

PEGGY GUGGENHEIM COLLECTION

Press release

The Peggy Guggenheim Collection Comes to You

With weekly e-news and social media programs with innovative content, the museum arrives directly into your homes to share numerous stories and anecdotes from within the Collection's walls. Beginning this week, Director Karole Vail reads excerpts from Peggy Guggenheim's autobiography on SoundCloud.

#loRestoaCasa
#LArteResiste
#MySweetQuarantine
#MuseumFromHome

The Peggy Guggenheim Collection believes that art and beauty must not stop. While the museum remains closed, the Peggy Guggenheim Collection carries out its mission on social media platforms to share content and history to a wider and diverse art-loving public now at home. In this challenging moment, when we all must act responsibly and stay at home, the museum continues as an online community and looks forward to returning to normal as soon as possible.

Through new weekly e-news and detailed social media programs, the museum strengthens its commitment to bring art into the homes of those who appreciate it and of those who are beginning to enjoy it. Now more than ever we need beauty. At a distance, Palazzo Venier dei Leoni, which was Peggy Guggenheim's home for thirty years, reopens. The original hashtag #loRestoaCasa is joined by #LArteResiste, #MySweetQuarantine—the social media project launched by the writer and influencer Paolo Stella which includes our Art Talks—and #MuseumFromHome—the international hashtag shared by many museums around the world. On a weekly basis the Peggy Guggenheim Collection will update its public via a newsletter that anyone can subscribe to. The museum remains active seven days a week on Facebook, Instagram, Twitter, and LinkedIn. Scheduled content includes virtual presentations about masterpieces in the collection, short tutorials that bring Kids Day to our youngest visitors on Sundays at 3pm—they follow the same schedule as when the museum was open to the public—podcasts on the life of Peggy Guggenheim, and Art Quizzes that playfully test knowledge of art history.

Would you like to follow us? This day-to-day guide outlines the scheduled programming:

On **Mondays**: the week begins with “Did you know...,” which offers little-known anecdotes and curiosities about works in the collection or Peggy Guggenheim. Later in the day, “Voice Your Choice” allows followers to choose a work in the collection which will later be elaborated on. On **Tuesdays**: museum interns engage in short Art Talks, original capsule videos which explore a work of art and its artist. In the evening the Art Quiz with multiple-choice questions about twentieth-

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century art history goes online in the museum's Instagram *stories*. On **Wednesdays**: museum staff members share an image and insights related to the museum, while "Voice Your Choice" goes online in the evening. On **Thursdays**: museum interns share their point of view through creative photos, and the day concludes with the second weekly Art Quiz. On **Fridays**: everyone has the opportunity to listen to excerpts in Italian and English from Peggy Guggenheim's autobiography "Out of This Century" via SoundCloud. Director Karole Vail lends her voice to the English readings of her grandmother's autobiobiography. Audio tracks are also available via Instagram. On **Saturdays**: exhibition curators delve into the *Migrating Objects* show, with images and videos. Finally, on **Sundays** the museum focuses on its younger enthusiasts with Kids Days, with educational activities and tutorials on works of art from the collection.

We wish to keep the spirit of creativity alive during this quarantine period. Please stay safe and know that we look forward to seeing you at the Peggy Guggenheim Collection when the current restrictions will conclude.

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