

UNA NOTTE AL MUSEO

A night-time leisure activity for reclaiming cultural institutions for the public

Una notte al Museo is an event format characterised by the night-time opening of museums in the Piedmont region of Italy, where the public can make traditional visits and enjoy a refreshment with music in the background and artistic performances. The project is transforming the area's cultural institutions and creating a local, family and more recreational link, typical of today's society.

Una notte al Museo aims to attract the public back to cultural spaces, such as museums, theatres and galleries, especially after the COVID-19 pandemic. To do this, it considers venues from a new perspective, not just as traditional institutions, but also as attractive spaces for everyone to find a new source of cultural leisure beyond the offer itself.

The project acts as a mediator to help institutions and the public understand one another. An initiative that demonstrates that cultural institutions are places for everyone, regardless of their interests and age.

Further information.