

## Come together for #MuseumsNow

Calling all museums through-out Ireland: Celebrate and promote the work of your museum!

Take part in this all-island campaign by scheduling or informing us of an event taking place in or by your museum on Saturday 11 or Sunday 12 of September 2021.

We're looking for events that showcase museums 'now', in all their richness and diversity: a talk, a workshop, a project launch, an open day, a tour, a creative activity... the list is endless. They can be part of a new or existing programme and can be aimed at all age groups. Ideally, they will be taking place in your museum (subject to any restrictions) but can also be held online, what's important is that you take part!

You simply need to upload details of planned activity on <https://irishmuseums.org/events/submit-an-event> by the 20 August 2021, and we'll do the rest. We'll promote and support your events through the #MuseumsNow campaign, raise public awareness, and even provide a bursary to professionally document a number of selected events.

### **Who can get involved?**

We welcome submissions by all museums across Ireland, irrespective of size or discipline.

### **Why are we doing this?**

We want to come together to celebrate the value of museums, provide exposure to your activity, and assist you in re-engaging with and building audience confidence to visit your museum sites.

### **Does the event have to be free?**

Not necessarily although that would be really great! What's more important is that your event be accessible, respectful, and welcoming of existing and new visitors to your museum.

### **Can I get my event professionally documented?**

We'll select up to 10 events to be professionally documented, with the goal of capturing the full range of museums and activity. Selected museums will be notified after the closing date for submissions.

### **Why now?**

We've scheduled this campaign to coincide with [European Heritage Days](#) – often called Heritage Open Days – which are held each year in 50 countries across Europe and are celebrated through the Heritage Council's National Heritage Week on 14-22 August 2021 and through the Department of Communities' EHOD 2021 from 6 to 12 September. Our goal is to, following the end of the summer season and as we see indoor events start to take place, 'relaunch' the reopening of museums and build audience confidence as we head into the Autumn. We will also be carrying out an impact analysis to gauge the potential of extending this initiative on an annual basis.

**#MuseumsNow 2021 is an initiative of the Irish Museums Association in partnership with the NI Museums Council, funded through the Cooperation with NI scheme operated by the Department of Tourism, Culture, Arts, Gaeltacht, Sports and Media.**