



MuseoCity

MuseoCity is a nonprofit organization which promotes and gives value to the immense cultural heritage of the city of Milan. Our mission is to engage as many people as possible with the museums of the city, shifting their view of the Museum from being boring and old fashioned to a more attractive comfortable place open to the public.

Since 2017, together with the Comune di Milano Assessorato alla Cultura, MuseoCity gives life to a three-day event, called Milano MuseoCity, involving the city and its citizens. Every year, MuseoCity involves tens of thousands of people with discovery and enjoyment moments through the cultural, artistic and historical heritage preserved in our museums.

In 2019 the three-day event engaged almost 80,000 people with guided tours, workshops for families and children, conferences, special openings and opening hours, and free entrance for many of the museums.

During the three-day event, MuseoCity directly curates:

- **Museo Segreto (Secret Museum):** an exhibition spread into the territory that every year shows to public particular works of art (most of the time hidden in the museum's storages) related to the edition's theme;
- **Conference:** an afternoon dedicated to debate between professionals and the public;
- **Exhibition:** a moment of reflection on the theme of Milano MuseoCity.

This year, more than 80 museum accepted to be part of MuseoCity following with their activities the 2020's edition theme: *Women*. At the moment the event has been postponed due to the emergency situation.

Programme 2019

In addition to the three-day event, MuseoCity has implemented other activities throughout the year, thanks to the support of Fondazione Cariplo (an Italian banking foundation which supports philanthropic activities):

- ***Muse Dialoganti - Dialoguing Muses (November 2018-October 2019)***
With the architect and design firm Studio Palomba Serafini, MuseoCity will donate to 11 museums a way to relax and inspire the public admiring a selected works of art with the comfort of Made in Italy's sofas and armchairs produced by the most renowned design firms.
- **Free guided tours (January-December 2019)**



MuseoCity in collaboration with Milanoguida, the most renowned guided tour company in Milan, offers every month a day of free guided tours in one of its network's museums. During those days MuseoCity and Istituto Piepoli ask visitors to fill out a questionnaire regarding their opinion of the museum, its collections, additional services and their enjoyment of the itinerary and of the structure: the output will be a report about the "health" of Milan's museums. During the visit MuseoCity provides as well specific materials to the youngest visitors to engage them further in the future with their cultural heritage.

- **Open air screenings (4 October 2019)**

MuseoCity's mission is also to spread art and culture to suburban centers. Starting with Cinisello Balsamo, a municipality situated in the Metropolitan City of Milan, our organisation will promote MUFOCO - Contemporary Museum of Photography and its permanent collection, with an evening of open air screenings. MUFOCO's collection counts more than two million of photos, black and white and colored prints, videos and installations by about 600 Italian and international artists.

- **Theatrical performances (October-November 2019)**

MuseoCity works also with smaller museums engaging its public with specific performances. The project aims to allow public to deeply appreciate the museum's spaces and its artworks involving music, dance and storytelling.

Programme 2020

- **Pausa Caffè MuseoCity (April/May 2020)**

An entire podcast dedicated to the museums of the city, available on Spotify, Spreaker, Apple and Google Podcast. Every week two new interviews and playlists, on Spotify, with music suggestions by our museum's guests.

- **Artistic and literary contest (April 2020)**

Drawings and stories to complete dedicated to 11 museums, the prize consists in guided tours.

- **MuseoCity app (in progress)** with museums, façades from the XX century and augmented reality.

MuseoCity works with: Artshell, Istituto Piepoli, Lara Facco, Milanoguida, Studio Palomba Serafini.

Partner: Council of the City, Fondazione Cariplo, Itali