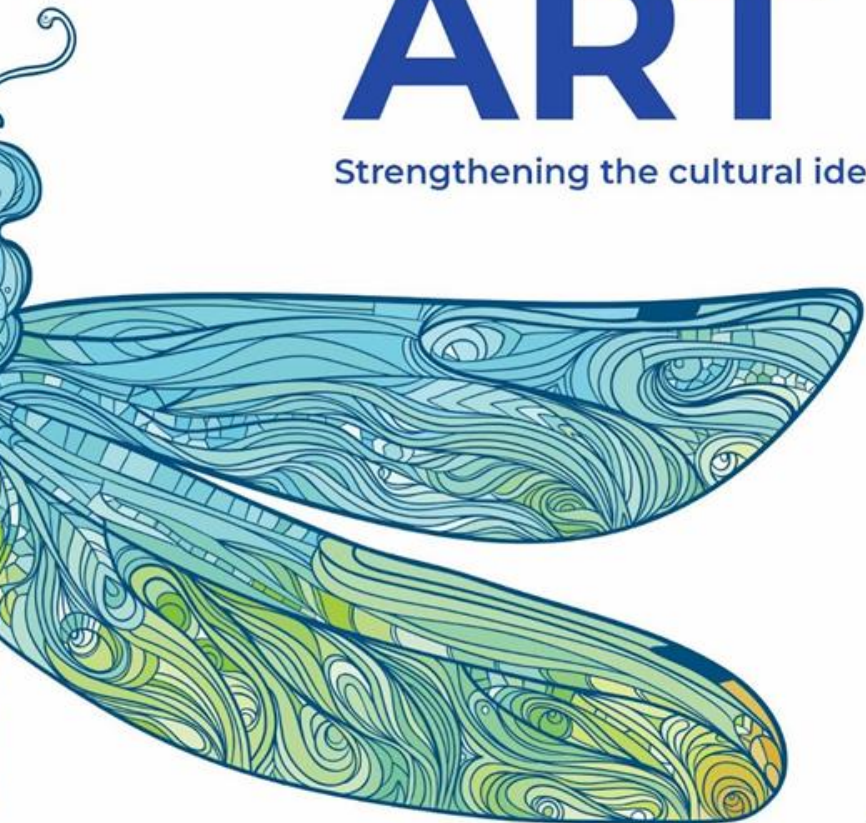


ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU



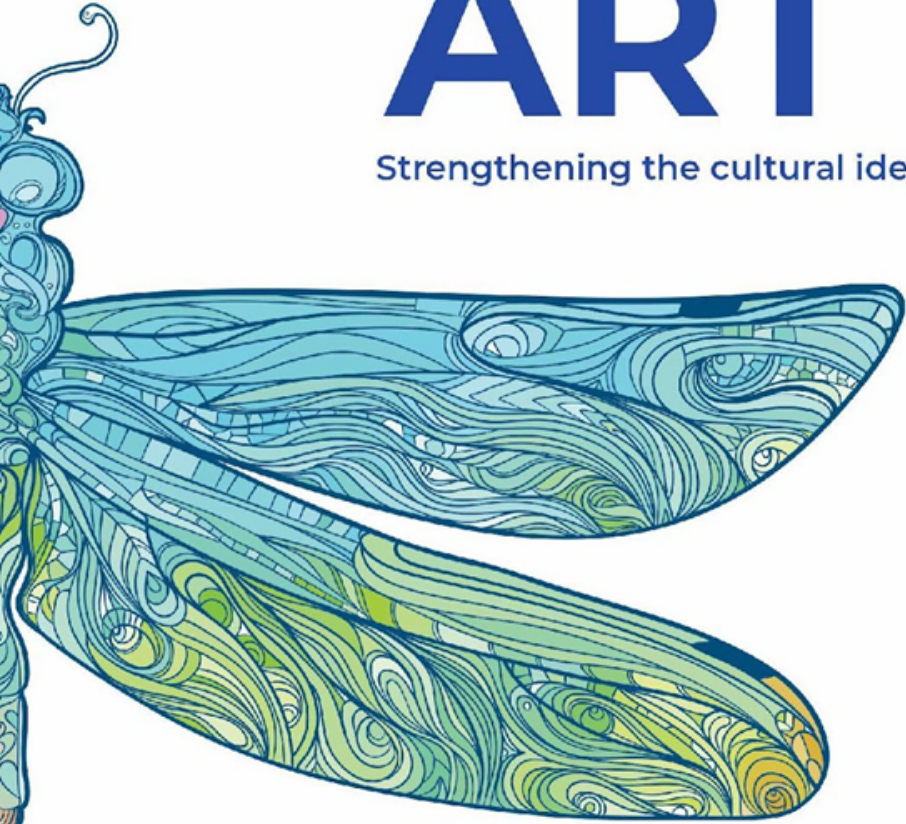
**SECOND STEERING COMMITTEE MEETING
7 - 9th OF SEPTEMBER 2021, ORADEA**

WHAT ARE THE NEXT TASKS LINKED TO COMMUNICATION?

Marija Jurkić Flis, coordinator of the communication activities
Museum of Arts and Crafts Zagreb

ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU



How often to post information about the project on social media?

ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU

Institutul Național al Patrimoniului
24. veljače

Se zice că dragostea adevărată e ... acțiune și că a iubi este, în principal, un verb 😊. 🐛 De Dragobetele locului, te invităm la ... declarații de dragoste pentru turismul cultural & patrimoniu 😊

Ajută-ne să promovăm mai bine patrimoniul Art Nouveau de la noi din țară și din regiunea Dunării! Participă la sondajul european alături de pasionații de patrimoniu din Austria, Croația, Serbia, Slovacia și Ungaria!

👉 Click aici pentru chestionar <https://bit.ly/3kiYwzG> 😊

Completează și dă mai departe! Mulțumim mult pentru #SHARE & abia așteptăm să împărtășim apoi rezultatele cercetării și ale proiectului Art Nouveau 2.

#artnouveau #artnouveau2 #oamenipentrapatrimoniu #consultare #sondaj #turismcultural #Interreg

Un proiect cofinanțat din Fondurile Uniunii Europene (ERDF, IPA II) în cadrul **Interreg Europe** și implementat în perioada 2020-2023 în parteneriat cu Municipality Oradea (lider de proiect - cc Primăria Oradea, Visit Oradea, Oradea Heritage), Muzeul Orasului Oradea - MoO (România); Institutul Național al Patrimoniului (România); Muzeul de Arte Aplicate / Iparművészeti Múzeum, Budapesta (Ungaria); MAK Muzeul Austriac de Arte Aplicate / MAK - Museum of Applied Arts Viena (Austria); MUO - Muzeul de Arte și Meșteșuguri MUO Muzej za umjetnost i obrt / Museum of Arts and Crafts, Zagreb (Croatia); Universitatea Slovacă de Tehnologie din Bratislava / Fakulta architektúry a dizajnu STU (Slovakia); Institutul Republican pentru Protejarea Monumentelor Culturale / Republički zavod za zaštitu spomenika kulture Beograd Belgrad (Serbia) și Universitatea Kodolányi János / Kodolányi János Egyetem Budapesta (Ungaria).

Pogledaj prijevod

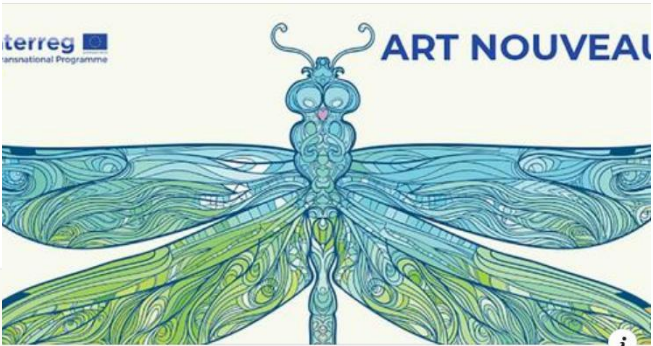


MAK - Museum of Applied Arts
27. ožujka

+++ NEU auf dem MAKblog +++ Art Nouveau 2 🐛 Durch interdisziplinäre Forschung soll innerhalb von zwei Jahren eine Professionalisierung der touristischen Vermarktung der Donauregion sowie eine Anreicherung und Diversifizierung des bestehenden Vermittlungsangebots erreicht werden. Für den Erfolg des großangelegten EU-Projekts sind eine enge Kooperation zwischen den teilnehmenden Ländern, eine überregionale wissenschaftliche Vernetzung und der persönliche Dialog zwischen Expert*innen der Institutionen essenziell. Mehr

👉

Pogledaj prijevod



BLOG.MAK.AT

EU-Projekt ARTNOUVEAU2: Internationales Arbeiten während der COVID-19-Pandemie - MAKblog

MUO - Muzej za umjetnost i obrt / Museum of Arts and Crafts
Objavljuje Marija Jurkic · 25. siječnja

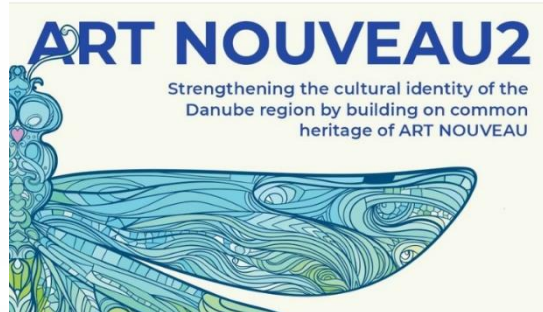
Muzej za umjetnost i obrt partner je u međunarodnom projektu Europske unije ARTNOUVEAU2 – Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU (Jačanje kulturnog identiteta dunavske regije uspostavom zajedničke secesijske baštine)

Riječ je o nastavku projekta u sklopu Programa transnacionalne suradnje Dunav 2014. – 2020. koji je trajao od 2017. do 2019. s glavnim temom secesijske arhitekture u dunavskoj regiji, u kojem je MUO također bio partner.

Vodeći partner je Grad Oradea (Oradea Municipality), a uz Muzej za umjetnost i obrt ostali partneri na projektu su Muzeul Orasului Oradea - MoO; Institutul Național al Patrimoniului, Bukurești; Iparművészeti Múzeum, Budimpešta; MAK - Museum of Applied Arts, Beč; Fakulta architektúry a dizajnu STU, Bratislava; Republički zavod za zaštitu spomenika kulture Beograd i Kodolanyi Janos University - KJU, Budimpešta.

Projekt je sufinanciran sredstvima Europske unije (ERDF, IPA II)

Više informacije potražite na:
<https://www.muo.hr/art-nouveau-2/>

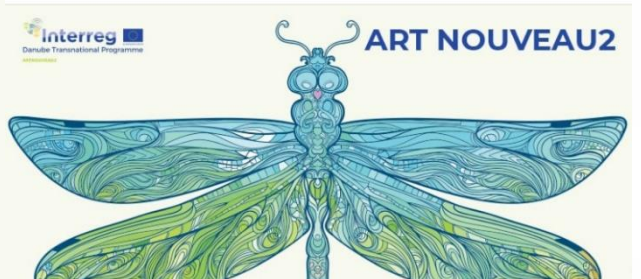


Republički zavod za zaštitu spomenika kulture Beograd
5. veljače

Projeekat ART NOUVEAU 2 - Jačanje kulturnog identiteta zemalja dunavske regije zasnovanog na zajedničkom nasleđu secesije deo je Dunavskog transnacionalnog programa Europske unije koji je započeo u julu 2020. godine. Vodeći partner projekta je Gradski muzej Oradea, (Rumuניja, <https://www.facebook.com/muzeulmooc>), a ostali partneri su Nacionalni institut za nasleđe, Bukurešt, (Rumuניja, <https://www.facebook.com/Patrimoniu/>), Muzej primenjene umetnosti, Budimpešta, (Mađarska, <https://www.facebook.com/ArsDecorativa/>), Muzej umetnosti i zanata, Zagreb (Hrvatska, <https://www.facebook.com/muozzagreb/>), Austrijski muzej primenjene umetnosti, Beč (Austrija, <https://www.facebook.com/MAKVienna/>), Slovacki tehnološki univerzitet, Bratislava (Slovakia, <https://www.facebook.com/FakultaarchitekturyadizajnuSTU/>), Republički zavod za zaštitu spomenika kulture, Beograd (Serbija) i Univerzitet Janos Kodolanyi, Budimpešta (Mađarska, <https://www.facebook.com/kodolanyi/>).

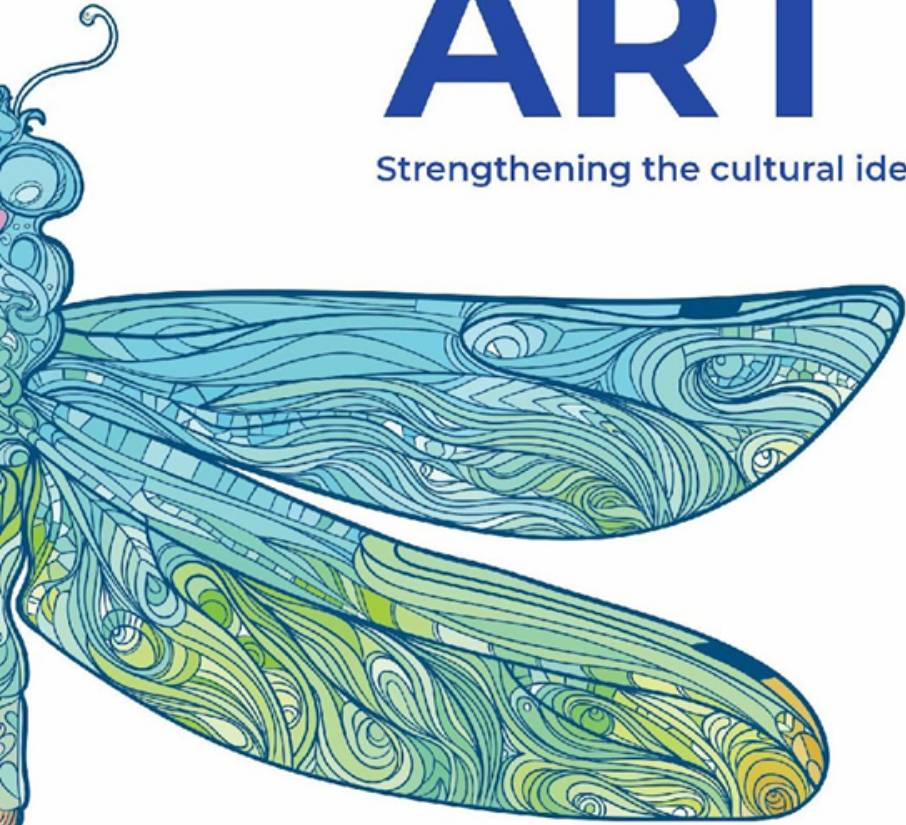
Projeekat je sufinanciran sredstvima Europske unije (ERDF, IPA II)
http://www.heritage.gov.rs/.../aktuelnosti_ART_NOUVEAU_2...

Pogledaj prijevod



ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU



How and when to tag partners
in post?

ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU

MUO WEB EXAMPLE

Vodeći partner: Grad Oradea (Oradea Municipality)

Ostali partneri: [Oradea City Museum – Cultural Complex](#), [National Institute of Heritage, Bukurešt](#), [IMM, Budimpešta](#), [MAK, Beč](#), [MUO, Zagreb](#), [Slovak University of Technology, Bratislava](#), [Republic Institute for Protection of Cultural Monuments, Beograd](#), [Kodolányi János University, Budimpešta](#).

Muzej za umjetnost i obrt sudjeluje kao partner, a kao koordinator zadužen je za izradu i provedbu zajedničkog transnacionalnog edukativnog programa za djecu, te za komunikaciju među partnerima projekta i prema javnosti.

Glavni zadatci projekta su izrada pilot projekata, kreativnih radionica, zanimljivih aktivnosti izvan muzeja, suradnja s lokalnim obrazovnim ustanovama, serija kataloga sa svrhom da se opća publika upozna s manje poznatim detaljima secesije te kratki filmovi, turistička valorizacija secesijske baštine – treninzi za turističke vodiče, nove tehnike vodstava (npr. *storytelling*).

Pridruženi partneri MUO: [Ministarstvo kulture i medija RH](#), [Društvo turističkih vodiča Zagreba](#)

MUO FB EXAMPLE



MUO - Muzej za umjetnost i obrt / Museum of Arts and Crafts



Muzej za umjetnost i obrt partner je u međunarodnom projektu Europske unije ARTNOUVEAU2 – Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU (Jačanje kulturnog identiteta dunavske regije uspostavom zajedničke secesijske baštine)

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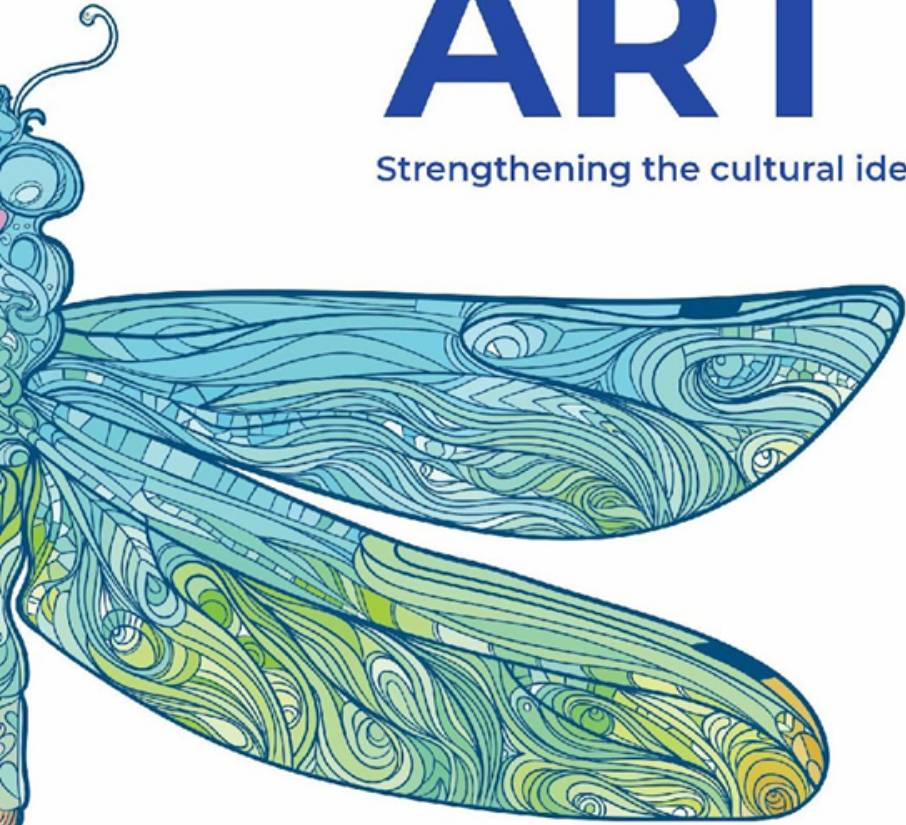
Projekt je sufinanciran sredstvima Europske unije (ERDF, IPA II)

Više informacije potražite na:

<https://www.muo.hr/art-nouveau-2/>

ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU



What is boosted post?
Is it worth boosting
Facebook posts?

ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU

- Simply put, boost posts expand the reach of your content and help it reach new audiences
- Great tool for promoting new content
- You can set parameters for your audience to target specific people
- Boosting a Facebook post can make your content go the extra mile and be seen by more people, including those who don't currently follow your page but may be interested in your business
- Improve post visibility and engagement, such as post likes, comments, and shares
- Generate more reach
- Quick, simple and inexpensive way to generate new audience
- Don't need knowledge of Ads Manager



MUO - Muzej za umjetnost i obrt / Museum of Arts and Crafts

...

Volite li putovati? Željeli bi ponovno putovati? Nedostaju vam zajednička druženja i razni programi? Ponovno želite posjećivati muzeje? 🌐🌍📱

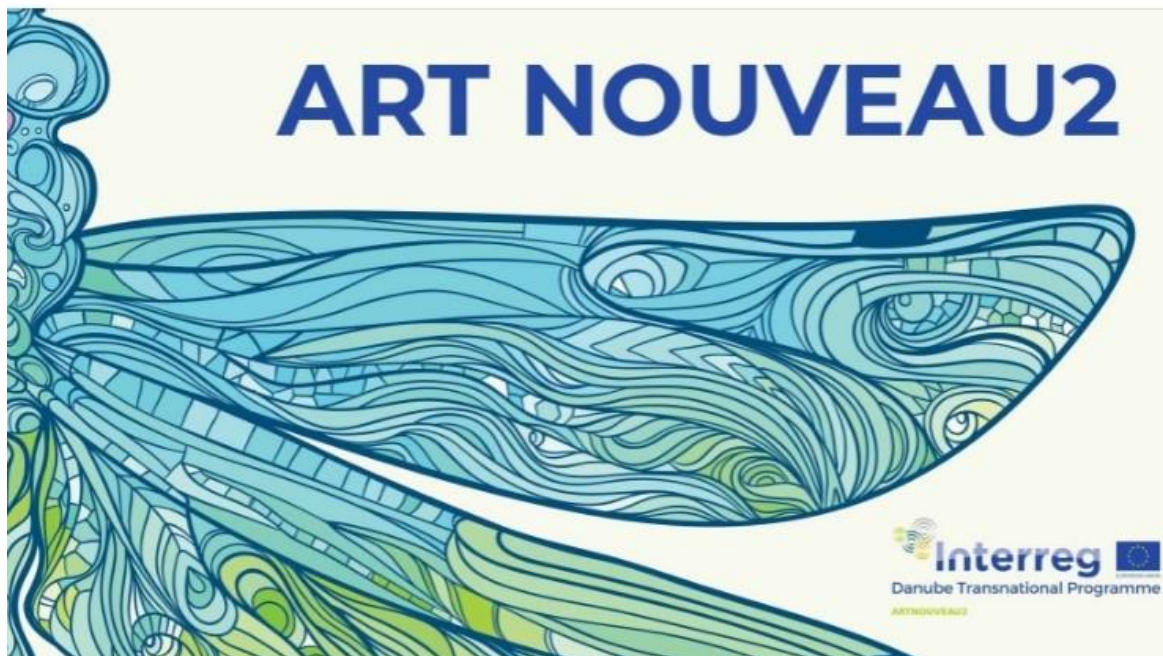
Ako je Vaš odgovor na bilo koje pitanje potvrđan, prisjetite se zajedno sa nama ljepših vremena prije koronavirusa, kada smo mogli slobodno uživati u kulturi s drugima!

Važno je znati kako dalje....

Ispunite i podijelite upitnik te nam pomognite u daljnjem radu i sudjelovanju u projektu Art Nouveau2.

📄 <https://forms.gle/FVRXQi3LLoZyb2Hz5>

#muozagreb #artnouveaue2



MUO - Muzej za umjetnost i obrt / Museum of Arts and Crafts

...

[PROJEKT ART NOUVEAU2]

Volite li putovati? Željeli bi ponovno putovati? Nedostaju vam zajednička druženja i razni programi? Ponovno želite posjećivati muzeje? 🌐🌍📱

Ako je Vaš odgovor na bilo koje pitanje potvrđan ispunite upitnik o secesiji te nam pomognite u daljnjem radu i sudjelovanju u projektu Art Nouveau2.

📄 <https://forms.gle/FVRXQi3LLoZyb2Hz5>

Više o projektu pročitajte na: <https://www.muozagreb.hr/art-nouveau-2/>

<http://www.interreg-danube.eu/approved-projects/artnouveau2>

Project cofunded by European Union funds (ERDF, IPA II).

#muozagreb #artnouveau2





Volite li putovati? Željeli bi ponovno putovati? Nedostaju vam zajednička druženja i razni programi? Ponovno želite posjećivati muzeje? 🌐🌍📱

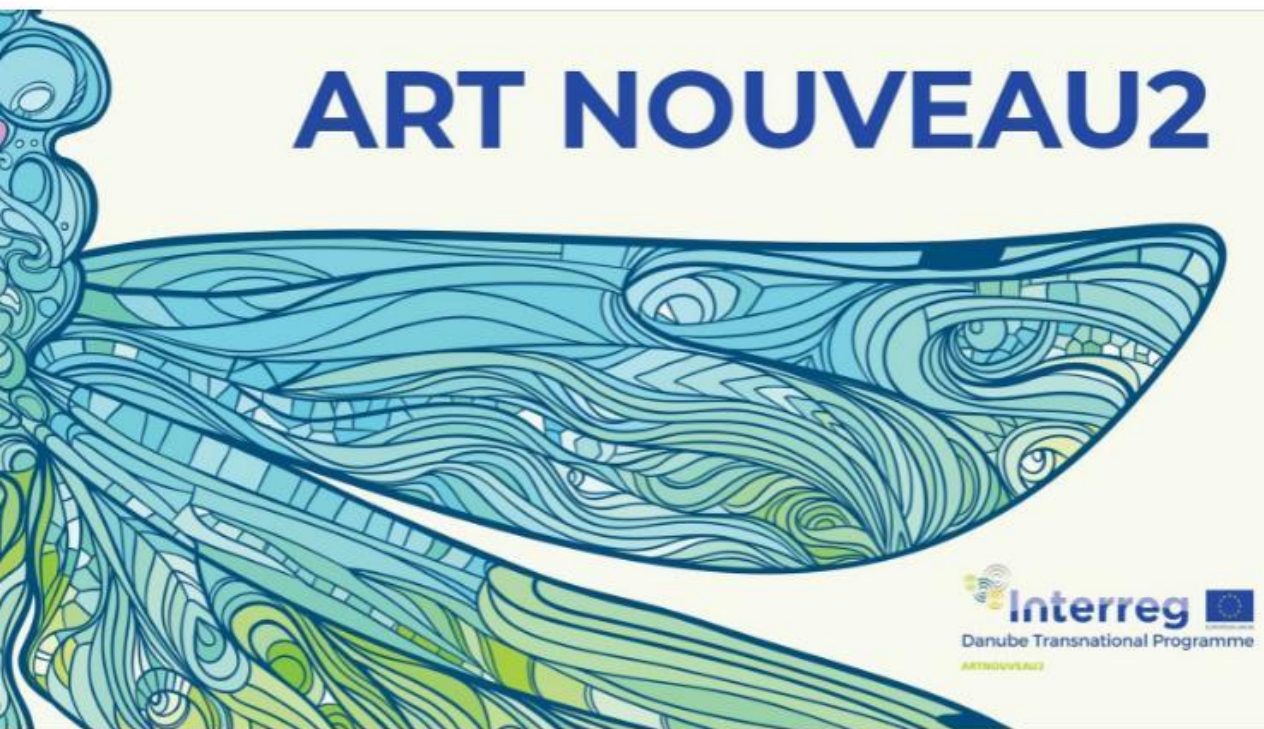
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<https://forms.gle/FVRXQi3LLoZyb2Hz5>

#muozagreb #artnouveau2



5634 Broj korisnika koji su vidjeli 142 Angažmani - Rezultat distribucije

Promoviraj objavu

👍👎 13

7 dijeljenja



[PROJEKT ART NOUVEAU2]

Volite li putovati? Željeli bi ponovno putovati? Nedostaju vam zajednička druženja i razni programi? Ponovno želite posjećivati muzeje? 🌐🌍📱

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Više o projektu pročitajte na: <https://www.muo.hr/art-nouveau-2/>

<http://www.interreg-danube.eu/approved-projects/artnouveau2>

Project cofunded by European Union funds (ERDF, IPA II).

#muozagreb #artnouveau2



DOCS.GOOGLE.COM

Danube Transnational Survey 2021

Vaše ćemo odgovore upotrijebiti kako bismo što djelotvornije mogli prom...

Saznajte više

41.305 Broj korisnika koji su vidjeli

1800 Angažmani

↑ +2,1x više Rezultat distribucije

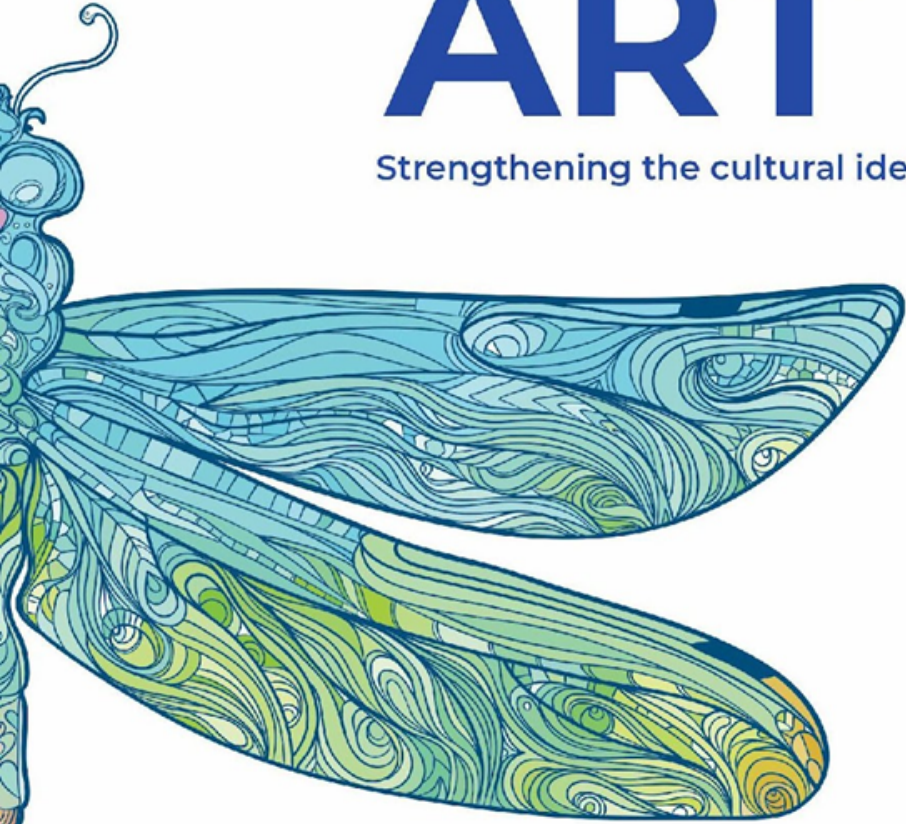
Ponovno promoviraj

👍 186

12 komentara 8 dijeljenja

ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU



PROJECT SUBPAGE

- updated regularly
- summarize and present information
- promote the project activities and results
- contains announcements, events etc.

ARTNOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU

[Home](#)

[Partners](#)

[Library](#)

[News and events](#)

[Gallery](#)

[Newsletters](#)

ARTNOUVEAU2 - WORLD ART NOUVEAU DAY IN BUDAPEST - 09-06-2021



World Day of Art Nouveau 2021 – A szecesszió világnapja 2021
Museum of Applied Arts, Budapest 12.06.2021. 10.00 am - 6.00 pm
Cyörgy Ráth Villa of the Museum of Applied Arts (Városligeti fasor
12., 1068 Budapest) Zoo & Botanical...

[Read more](#)

ARTNOUVEAU2 - WORLD ART NOUVEAU DAY IN CROATIA - 08-06-2021



The Museum of Arts and Crafts in cooperation with the Zagreb
ZOO celebrates the World Art Nouveau Day Exhibitions, creative
workshops and the premiere of a short film Part of the program
will take place in the atrium of Museum of Arts...

[Read more](#)

ARTNOUVEAU2 - WORLD ART NOUVEAU DAY IN SERBIA - 08-06-2021



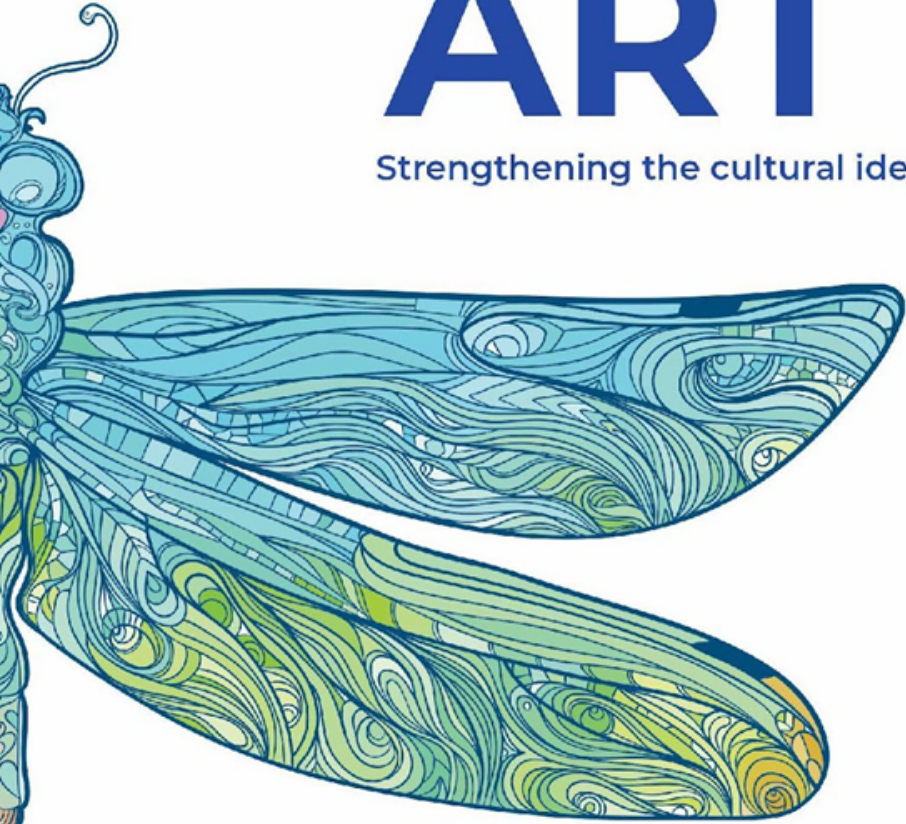
Republic Institute for the Protection of Cultural Monuments invites
to celebrate June 10 T H E P R O G R A M - Guided tour along the
paths of the Art Nouveau in Zrenjanin - June 9, 2021, at 6 pm (start
of the walk will be at the Main

[Read more](#)

<http://www.interreg-danube.eu/approved-projects/artnouveau2/news>

ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU



Why should you send an email newsletter?

ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU

- Email newsletters can help your business connect with customers
- Share relevant and valuable information with subscribers
- It can be used to motivate your customers to take action, like checking out your latest blog post
- Creating an email newsletter is easier than you think
- Affordable for most businesses

Keep in mind:

sending a regular newsletter will train your audience to open your emails

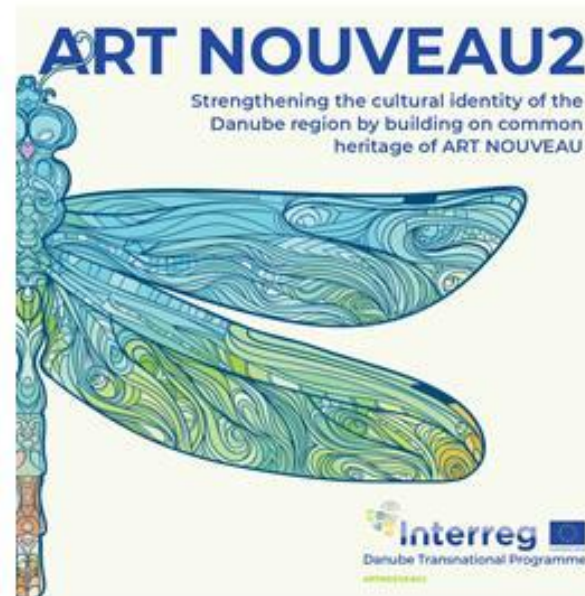
do not change the layout of your newsletter on a regular basis (monthly)

ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU

- https://mailchi.mp/d97f40fe2881/umjetniko-nasljee-rafaelove-umjetnosti-na-izlobi-u-muzeju-za-umjetnost-i-obrt?fbclid=IwAR0Lt1WpO_ubi67VJTJ-hB2YmgeGfd9LGG_u7YDTnL9tpE271BfVpZrRJs
- <https://mailchi.mp/286bfab2acdc/sije-anj-u-muzeju-za-umjetnost-i-obrt-donosi-18829965?fbclid=IwAR2DwNjYbWsaWtYBGHmmlYfMGOQOaEvHUaiuFzeVAWwS6udEGeAvudeiZhQ>
- https://mailchi.mp/072f1a4c26ae/ouja-k-u-muzeju-za-umjetnost-i-obrt-donosi?fbclid=IwAR09BoDiuWzW1PnXJtZldf1kNS4s_NRG8CanxOWJyJDKRox8CwnmYys-XUM

MUO EU PROJEKTI



Volite li putovati? Željeli bi ponovno putovati? Nedostaju vam zajednička druženja i razni programi? Ponovno želite posjećivati muzeje?

Ako je Vaš odgovor na bilo koje pitanje potvrđan, prisjetite se zajedno sa nama ljepših vremena prije koronavirusa, kada smo mogli slobodno uživati u kulturi s drugima!

Važno je znati kako dalje...

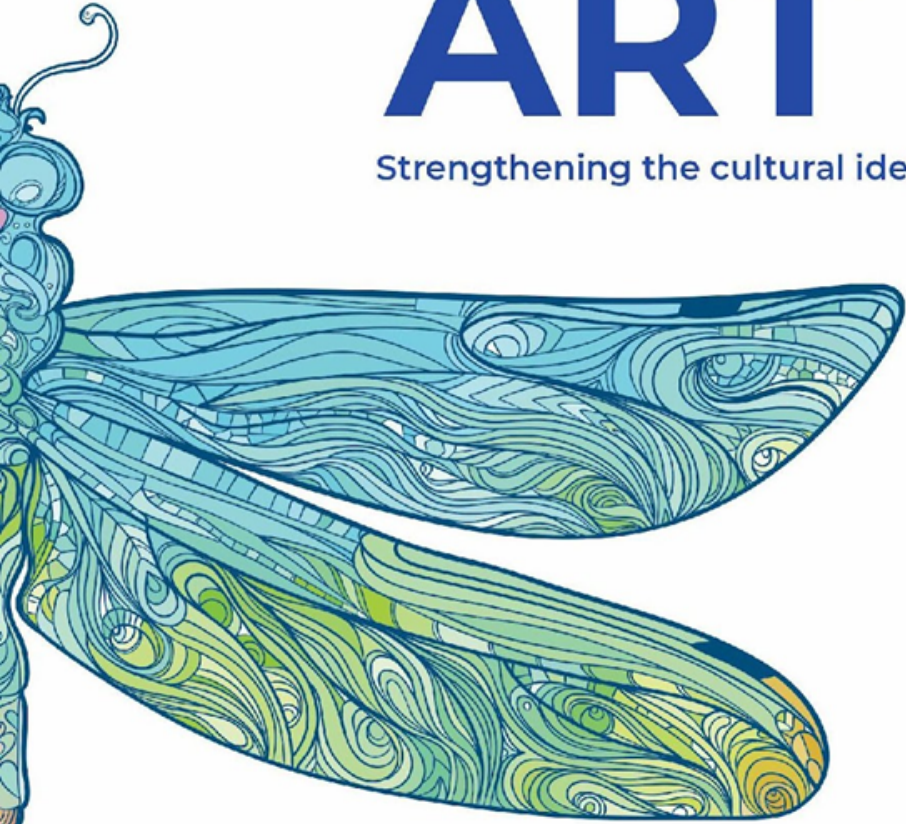
Ispunite upitnik te nam pomognite u daljnjem radu i sudjelovanju u projektu

[Art Nouveau2.](#)

ISPUNITE ANKETU

ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU



(Digital) flyer

ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU

- easy, short form
- promote project
- visibility
- distribute to the public (tourist office, institutions, hotels etc.)
- national languages
- possibility of digital flyer with download options (each partner should put it online (web) and secure free download options)

Strengthening the cultural identity of the Danube region

ART NOUVEAU2

by building on common heritage of ART NOUVEAU



A stream of cooperation



Danube Transnational Programme

ARTNOUVEAU2

www.interreg-danube.eu/artnouveau2

1,461,121,95 € ERDF

91,929,62€ IPA II

Project cofunded by European Union funds (ERDF, IPA II)



Danube Transnational Programme

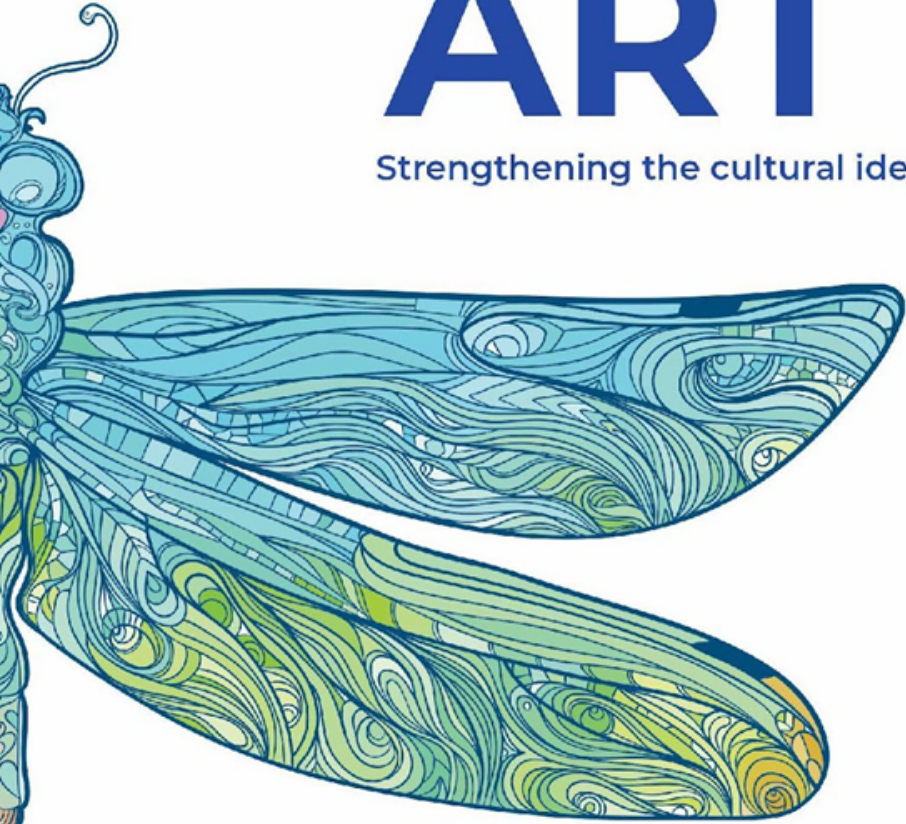
ARTNOUVEAU2

www.interreg-danube.eu/artnouveau2



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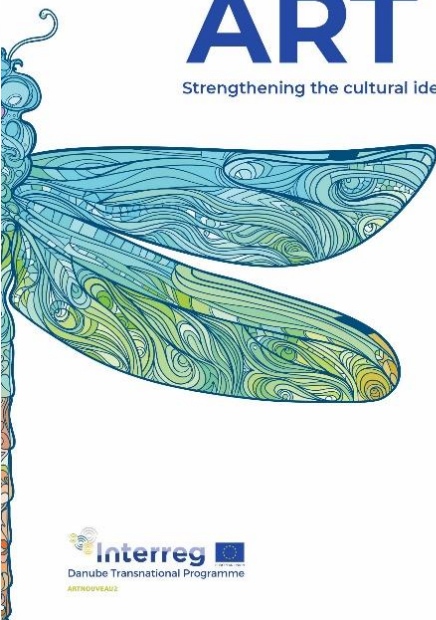
Online lectures

ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU

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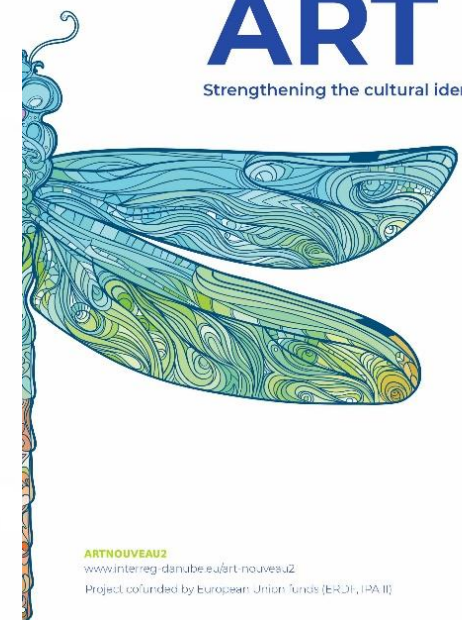
INVU

**dr.sc. Marina Bagarić
BEČ - ZAGREB**



ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU



THANK YOU!

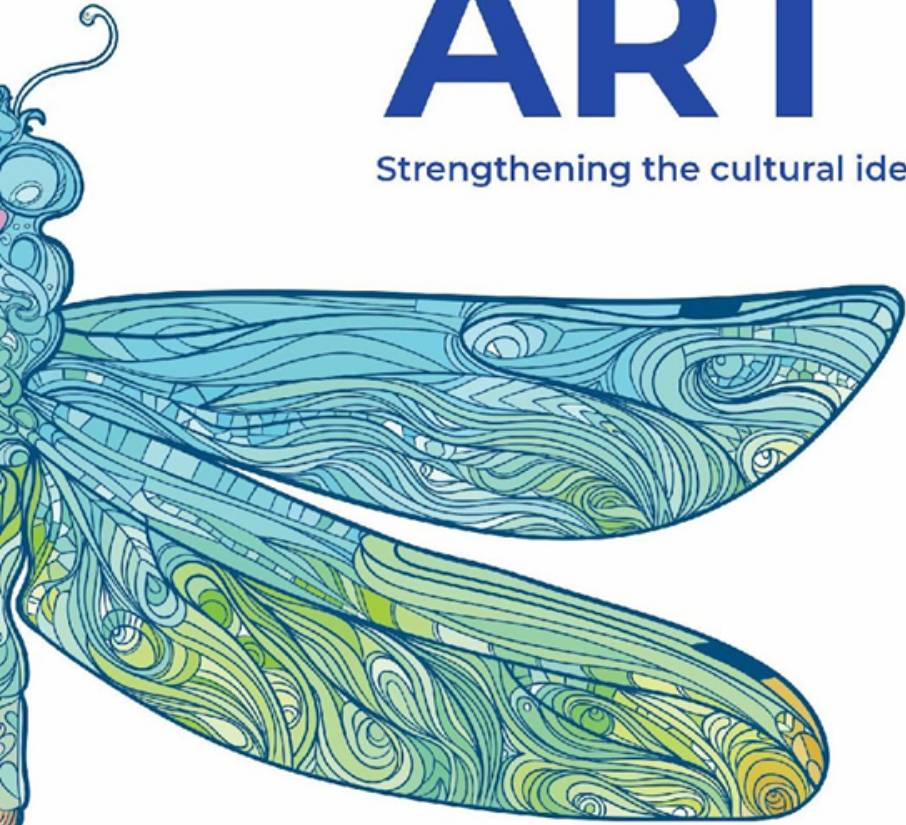


ARTNOUVEAU2
www.interreg-danube.eu/art-nouveau2
Project co-funded by European Union funds (ERDF, IPA II)



ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU



NEXT TASKS

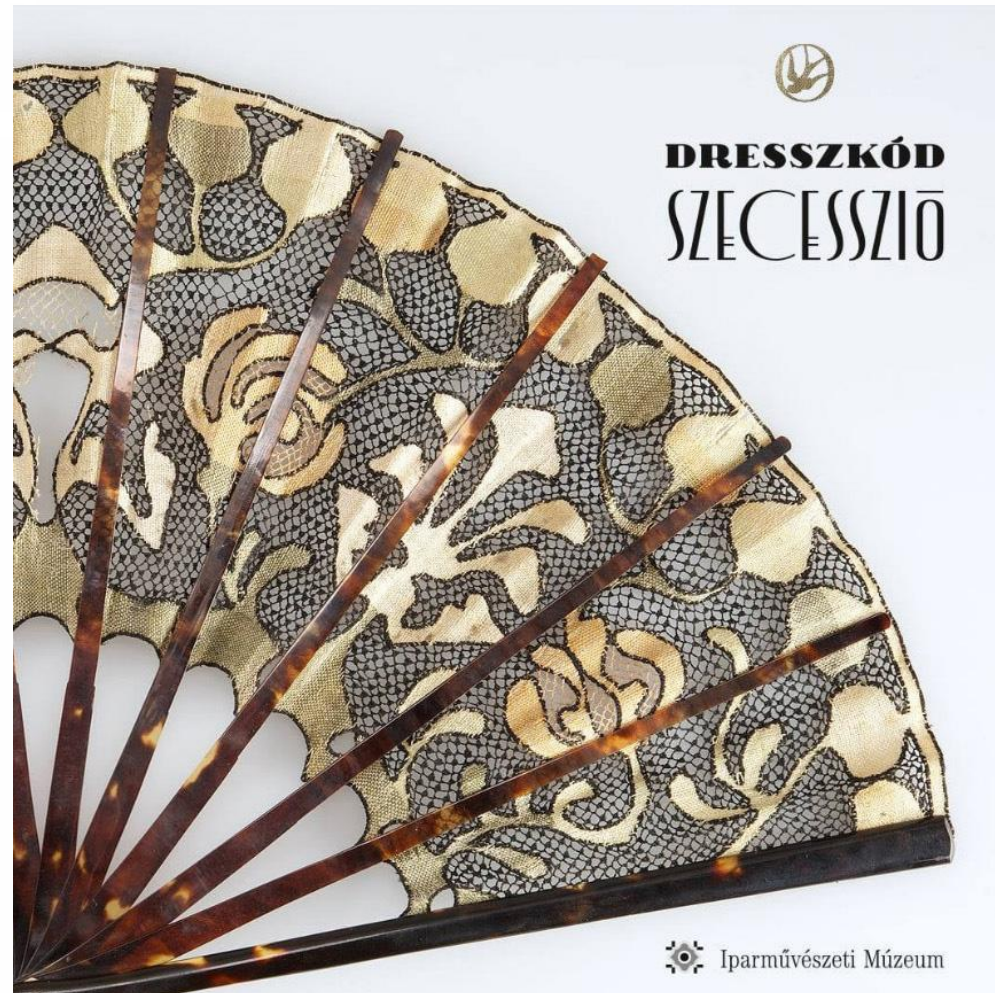
ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU

- promoting the project (more posts on social media)
- (digital) flyer
- online lectures
- AN exhibitions
- digital catalogue
- trainings for tourist guides
- educational programs (video, mobile app)
- WAND 2022

ART NOUVEAU2

Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU



Iparművészeti Múzeum

3. szeptember · 🌐

Megnyílt a szemet gyönyörködtető viselettörténeti kiállításunk, a Dresszkód: szecesszió a Ráth György-villában. Kurátora, Csepregi Noémi – többek között – azokra a kérdésekre kereste a választ: a századforduló környékén milyen öltözékben tölthették a hölgyek szabadidejüket a strandon, a délutáni tea vagy egy estély alkalmával? A kiállítás mellé remek programokat kínálunk.

A kurátor több előadást és tárlatvezetést is tart a nyáron:
Július 7-én és augusztus 4-én, 17 órától a századfordulós női viseletekről és az életstílusról mesél.
Július 14-én és augusztus 11-én, 17 órától kuratori tárlatvezetésre hívja az érdeklődőket.

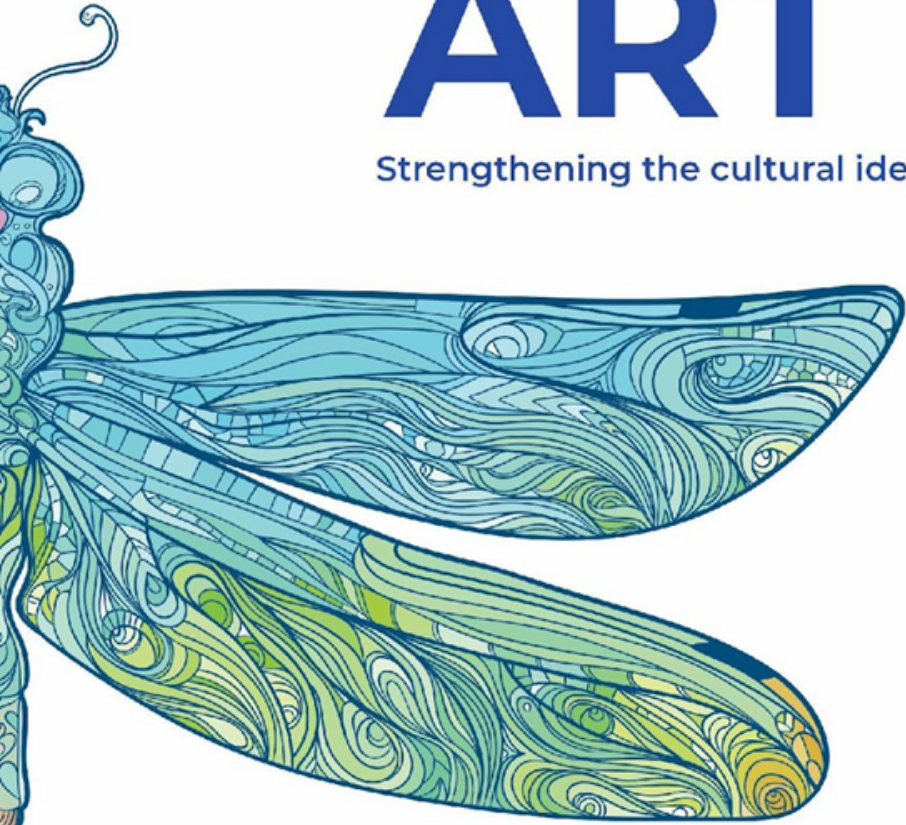
Július 9-én, 16 órától Hölgyek, műsák, művészek címmel Borsai Dóra művészettörténész tematikus sétára invitálja - nemcsak a nöket - a női tárgyak és női történetek között.
Július 16-án, 18 órától egy igazi kuriózumra számíthatnak a századfordulós ruhák szerelmesei: szubjektív tárlatvezetésre érkezik a Ráth-villába Zoób Kati divattervező.
Július 18-án, 10 órától pedig ARTrolleres városi túrán gurulhatja körbe a VI. kerületet Joó Julianna művészettörténésszel, aki kíváncsi a luxusra és eleganciára, azaz a nagypolgári életre a századfordulón. **Sažmi**

👍❤️ 765

119 díjeljenja

ART NOUVEAU2

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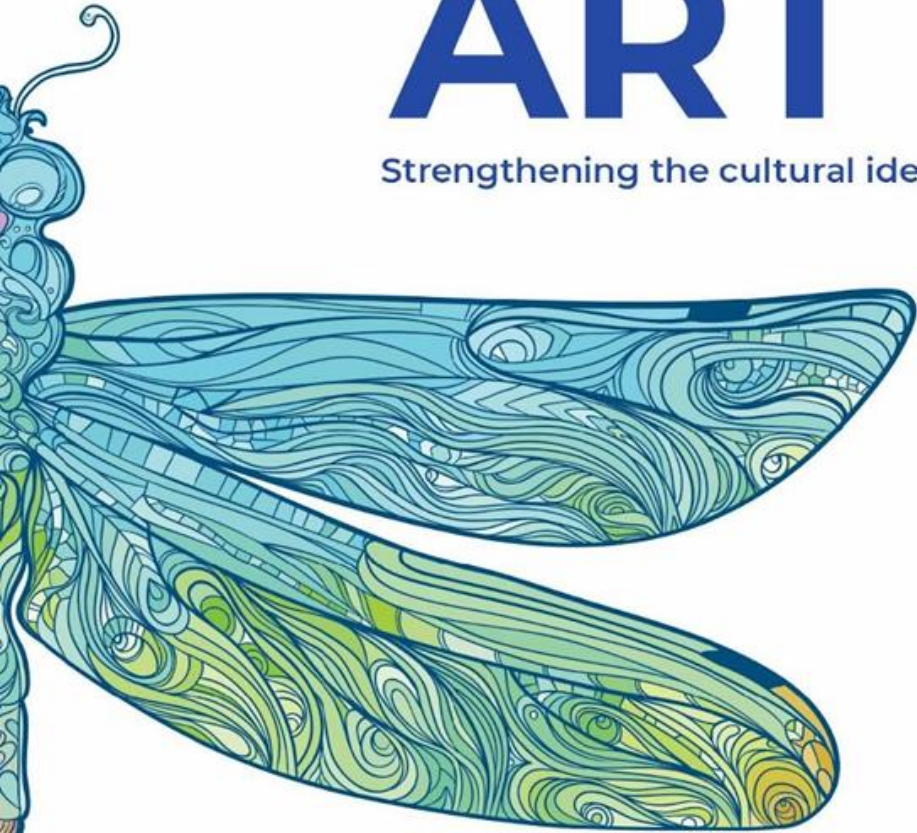


Don't forget to publish on your (institution) social media how great and productive the meeting in Oradea was.

#meetinginoradea #artnouveau2

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THANK YOU!

ARTNOUVEAU2

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