



Comune di Bologna



#CultureforDigital – Bologna Museums

The Bologna Museums Institution covers a large portion of the history of Italian culture with its 13 museums: archeology, ancient art, modern and contemporary art, music, industrial heritage and technical culture, history and memory.

The extended shutdown of museums has led the operators to react in a very short time and find new solutions, i.e. not only to strengthen, but also to rethink and innovate the digital activities, by mainly using a new digital narrative of the contents of their very rich permanent collections.

SOCIAL MEDIA INITIATIVES

MAMbo – Museum of Modern Art was the first, soon after the Coronavirus lockdown, to use live streaming and allow remote access to the performance sculpture “Bonjour”, by Ragnar Kjartansson, set up as part of the *AGAINandAGAINandAGAINand* exhibition.

The museum also implemented an integrated strategy, mostly operating on two fronts: increased creation of text and video contents (new online sections and thematic itineraries, updating of works catalogues, availability of educational publications for children) on one side, and live programs on social networks on the other. For example: "2 minutes of MAMbo": every day, from Tuesday to Sunday, a new video uploaded on the YouTube channel and on the museum's social networks (Facebook and Instagram). Artists, art historians, mediators, personalities from the world of culture, musicians and curators tell their particular point of view on the contemporary museum heritage. On the website www.mambo-bologna.org it is also possible to download specific kits for laboratory activities, addressed to children, teachers, family and young people.

The **Archaeological Museum** offers, through its channels, the possibility to download for free educational notebooks for young people and children, to foster their knowledge of ancient civilizations. It has also intensified the publication of contents on the YouTube channel, including bilingual pills, videos in LIS (Italian Sign Language) and a presentation of the ongoing Etruscan exhibition “Journey to the Rasna lands”.

<http://www.museibologna.it/archeologicoen/>

"La Storia #aportechiuse" is a Facebook live program promoted by the **Museo del Risorgimento (Civic Museum of the Risorgimento)**, promoting ideas and news for the user to browse from home through events, people and works of art. Historians, art historians, tour guides, historical dance experts and journalists constantly alternate on the virtual stage and dialogue on the ground of the comments progressively received.

<http://www.museibologna.it/risorgimentoen/>



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International
is Bologna

The social strategy of the **Museum of Municipal Art Collections** involves curators and art historians in a series of video stories that bring the long-lived "Learn the Art" on the web (annual review of activities that tell about the well-known and lesser-known works of the museum collections).

The **International Museum of Music** has been promoting, with the tag #wunderkammerconvista on its Facebook page, short music videos about the most significant objects of the museum's collection, accompanied by a live song played by a guest musician.

<http://www.museibologna.it/musicaen>

The **Museum of Industrial Heritage** offers videos on its social channels (Facebook and YouTube) to investigate the museum's collections and the productive history of the city of Bologna.

<http://www.museibologna.it/patrimonioindustrialeen>

PUBLIC RESPONSE

According to the number of interactions, comments, shares, private messages and new subscriptions, the audience appreciates this cultural offer. The material has also been used more and more by teachers, for their online lessons. In this way, the Museums' Institution has reached its two goals: preserving and retaining the usual visitors of the different museums on one hand, and capturing a new audience during these days of massive digital surfing, on the other.

DIGITAL CHANNELS OF THE INSTITUTION

In all its channels, the Institution has followed a narrative line based on stories that vary from curiosity, to surprise, to information; but it has also showed the museum "backstage", i.e. what really happens when museums are closed, during the lockdown. Each museum has its own website, social pages (Facebook, Twitter and Instagram), YouTube channel and newsletter, but they are all coordinated with the Institutional one. All these channels have seen an increase in their number of followers, recently.

DIGITAL ACTIVITY BEFORE AND AFTER THE LOCKDOWN

In the last few years the Institution Museums have been investing a lot in their communication activities, not only from the digital point of view, and financing specific training for their communication staff. The social media activities are planned and implemented through a publishing coordination that includes the heads of communication of the various museums. At the same time, the "non-digital" audience, which is still a big part of their followers, has been taken care of, through customized products and communication campaigns. The next step will be a full review of the museum's online presence, through a due modernization of their IT tools and contents. Museums are going to turn into culture hubs more and more in the next future, and the "forced" experimentation of alternative modalities during the lockdown is undoubtedly leading to a passage



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from an emergency management into the involvement of new digital projects into the organic planning of culture and museum activities.

In the framework of this new vision, the Museums Institution has launched in these days a brand-new project to be developed in the next few months in a special area inside the MamBO museum, namely the ***Nuovo Forno del Pane (The New Bread Bakery)***. It's meant to be a true redefinition of the museum's identity and strategy, and was set up after a deep analysis by the Board of Directors of the Institution, the Deputy Mayor in charge for Culture and City Promotion, and related Department, of the Municipality of Bologna.

The municipal bakery was built, back in 1915, in the building which is now hosting the MamBO, and was to help the citizens face the crisis after the I WW, under the motto "Bread and Alphabet" spread by the Italian Government; in the same building, the Nuovo Forno del Pane will take shape in a special area inside the museum, i.e. the Sala delle Ciminiere (the Chimneys' Room), which will be no more exhibition but creation area. Art is bread and the museum is the bakery, i.e an incubator for creativity: a space offered for free, from the city to its artists, to let them start over, to let them live again after this global emergency and form a true creative community.

During the month of May 2020, the Institution is launching an open call to artists living in Bologna, who are temporarily missing a space/workshop where they can develop their own activities.

The New Bread Bakery project will start thanks to the resources made available by MamBO: professionals, skills, structures. In addition, contacts are under way with important funding partners for any financial support to the initiative.

As the institution is firmly convinced that art perceived in presence is unreplaceable, the major communication channels in the New Bread Bakery will not only be the web and the social media, but mostly an intense activity of real experiences, through study visits, dialogues, open studio days with the artists, public events with exhibition of the art works produced and a public program full of meetings, classes and presentations in the modalities that will be allowed in the post-emergency phase.

Museums Institution official website <http://www.museibologna.it/museien>