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#MuseumWeek is an annual online event devoted to the celebration of

 #MuseumWeek

culture by cultural institutions. It is open to artists, museums, libraries, galleries, archives, foundations, science centres, and similar institutions, providing an opportunity to share efforts for a week and to give visibility to their assets, activities and aims. The initiative will take place mainly on social media platform Twitter. Originally launched in France, it has become a global event. The 2015 edition of #MuseumWeek involved over 2800 organisations globally. #MuseumWeek 2016 will be held between 28 march and 3 April, and will have a specific theme per day, each accompanied by a specific hashtag for use in social media:

- Monday 28 March will be dedicated to **discovering cultural institutions' best-kept secrets**, with museums being invited to show behind-the-scenes images (#secretsMW)
- Tuesday 29 March will honour the **well-known or anonymous people who have helped make a museum**, including founders, icons and staff members (#peopleMW)
- On Wednesday 30 March, the focus will be on **the story of museum buildings, gardens, neighbourhoods and other key locations** (#architectureMW)
- The main theme of Thursday 31 March will be **tangible and intangible cultural heritage**, enabling audiences to discover diverse available contents (#heritageMW)
- Friday 1 April will be devoted to **innovation and research in museums** and the objectives and obstacles existing in this field (#futureMW)
- Saturday 2 April will allow participant organisations to share **details and anecdotes that provide an interesting insight** into their collections (#zoomMW)
- Finally, Sunday 3 April will focus on **what institutions love about their place**, enabling them to promote museums' greatest attractions (#loveMW)

Interested museums and organisations are invited to [register](#) by using an accessible form. Extensive **information about the initiative** is available at www.museumweek2016.org. You may also follow #MuseumWeek 2016's Twitter profile at <https://twitter.com/MuseumWeek>

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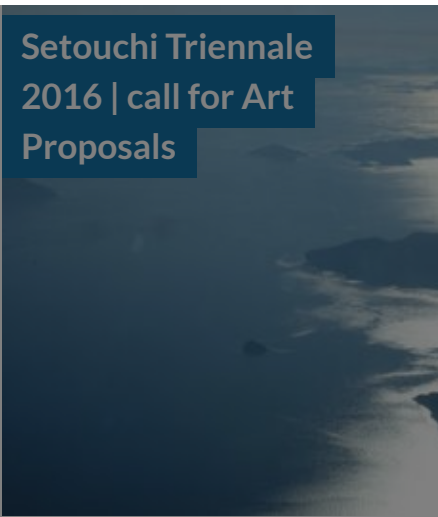
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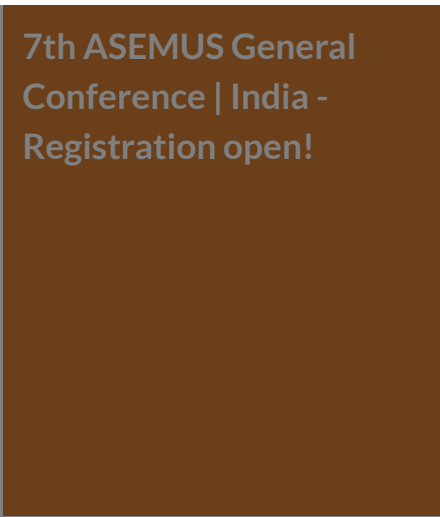
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