isolated area, allowing to multiply the number of potential book-buyers, making books available worldwide. The e-shop also answers to a fund-raising strategy.

The Institution

Right in the heart of the Courel Mountain, Galicia (NW Spain) lays the old house of the Galician poet Uxío Nonovoneyra (1930-1999), since 2010 the headquarters of the foundation named after him.

Half an author's house museum, half a living lab for innovation, this old cottage house surrounded by centennial chestnut woods hosts exhibitions, conferences, poetry readings, theater and dance performances, while welcoming visitors and tourists all-year-round. Guided tours allow visitors who reach the area to discover this 19th century house with great heritage value: the places where Novoneyra wrote many of his most famous poems, as well as his personal library and the family's art collection.

The screenshot shows the website's navigation menu with links for 'UXÍO NOVONEYRA', 'CASA-MUSEO', 'ACTIVIDADES', 'TENDA', 'NOVAS', and 'CONTACTO'. Below the menu, the book 'Of Stubborn Dreams: The Poetics of Uxío Novoneyra' is displayed. The book cover features a portrait of Uxío Novoneyra. The price is listed as 20,00€. Below the price, there is a quantity selector set to '1' and a 'MERCAR' button. Social media sharing icons for Facebook, Twitter, LinkedIn, and YouTube are visible at the bottom of the product listing.

Van Gogh Museum

Van
Gogh
Museum
Amsterdam

Artist's collection @ Amsterdam, The Netherlands.

<https://www.vangoghmuseum.nl>

Enjoy the Museum from home

Through the lockdown the institution launched this special section in its website with plenty of activities enhancing the digital access to the collection.

The collection is completely available online and can be easily navigated using several filters. In addition, under the "Art" section, the collection is curated into a number of digital thematic exhibitions, each of them properly contextualized. Specific items, like Van Gogh's letters are also available in a specific section.

Other contextual contents concerning Van Gogh's life and time are displayed in short capsules, including the "Van Gogh stories" and an original "Frequently Asked Questions" on the artist. These contents are displayed with engaging and fine storytelling enhancing its educational (and fun) dimension.

The museum has also developed several specific web applications. "Unravel Van Gogh", p.e., allows users to discover the stories hidden in the canvas and underneath the layers of paint in some of Van Gogh's works, introducing also some of the most common research techniques used in the museum.

There is also a second app devoted to Van Gogh's famous work "The Potato Eaters", where users can experiment with different light and color effects, recreate their own painting or play with sketches.

Kids have a special section as well, with games, videos and apps designed for them.

Video Contents

The museum's Youtube channel was also enriched with several videos, from a 4K virtual tour to the tutorials "Let's Paint Like Van Gogh", instructing how to create a painting following Van Gogh's techniques. The "In Van Gogh Questions" series introduces researcher Bregje Gerritse answering the most frequently asked questions about Vincent van Gogh.

The videos on the Youtube Channel have reached a wide range of audience, as many of them have 50K views.

YouTube

Subscribe to our channel →



YouTube serie

[Van Gogh Questions →](#)

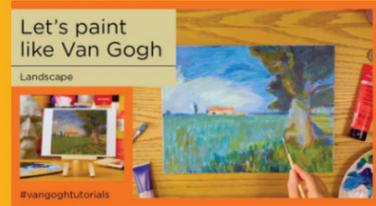
Researcher Bregje Gerritse answers the most frequently asked questions about Vincent van Gogh.



YouTube serie

[4K Virtual Tour →](#)

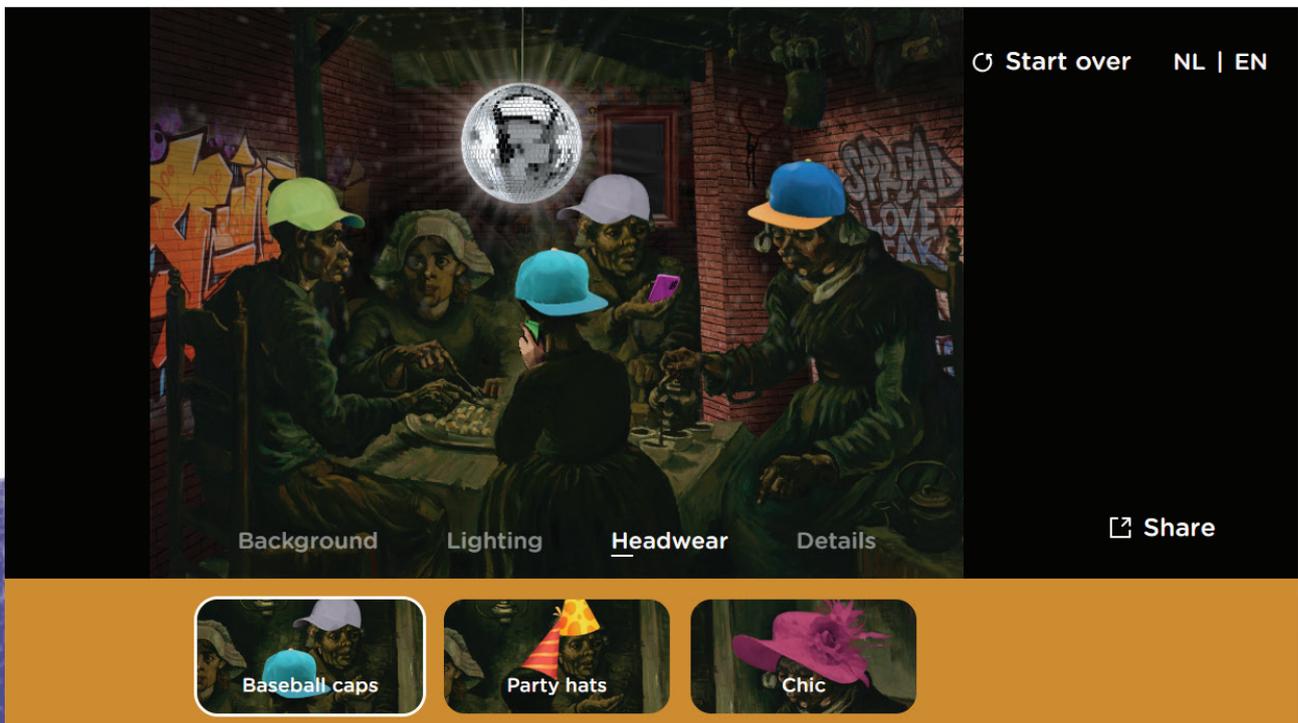
Wander through the museum free from fellow visitors and search your favourite painting.



YouTube serie

[Tutorials →](#)

Join and learn how to paint like Vincent van Gogh.



The Institution

The Van Gogh Museum is dedicated to the work of Vincent van Gogh. It houses the largest collection of art works by Vincent van Gogh in the world, including more than 200 paintings by Vincent van Gogh, 500 drawings and more than 800 letters.

Also, in the museum, the Biography of Vincent Van Gogh can be found, describing all of his life aspects from 1853-1890.

Special activities for children are also available including crafts, puzzles or other different kinds of games.

Activity in Social Media

Facebook: 2.653.713 followers

Instagram: 2M followers

Twitter: 1.645.950 followers

Youtube: 40.000 subscribers



www.openmuseums.org



Co-funded by the
Erasmus+ Programme
of the European Union