

COMMUNICATION IN MUSEUMS

An instrument at the service of sustainability

Maria Vlachou

mariavlachou.pt@gmail.com

<http://musingonculture-en.blogspot.com>

COMMUNICATION IN MUSEUMS

Day 1

Cultural participation

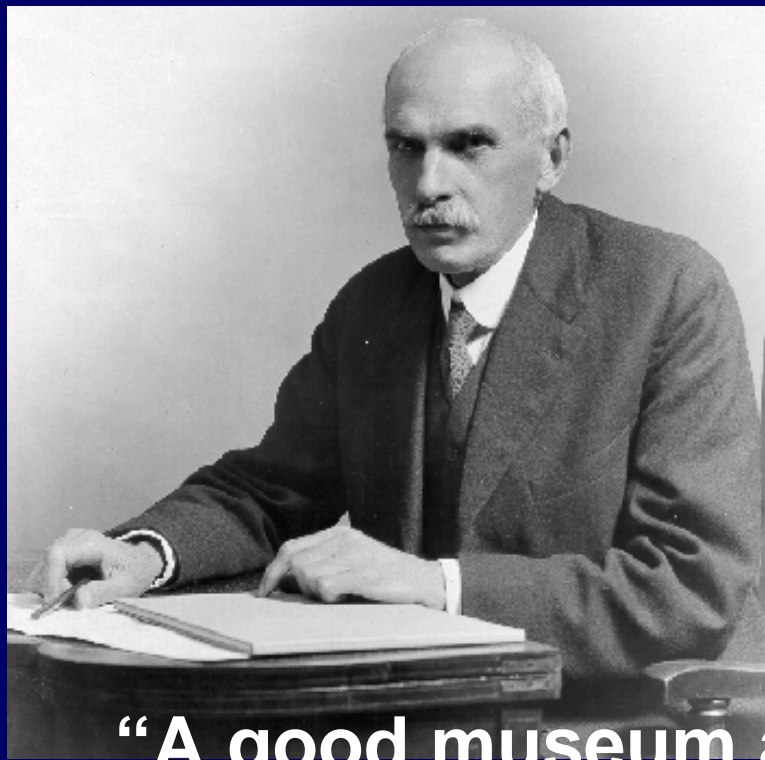
Branding and communications plan

Day 2

Physical and intellectual access

Social media

Visitor studies



“A good museum attracts, entertains, arouses curiosity, leads to questioning and thus promotes learning. (...) The Museum can help people only if they use it; they will use it only if they know about it and only if attention is given to the interpretation of its possessions in terms they, the people, will understand”.

John Cotton Dana, 1909

Cultural participation

At a distance

Books, magazines

Electronic means

Digital means

Attending / visiting

Creating

Volunteering

The guardians

Cultural snobs

They validate culture / not for everyone

Neo-mandarins

They defend access / they define to what

Neo-cosmopolitans

The accept different cultures

Cultural participation

Slow food movement

Defended biodiversity

Invested in educating the taste

Joined producers and consumers

Cultural participation

Cultural institutions

- We are the guardians
- We work with and for the same people
- We let people think (our publicity, our attitude and language) that we are elitist
- We don't humanize our buildings
- We don't value new media in promotion and access

Diane Ragsdale, The excellence barrier

Cultural participation

Slow arts movement

1. Free the art
2. Free the people
3. Demystify the experience
4. Create and foster social networks
5. Understand the community
6. Focus on impact rather than growth
7. Don't get accommodated

Cultural participation

Slow arts movement: Free the art

Valencia market – opera flash mob

http://www.youtube.com/watch?feature=player_embedded&v=Ds8ryWd5aFw

Orchestra of Copenhage

http://www.youtube.com/watch?v=gww9_S4PNV0

Cultural participation

Slow arts movement: Free the art

Experience
The Met: Live in HD



2010-11 SEASON

DAS RHEINGOLD Wagner
OCT 9

BORIS GODUNOV Mussorgsky
OCT 23

DON PASQUALE Donizetti
NOV 13

DON CARLO Verdi
DEC 11

LA FANCIULLA DEL WEST Puccini
JAN 8

NIXON IN CHINA Adams
FEB 12

IPHIGÉNIE EN TAURIDE Gluck
FEB 26

LUCIA DI LAMMERMOOR Donizetti
MAR 19

LE COMTE ORY Rossini
APR 9

CAPRICCIO R. Strauss
APR 23

IL TROVATORE Verdi
APR 30

DIE WALKÜRE Wagner
MAY 14

metopera.org/HDLive

The Met Live in HD Series is made possible by a generous grant from the National Endowment for the Arts.

The Neubauer Family Foundation

Global corporate sponsorship of The Met Live in HD is provided by
Bloomberg

The HD broadcasts are supported by
AT&T

The Met
ropolitan
Opera **HD LIVE**

Aviva Network in Great Britain

September 30 at 7:15pm & October 9 at 10:00am

National Theatre Live Best of British theatre broadcast live to cinemas around the world

ENCORE SCREENING
Phèdre
by Jean Racine
in a version by Ted Hughes



www.ntlive.com

AVIVA

Cultural participation

Slow arts movement: Free the art

facebook  Search for people, places and things 

 **English National Opera**

Coming to ENO Undress tonight? We've got some treats in store for you! Make sure you visit our Undress photobooth at the post-show party. Pics will be uploaded live to facebook during the evening!

**ENO
SAY
UNDRESS**

Like · Comment · Share ·  11  1 · 5 hours ago · 

Cultural participation

Slow arts movement: Free the art



Cultural participation

Slow arts movement: Free the people



Cultural participation

Slow arts movement: Free the people



Museu Vale, Apprentice project

Cultural participation

Slow arts movement: Demystify the experience

BISHOPSTON BURCH BARROW

*At Fairwood Common, Gower, Excavation by Mrs. Audrey Williams in 1941.
A.942.1.1*

REF: Arch. Camb. 1944, pp.52-63

The primary burial was found in a pit which had been cut two feet deep into the subsoil. This contained the cremated remains of a child (a) of 10-14 years of age, covered by an inverted urn (b). Over the base of the urn a thin slab of limestone, roughly 22 ins. square had been placed. A cairn 40ft. in diameter covered the pit. This cairn was concealed by a mound of mixed clay and turf.

It contained traces of secondary burials. Fragments of four cinerary urns (c), all of 'Overhanging rim' type, were found towards the center of the cairn.

Cultural participation

Slow arts movement: Demystify the experience



Grant Park Music Festival, Chicago

Cultural participation

Slow arts movement: Demystify the experience

The Royal Ballet, Not what you think

<http://www.youtube.com/watch?v=-46BZD4zNIk>

A day in the life of a ballerina

<http://www.youtube.com/watch?NR=1&v=rryxZjqLtNs&feature=fvwp>

Le Louvre invisible

http://www.dailymotion.com/video/xntmfh_le-louvre-invisible-02_creation

Cultural participation

Slow arts movement: Social networks

THE Sun Wednesday, January 23, 2013

Sign in or Register to discuss and share stories

London: 6°C 12-10°C

HOME | **NEWS** | SPORT | SHOWBIZ | ALL

DREAMTEAM | MULLOCH £1.81

Politics | Captain Crunch | Sun City | Purses | Sun Justice | Sun Says | Your View

News

GOT A STORY? EMAIL: TALKBACK@THE-SUN.CO.UK

Sex, death, booze, bribery, revenge, ghosts ... who said opera is boring?



Sex, death, ghosts ... Don Giovanni is far from boring

Cultural participation

Slow arts movement: Understand the community



Saturday, April 16, 2011, Bronx
"Los Salseros Del Pueblo"
LA ORQUESTA GUAYACAN
Special Invited Guest
JOHNNY RAY
Y SU SALSA CON
CLASE EXCLUSIVE
NYC PRESENTATION!

[CLICK FOR DETAILS](#)



Saturday, March 19, 2011 at 8pm
**FOREVER
FREESTYLE 5**
With TKA/K7, JUDY TORRES,
SUGARHILL GANG,
BRENDA K. STARR,
GEORGE LAMOND,
COVER GIRLS
and much more...

[CLICK FOR DETAILS](#)



Sunday, March 27, 2011 at 4pm
Russian National Ballet Theatre's
ROMEO and JULIET
A Striking and Beautiful Classic

[CLICK FOR DETAILS](#)



SUNDAY, MARCH 13, 2011 AT 6PM
**COMPLEXIONS
CONTEMPORARY
BALLET**
High-Powered, Must-See Dance!

[CLICK FOR DETAILS](#)

Lehman Center for the Performing Arts, Bronx, NY

Cultural participation

Slow arts movement: Don't feel accommodated



Royal Academy: from big bad wolf to big family friendly welcome

Cultural participation

Characteristics

Education

Income

Arts education

Childhood habits / Peers

Sex

Age

Marital status

Cultural participation

Motivations

Why do people participate?

Why do they participate in a specific way?

Cultural consumption (through attendance)

- Financial investement
- Time
- Experiential consumption
- Senses and affections

Process of making the decision

- Information
- Motivation
- Involvement
- Experience
- Personality
- Benefits
- Time, reference groups, economic climate, physical environment

Cultural participation

Diversify

Enlarge

Deepen

Cultural participation

Investement

Compromise

Research

Education

Analysis

Follow up

Partnerships

Build the bridge / extend the invitation

Create value

Say thank you

“Today, museums of art are built to keep objects of art, and objects of art are bought to be kept in museums. As the objects seem to serve their purpose if they safely keep the objects, the whole thing is as useful in the splendid isolation of a distant park as in the center of the life of the community which possesses it.

Tomorrow, objects of art will be bought to give pleasure, to make manners seem more important, to promote skill, to exalt handwork, and to increase the zest of life by adding to it new interests.”.

John Cotton Dana 1917

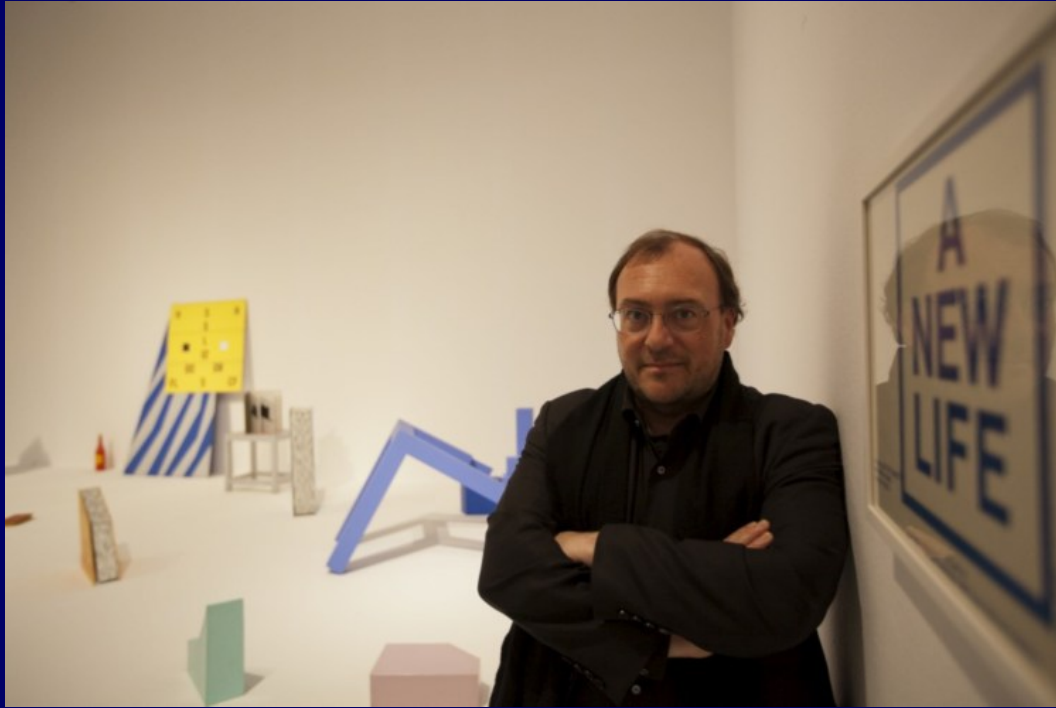


“Museum curators may be prodigies of learning and yet unfit for their posts if they do not know anything about pedagogy, if they are not equipped to teach people who know nothing.”

Edward Forbes, 1853

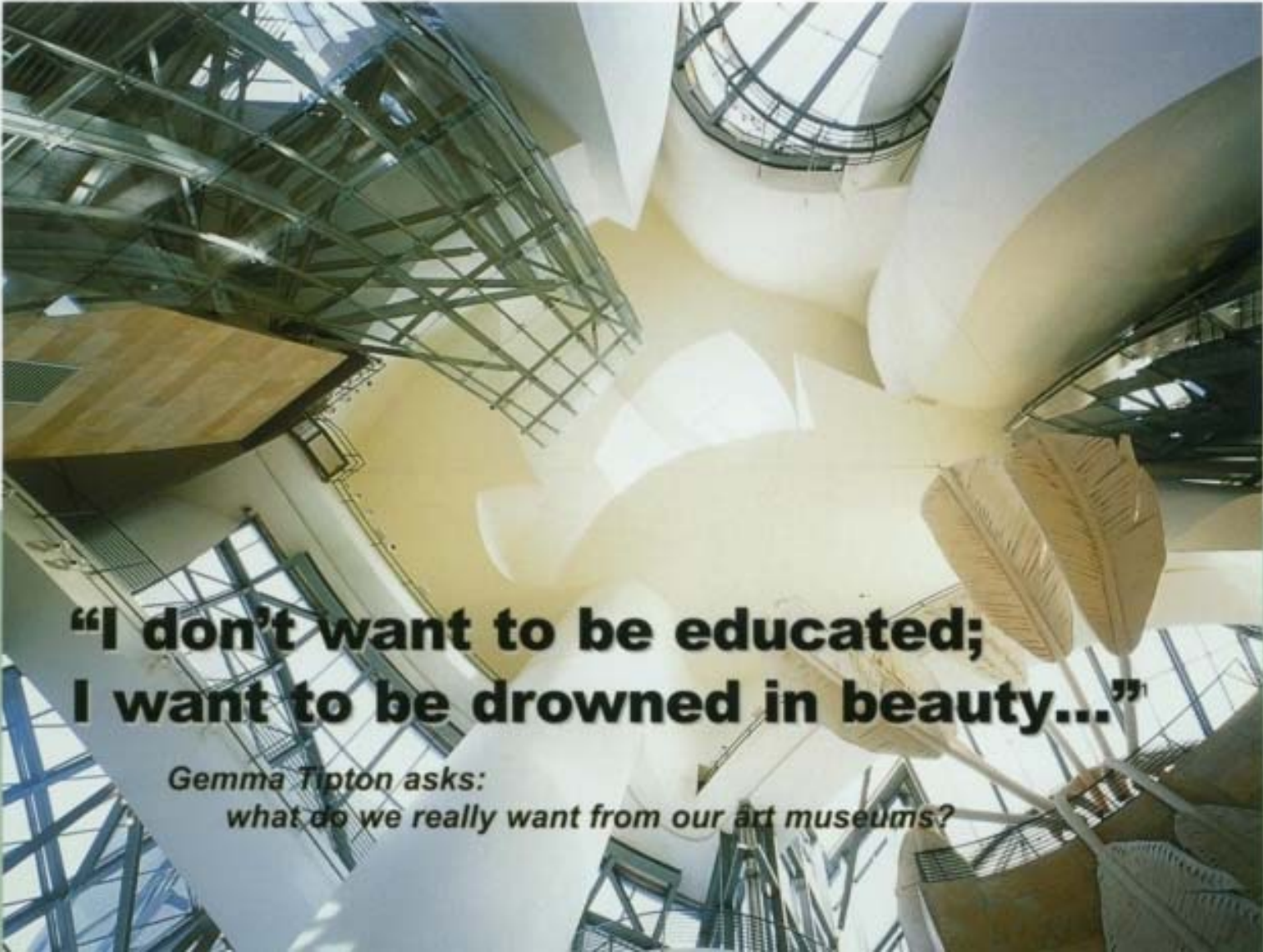


Foto: Thomas Struth



João Fernandes
Museo Reina Sofia, Madrid

“We want the spectator to be more lucid, demanding and critical when he’s confronted with the art work and [we want the visit] not to serve solely to say ‘I was there’.”



**“I don’t want to be educated;
I want to be drowned in beauty...”**

*Gemma Tipton asks:
what do we really want from our art museums?*



Museu d'Història de Catalunya, Barcelona



Holocaust Memorial Museum, Washington



Clark Art Institute, *Giselle's Remix*



DOCUMENTA (13), *dTour*



“A good museum is one from which one goes out feeling better than when going in.”

Kenneth Hudson



“Which museums will survive in the 21st century? Museums with charm and museums with chairs.”

Kenneth Hudson

Our staff speak these languages

| | |
|------------|--------------|
| Recepción | Hoşgeldiniz |
| Boavinda | Καλώς ήλθατε |
| Benvenuto | مرحبا |
| Willkommen | স্বাগতম |
| Bienvenue | خوش آمدید |
| Welkom | 歡迎 |

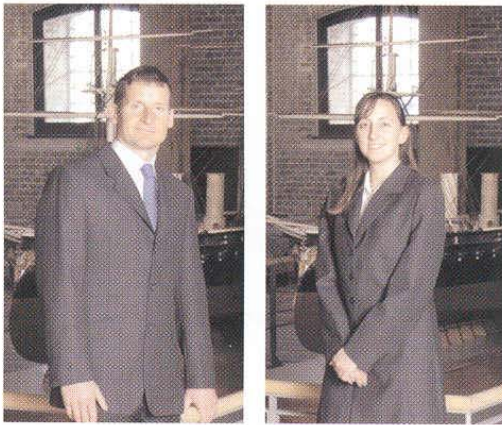
Welcome to the Museum in Docklands, which tells the fascinating story of London's river, port and people from the arrival of the Romans to the present day.

We hope that you enjoy your visit to the Museum and will return again soon.


No.1 Warehouse is the Museum's largest treasure

The Museum is housed in one of Britain's oldest surviving warehouses. Originally used to store an enormous range of commodities imported from all over the world, it now presents over 2,000 years of a very special chapter of London's history.

When the building opened for trade in 1803 it stretched for half a mile along the waterfront and was then the longest brick building in the world.




Our Visitor Assistants are always happy to help you during your visit



**museu de
alberto
sampaio**

24 March 2013

Search Section



Home Page > MUSEUM

- ▶ MUSEUM
 - History
 - The Building
 - Mission and goals
 - Team
 - Regulations
 - Legal constitution
 - Visitors: Statistics
- ▶ VIRTUAL VISIT
- ▶ GUIDE
- ▶ COLLECTION
- ▶ SERVICES
- ▶ EVENTS / EXHIBITIONS
- ▶ EDUCATIONAL PROGRAMMES
- ▶ PATRONS / SPONSORS
- ▶ ARCHIVE
- ▶ LITTLE FRIENDS OF THE

MUSEUM

At the **Museu de Alberto Sampaio** everything combines to make the visitor wish to come back.

During the visit, without understanding why, emotion takes over. Is it the pieces or is it the space? Is it the pieces in that space? Certain is that the visitor feels serenity and is enchanted by the beauty of the whole. Some are enchanted by the masterpieces left by the master gold and silversmiths, others are touched by the serenity of **Santa Maria de Guimarães** or by the smile of **Santa Maria "a Formosa"**. And everyone is moved by the gambeson D. João I wore at the Battle of Aljubarrota and by the silver gilt triptych the same monarch offered to **Santa Maria de Guimarães**.

This is also the only national museum that opens its doors at night, in the months of July and August. Visiting this "museum at night" is an unforgettable experience. During this period of time, the visitor is always surprised by an exhibition of contemporary art.

This museum deserves, undoubtedly, *"every visit, and the visitor vows to come back whenever he returns to Guimarães"* (José Saramago).

Do you want to try?



Home Page > MUSEUM > Team

MUSEUM

- History
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- Regulations
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- Visitors: Statistics

MRTUAL VISIT

GUIDE

COLLECTION

SERVICES

EVENTS / EXHIBITIONS

EDUCATIONAL PROGRAMMES

PATRONS / SPONSORS

ARCHIVE

LITTLE FRIENDS OF THE

Team

Direction

Director **Manuel de Sampaio Pimentel Azevedo Graça** (masampaio.director@imc-ip.pt)

Collections Management Department

Curator **Maria José Queirós Meireles** (masampaio.mariameireles@imc-ip.pt)

Curator **Isabel Maria Granja Fernandes** (masampaio.isabelfernandes@imc-ip.pt)

Technician **Ana Luísa Folhadela** de Miranda (masampaio.luisafolhadela@imc-ip.pt)

Technician **Alexandra Manuela Peres Pacheco** (masampaio.alexandrapacheco@imc-ip.pt)

Education Department

Education Specialist **Patrícia Carla Silva Sampaio** (masampaio.patriciasampaio@imc-ip.pt)

Education Specialist and Coordinator **Rosa Maria Saavedra Teixeira** (masampaio.rosasaavedra@imc-ip.pt)

Education Specialist **Sónia Cristina Torres da Silva** (masampaio.soniasilva@imc-ip.pt)



Home

Who we are

Newsroom

Research

Vision award

Education

> Home > Contact

Contact

Contact

Champalimaud Foundation / Fundação
Champalimaud
Champalimaud Centre for the Unknown
Av. Brasília
1400-038 Lisbon, Portugal
T (+351) 210480200

Informação Geral/General information

E-mail: info@fundacaochampalimaud.pt

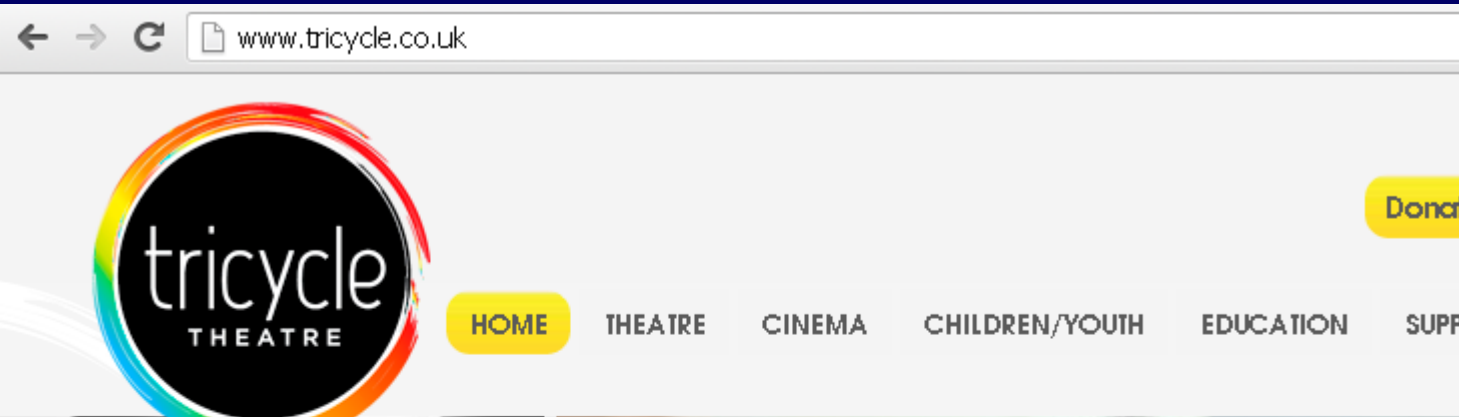
Centro Clínico Champalimaud/Champalimaud Clinical Centre

Tel: (+ 351) 210 480 048

E-mail: centro.atendimento@fundacaochampalimaud.pt



Branding



The Arabian Nights 30 Nov - 12 Jan



The Arabian Nights 30 Nov - 12 Jan



Tricycle Theatre, London

Branding



Branding



Vision
Meaning
Differentiation

Authenticity
Sustainability
Coherence

Flexibility
Compromise
Value

Branding



product, employees, services, phone calls, publicity website, newsletters, leaflets, posters, stationary, emails, uniforms, cleaning, WCs.....

The mission

Centro Cultural de Belém is managed by a private foundation of public utility, which aims to promote culture, through the creation and promotion of all its aspects, from theatre to dance, from classical music to jazz, from opera to cinema. As a complementary activity, CCB may be used as a conference centre and for professional meetings.


The mission

The mission of **The Metropolitan Museum of Art** is to collect, preserve, study, exhibit, and stimulate appreciation for and advance knowledge of works of art that collectively represent the broadest spectrum of human achievement at the highest level of quality, all in the service of the public and in accordance with the highest professional standards.

The mission

← → ↻ www.shapearts.org.uk ☆ 🌐 ☰

POP UP GALLERY **SHAPE IN CAMDEN**



Pause

Welcome to Shape's home page. Click on the video link in the rotating gallery to the left for a signed interpretation.

Shape is a disability-led arts organisation working to improve access to culture for disabled people.

The image shows a screenshot of a web browser displaying the Shape Arts website. The browser's address bar shows 'www.shapearts.org.uk'. The page has a white background with two navigation links at the top: 'POP UP GALLERY' and 'SHAPE IN CAMDEN', both in pink. On the left side, there is a video player showing a woman in a wheelchair underwater. The woman has long dark hair that is blowing upwards, and she is wearing a patterned swimsuit and sunglasses. The video player has a 'Pause' button below it. To the right of the video player is an orange callout box with white text that reads: 'Welcome to Shape's home page. Click on the video link in the rotating gallery to the left for a signed interpretation.' Below this callout box is a pink text block that reads: 'Shape is a disability-led arts organisation working to improve access to culture for disabled people.'

How to fulfil the mission?

- Programming
- Education services
- Communications

Marketing definitions

What is marketing?

Marketing is the process through which an organization relates creatively, productively and profitably with the market, with the aim to meet and satisfy the clients within the parameters of its own objectives.

Philip Kotler

The objective of marketing is the optimization of the relationship between the companies and the clients and the maximization of the satisfaction of both.

François Colbert

Why use marketing?

- product
- looking for clients
- competition
- a service for a wider audience

Why use marketing?

“Without **discovering** audience(s) the evolution of culture will always be limited. And the deepening of democracy and citizenship mediocre”.

Paquete de Oliveira

Cultural marketing

Cultural marketing is the art of contacting segments which might be interested in our product, adapting the marketing variables (**price, distribution and promotion**) in order to put the product in touch with the largest possible number of consumers, fulfilling the institution's objectives.

Why use marketing?

The leisure industry

Free time

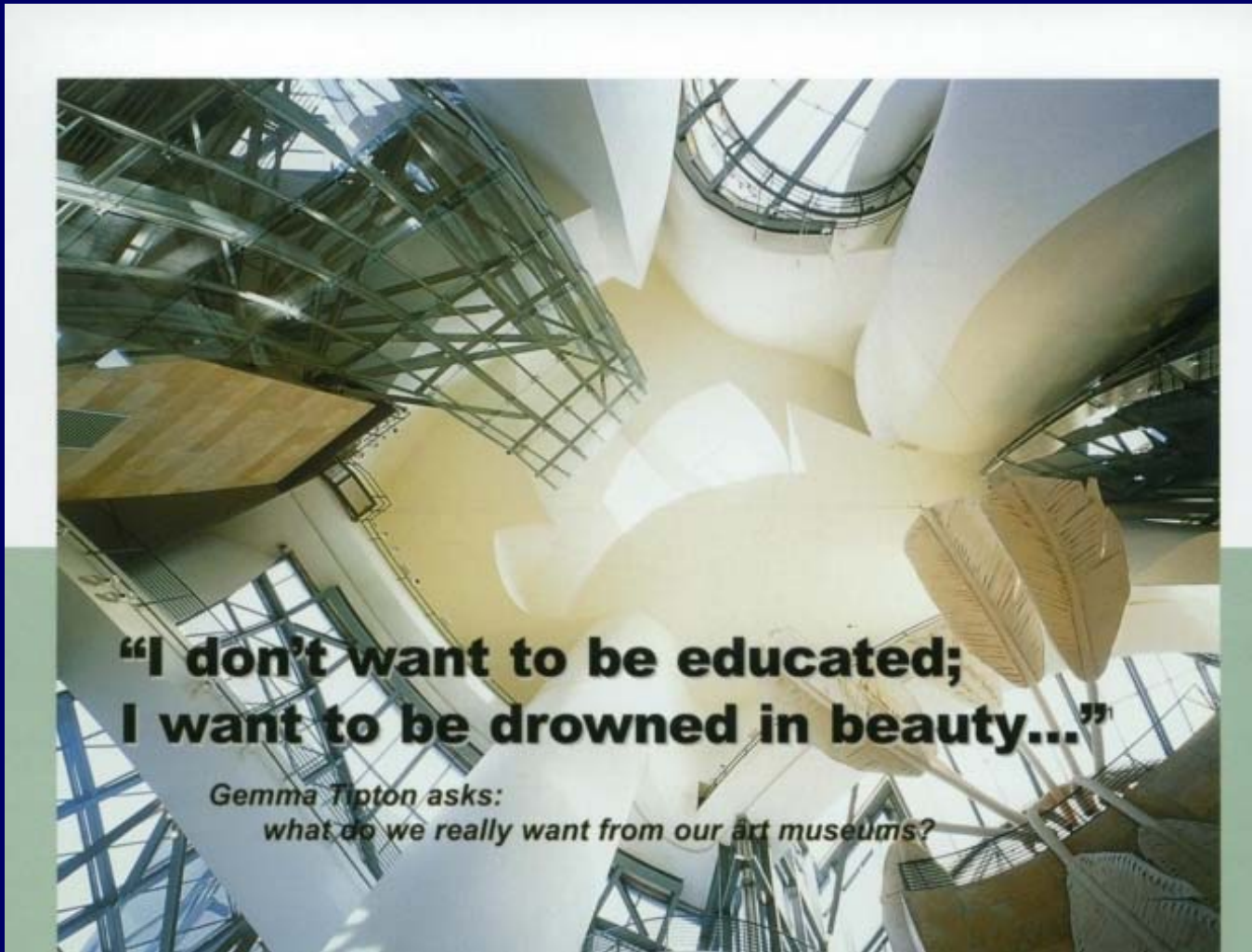
1. to participate actively
2. to socialize
3. to feel at ease
4. to invest well one's time and money
5. to learn new things
6. to face new challenges

Why use marketing?

THE CULTURAL OFFER

- The majority, which values or not, but doesn't go
barriers
(intellectual / physical / socio-economic)
- The minority which attends / visits
leisure options
social and economic conditions

An experience



social / physical / intellectual context

An experience



Marketing plan

Internal analysis

mission, objectives, strengths and weaknesses

External analysis

audiences, competition, context, opportunities, threats

Marketing mission

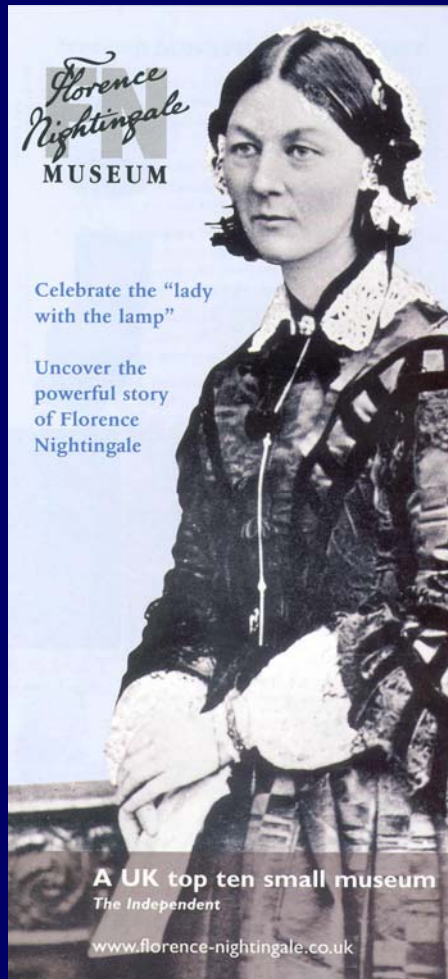
Marketing strategy

target audiences, competitive position, marketing mix

Implementation

Evaluation

Competitive position



Florence Nightingale
MUSEUM

Celebrate the “lady with the lamp”

Uncover the powerful story of Florence Nightingale

A UK top ten small museum
The Independent

www.florence-nightingale.co.uk

Français Deutsch Español Italiano 日本語



London's Transport Museum



Be
moved



kids go FREE

www.ltmuseum.co.uk



PARA VER TUDO, TEM QUE VOLTAR.



- » 15.000 animais e plantas
- » Exposições
- » Visitas guiadas
- » Visitas aos bastidores
- » Programas escolares
- » Domingo com os tubarões especial família
- » Concertos para bebés
- » Ateliers de música
- » Festas de aniversário
- » Férias de baixo d'Água
- » Clube do Oceanário
- » Loja do Oceanário
- » Das 10 às 19 horas
- » Todos os dias



Oceanário de Lisboa
Sempre diferente.

PINGO DOCE
No mundo não há nada mais doce

www.oceanario.pt | pingo-doce.com | facebook.com/oceanario

Competitive position



Marketing mix

4 Ps

Product

Price

Place

Promotion

4 Cs

Customer value

Customer costs

Convenience

Communication

Marketing mix

Product / Customer value

- The product itself
- Related services
- The value attributed by customers

The product



The product



The product



The product



The product



The product



The product





Skansen, Stockholm

The product



The product



The product



Museu dos Transportes e Comunicações, Porto

The product



The product

YOUR COLLECTION



<http://www.tate.org.uk/britain/yourcollection/>

The product



JMW Turner, *Peace - Burial at Sea*

**No way it's you! Great to see you - how are you doing?
When was the last time? It can't be since school can it? You look good...**

Yes, there're so many memories to go through. Remember *Peace-Burial at Sea* by JMW Turner?

The one where Turner defended the strong black of the ship's sails, declaring 'I only wish I had any colour to make them blacker'. At least you remember Turner, don't you?

The product

The I'VE JUST SPLIT UP Collection



Sir John Everett Millais, *Ophelia*

We know how it feels. You don't even want to wake up in the mornings. Everything feels like *Ophelia* by John Everett Millais. But think about it: if someone else went through that, maybe it's not the end of the world for you.

The product



Create your collection. You're the curator, so it's up to you to choose the title of your collection, six works of art, and let us know the story that links your choices. You can send your completed collection to a friend, print it as a leaflet and put it on your fridge. Whatever you do, have some fun.

The product



Grant Park Music Festival, Chicago

The product



Governo do Estado de São Paulo
Secretaria da Cultura
Pinacoteca do Estado de São Paulo
convidam para a abertura da exposição

#PINAGRAM I RETRATOS

50 FOTOGRAFIAS PUBLICADAS
NA REDE SOCIAL #INSTAGRAM

24 de janeiro de 2013 (quinta-feira), das 19h às 22h
Terça a domingo, das 10h às 18h, entrada até as 17h30
às quintas, das 10h às 22h, com entrada gratuita a partir das 17h
Censura Livre

Pinacoteca do Estado de São Paulo
Flor Café - andar térreo
Praça da Luz, 2 - Luz - Fone: 3324.1000
cep:01120-010 - São Paulo - SP
Associação Pinacoteca Arte e Cultura - APAC
www.pinacoteca.org.br

SENAI A.T.O.F. S.M.O.K. PINACOTECA GOVERNO DO ESTADO DE SÃO PAULO

Pinacoteca do Estado de São Paulo
Liked · 11 hours ago

É amanhã, 24 de janeiro, a partir das 19h, a abertura da exposição fotográfica Pinagram I - Retratos.

São 50 imagens do Instagram que foram selecionadas pelo curador de fotografia da Pinacoteca, Diógenes Moura.

Venha conhecer essa mostra que pôs o público das redes sociais na posição normalmente ocupada por artistas profissionais. Mais informações:
<http://bit.ly/pinagram>

Like · Comment · Share

87 people like this.

58 shares

Valquiria Cabral Alexandre Bocuto olha que legal!!!
Bjs
10 hours ago · Like

Camila Vergara Uaaau! Parabéns!

Write a comment...

Pinacoteca de São Paulo

The product

MUSEO DE LA MEMORIA Y LOS DERECHOS HUMANOS

NOTICIAS

- Actualidad en DD.HH.
- Nacionales

Inicio / Noticias / Madre de víctima de Operación Colombo dona chaqueta de su hijo para exposición "Huellas y Diálogos"

Madre de víctima de Operación Colombo dona chaqueta de su hijo para exposición "Huellas y Diálogos"

INFO PARA EL VISITANTE



- Cómo llegar
- Horarios y Tarifas
- Reglamento Visitantes



En noviembre de 1974 Sergio Reyes Navarrete era militante del MIR, tenía 26 años de edad, era casado y egresado de economía de la Universidad de

COMPARTE ESTA
INFORMACIÓN

MUSEO DE LA MEMORIA Y
LOS DERECHOS HUMANOS

CINE

EN LA EXPLANADA

MIÉRCOLES 6 DE FEBRERO

Imágenes de una dictadura (55 minutos)

Dirección: Patricio Henríquez

JUEVES 7 DE FEBRERO

La muerte de Pinochet (80 minutos)

Dirección: Iván Osnovikoff / Bettina Perut

VIERNES 8 DE FEBRERO

El Mocito (70 minutos)

Dirección: Marcela Said Cares / Jean de Certeau

SÁBADO 9 DE FEBRERO

Nostalgia de la luz (90 minutos)

Dirección: Patricio Guzmán

DOMINGO 10 DE FEBRERO

Sibila (94 minutos)

Dirección: Teresa Arredondo



#40años

MÁS INFORMACIÓN:

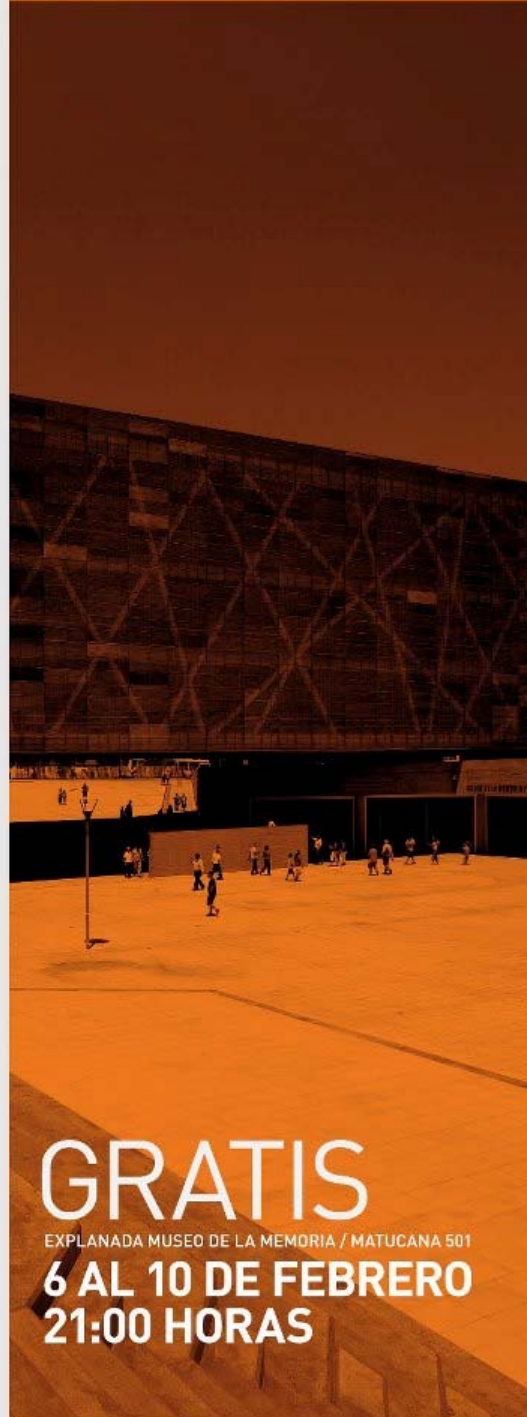
www.museodelamemoria.cl

@MuseoDDHHChile

Parte del Festival Itinerante de Cine de DDHH

MEMORIA AUDIOVISUAL

La ejecución de este proyecto ha sido posible gracias al financiamiento que otorga el Gobierno de Chile a través de la DIBAM.



GRATIS

EXPLANADA MUSEO DE LA MEMORIA / MATUCANA 501

6 AL 10 DE FEBRERO
21:00 HORAS

The product

The product

The intersection of art and ideas

[BECOME A MEMBER](#)

[View with images](#) | [Mobile/text version](#)



THE METROPOLITAN MUSEUM OF ART



82nd & Fifth

100 works of art /
100 curators they inspired

New web episodes every
Wednesday in 2013.

<http://82nd-and-fifth.metmuseum.org/>



The product



Teatro São Luiz, Lisbon

The product

GUIA
DO MUSEU
para iPhone

museu
coches
um guia & jogo por
occurring online

MUSEUM
GUIDE
for iPhone

QR code

WiFi **GRATUITO/free**
powered by: [unreadable]

Illustration of a woman in a historical dress and a horse-drawn carriage.

The product



The product



The product



Museum in Docklands, London

The product



The product



The product



From a display of Greek and Roman art at the British Museum. The Venus de Willendorf. Photographed from South Kensington tube.

**Where else do they give you
£100,000,000 worth of objets d'art
free with every egg salad?**

Y&A An ace caff with quite a nice museum attached.



From a display of modern art at the Tate Modern. The Venus de Willendorf. Photographed from South Kensington tube.

**There's nothing wrong
with modern art that a good
cup of tea won't cure.**

Y&A An ace caff with quite a nice museum attached.

An ace café with quite a nice museum attached

Marketing mix

Price / Customer costs

Costs

Time

Risk

Physical effort

Price



Os meus filhos adoram vir aqui!

Eu venho muitas vezes com os meus amigos.

Não consegui ver tudo hoje. Quero voltar.

CLUBE
PAVILHÃO DO
CONHECIMENTO
CIÊNCIA VIVA

SEJA SÓCIO
www.pavconhecimento.pt

Visitas: Segunda, Quinta, Sábado, Domingo, Segunda, Quinta, Sábado, Domingo e Feriados das 11:00 às 18:00 horas • Espaço à Segunda-feira e das 11 e 20h15
Tel. 218 917 130 • Fax 218 917 171 • Horário de visitas de grupos: Tel. 218 917 112/108 • Email: info@pavconhecimento.pt • www.pavconhecimento.pt

Marketing mix

Place / Convenience

Distribution channels

agents, distributors, museums, websites

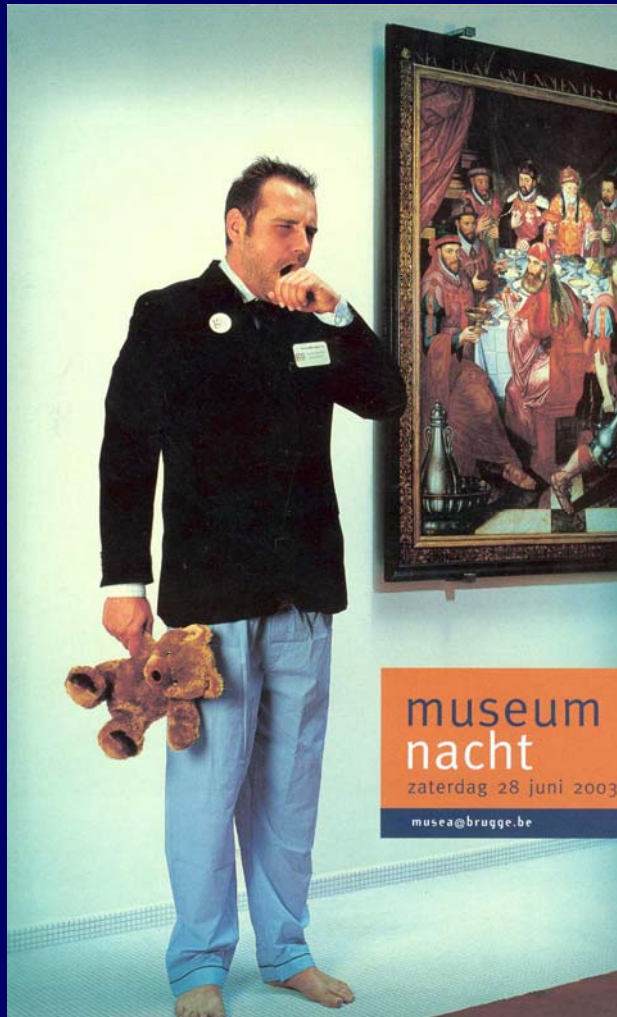
Physical distribution

box office, ticket purchase

Localization

timetables, transport, parking, café, transmissions

Timetables



TATE

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[Work of the Week: Pity by William Blake](#)

This week we celebrate the power of language and poetic expression exemplified in Blake's harmonious union of image and text in *Pity*.

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museu da cerâmica de sacavém camara de loures

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[Museu de Cerâmica de Sacavém – Wikipédia, a enciclopédia livre](#)

[pt.wikipedia.org/.../Museu_de_Cerâmica_de...](#) - Translate this page

O **Museu da Cerâmica de Sacavém** é um espaço museológico situado na ... 1994, a **Câmara Municipal de Loures** deliberou (em reunião de 22 de Novembro de ...

[Museu de Cerâmica de Sacavém - Museus - Loures -](#)

[www.lifecooler.com/.../desenvRegArtigo.as...](#) - Translate this page

Museu de Cerâmica de Sacavém ... Em 2002, o **Museu de Cerâmica** foi galardoado com o Prémio Luigi ... Responsável: **Câmara Municipal de Loures**. Dia(s) de ...

[:: Loures Município :: Museu da Cerâmica de Sacavém - Câmara ...](#)

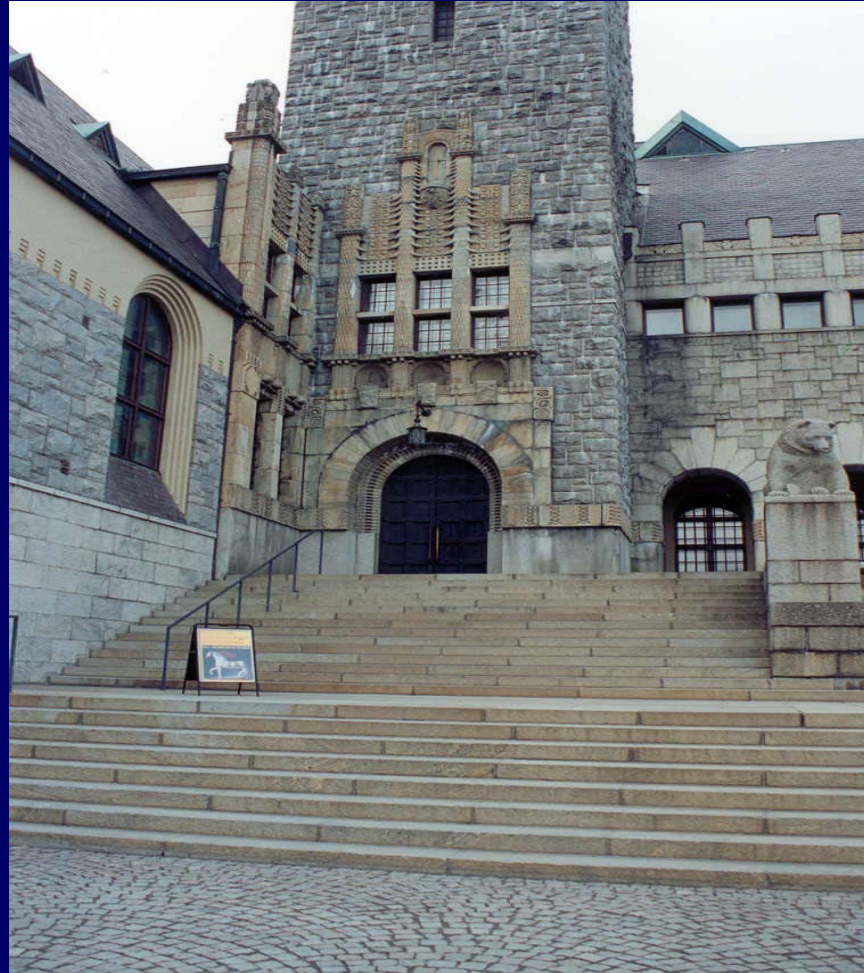
[www.cm-loures.pt/Ligacao.aspx?displayid...](#) - Translate this page

Sítio Web do Município de **Loures**. ... Logotipo da **Câmara Municipal de Loures** ...
CULTURA - REDE DE **MUSEUS** > **MUSEU DE CERÂMICA DE SACAVÉM** ...

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Signage



National Museum of History, Helsinki

Marketing mix

Promotion

| Publicity | Sales promotion | Personal sales | Public relations |
|--|---|--|--|
| Advertisement TV/radio spots Mailings Newsletters Brochures Posters Leaflets | Awards Coupons Discounts Vouchers Passtimes | Presentations Telemarketing Special events | Media relations Press kits Community relations Lobbying Social Media |

Marketing mix

Promotion

Czech Philharmonic Orchestra commercial

http://www.youtube.com/watch?v=2qEJzHdrkQg&feature=player_embedded

The Munich agreement

<http://www.youtube.com/watch?v=Qk1GF9E31m8>

Marketing mix

Promotion



Materials

SÃO LUIZ 09~10

DIRECTOR ARTÍSTICO
JORGE SALAVISA

TEMPORADA SET 2009 - SET 2010



SÃO LUIZ 09~10

DIRECTOR ARTÍSTICO
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www.sao-luiz.org.br

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ARTISTAS UNIDOS

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SÃO LUIZ JAN-MAR 2010

DIRECTOR ARTÍSTICO
JORGE SALAVISA

A Cidade
Teatro da Cornuópio
Cidade Leitões e Música
Carlos Pires no São Luiz
Poesia e Música
Cartas de Mozart
Masana
Companhia Paulo Ribeiro
com Pedro Burmeister
O Teatro Micaelense no São Luiz
Semana da Cultura Açoriana
Homenagem Cruzadas
Paguetini
100% Tricicle
Estreias Internacionais
Novas Aberturas no São Luiz
Suave Billy Pilgrim
Portino Quartet
Cidade Novos Vezes Nove
Novos Atores

11 DE JUN A 10 DE JUL
A CIDADANIA
TEATRO DA CORNUÓPIO
OS ANOS DO AMOR
SÓCROS E CANÇÕES

12 DE JUN A 10 DE JUL
A CIDADANIA
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OS ANOS DO AMOR
SÓCROS E CANÇÕES

Materials

SÃO LUÍZ
SET~OUT 09
SEIS PERSONAGENS A PROCURA DE AUTOR
DE LUIGI PIRANDELLO
ARTISTAS UNIDOS
17 SET - 18 OUT

SÃO LUÍZ
OUT/NOV-09
NÓS OUTR'XS
Um espetáculo de Maria Mateus e Raquel Freire
CHE COSA
30 e 31 OUT
3 e 6 NOV
Um espetáculo de Maria Mateus e Raquel Freire
CHE COSA
30 e 31 OUT
3 e 6 NOV
Um espetáculo de Maria Mateus e Raquel Freire
FESTIVAL TEMPS D'IMAGES

SÃO LUÍZ
NOV~09
O QUE SE LEVA DESTA VIDA
MUNDO PERFEITO
6 A 22 NOV
QUARTA A SÁBADO ÀS 21H00
DOMINGO ÀS 17H30
SALA PRINCIPAL
Ensemble: Constança Gonçalves, Wadlington Tiago, Rodrigues Domingos, João Camilo
"Um prato conta sempre a história de quem o cozinha"

SÃO LUÍZ
DEZ~09
MY BRIGHTEST DIAMOND
2 DEZ
estreias internacionais novas músicas no são luiz
2 DEZ QUARTA ÀS 21H00
SALA PRINCIPAL
CO-PRODUÇÃO SUÍTI - UGURU

SÃO LUÍZ
DEZ~09
NOITE (TARDE) DA MÃE LÍNGUA
SÁBADO ÀS 17H30
12 DEZ
COM MANUEL SERRÃO, MIGUEL ESTEVES, CARDOSO RUI ZINK
2009 BALANÇO
OS TEMAS QUE QUÊ NÃO INTERESSAM AOS PORTUGUESES, MAS INTERESSAM AO PAÍS PLEN.

SÃO LUÍZ
DEZ~09
O ARTISTA PORTUGUÊS É TÃO BOM COMO OS MELHORES.
11, 12 E 13 DEZ
SEXTA E SÁBADO ÀS 21H00
DOMINGO ÀS 17H30
SALA PRINCIPAL
UNO ESPETÁCULO DE MANUEL JOÃO VIEIRA
CANDIDATO VIEIRA, ENA PÁ 2000, IRMÃOS CATITA, REGAÍMO CARLOS

SÃO LUÍZ
JAN~FEV~10
A CIDADE DE ARISTÓFANES
A PARTIR DE TEXTOS DE ARISTÓFANES
14 JAN A 14 FEV
QUARTA A SÁBADO ÀS 21H
DOMINGO ÀS 16H SALA PRINCIPAL

SÃO LUÍZ
JAN~10
José Cardoso Pires
Sábados 17H30
16, 23 e 30 Jan
Ciclo Leituras MÚSI-CA

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Assunto:

Maria Vlachou
Directora de Comunicação
São Luiz Teatro Municipal
Rua António Maria Cardoso 38, 1200-027 Lisboa
Tel. +351 213 257 640
Tlm. +351 917 247 970
www.teatroaoluiz.pt

SÃO LUIZ
JAN/FEV-09
14 JAN A 14 FEV

RUA DE ARISTO-FANES

A CI DA DE

Teatro de Comunicação

13:08

Mozart Concert Arias



**SÃO
LUIZ
DEZ ~ 06
MOZART
CONCERT ARIAS**
ANNE TERESA DE KEERSMAEKER
COMPANHIA ROSAS
6, 7, 8 E 9 DEZ ~ 21H00

ec SÃO LUIZ TEATRO MUNICIPAL
Praça Antônio Maria Cabral, 36
13010-071 Lages
teatro@rosas.pt
c@rosas.pt

ec toda a programação e mais informações em
www.teatroslauiiz.egeac.pt

REJETIVA da 1.ª a 1.ª, T. 21 125 76 51 bilheteira@rosaslauiiz.pt
bilheteira@rosaslauiiz.pt

"A fantasia, sensualidade e drama de Mozart recriados numa das maiores obras da coreógrafa Anne Teresa de Keersmaeker" AUGUSTO M. SEABRA



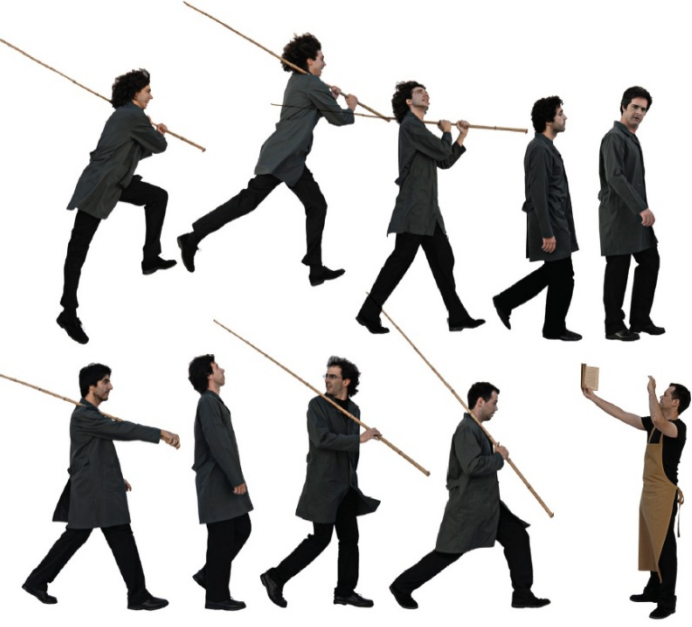
**SÃO
LUIZ
DEZ ~ 06
MOZART
CONCERT ARIAS**
ANNE TERESA DE KEERSMAEKER
COMPANHIA ROSAS
6, 7, 8 E 9 DEZ ~ 21H00
COLABORAÇÃO ORQUESTRA METROPOLITANA DE LISBOA

SÃO LUIZ DEZ
14, 15, 21, 22 E 23
21H00

**UNREAL
SIDEWALK
CARTOON**
UM ESPECTÁCULO DE
BERNARDO SASSETTI

INTÉRPRETES AO VIVO:
DRUMMING IOPY
PERICO SAMBEAT
ALEXANDRE FRAZÃO
JOSÉ SALGUEIRO
RUI ROSA
BERNARDO SASSETTI
E MÚSICOS CONVIDADOS

PARTICIPAÇÃO
ESPECIAL EM LISBOA:
BEATRIZ BATARDA



SÃO LUIZ 14, 15, 21, 22 E 23 DEZ TEATRO MICAELENSE, SÃO MIGUEL, AÇORES 12 E 13 JAN

ec SÃO LUIZ TEATRO MUNICIPAL
Rua António Maria Cardoso, 38,
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teatrosoaluz@egeac.pt
CÂMARA MUNICIPAL DE LISBOA

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BILHETEIRA das 13h às 19h; T: 21 325 76 50; bilheteira.teatrosoaluz@egeac.pt
Informe-se sobre descontos e minituras. Bilhetes à venda em www.ticketline.pt

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Município de São Miguel

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SÃO LUIZ DEZ
14, 15, 21, 22 E 23
21H00

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SIDEWALK
CARTOON**
UM ESPECTÁCULO DE
BERNARDO SASSETTI

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A Invenção da Glória

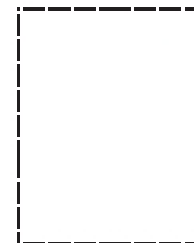
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E AS TAPEÇARIAS
DE PASTRANA

La Invención de la Gloria

ALFONSO V
Y LOS TAPICES
DE PASTRANA

The Invention of Glory

AFONSO V
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ANTENA 1

ANTENA 2

Grand Tour

→  www.thegrandtour.org.uk/tour_intro.html  




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Metropolitan Museum



IT'S TIME WE MET

6:35 p.m. 19th-Century Galleries. Photo by Laura P. Russell via Flickr.



THE
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MUSEUM OF ART

metmuseum.org

Metropolitan Museum



IT'S TIME WE MET

12:07 p.m. Oceanic Galleries. Photo by Ellen Wright via Flickr.

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MUSEUM OF ART

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Metropolitan Museum



IT'S TIME WE MET

9:48 a.m. Greek Galleries. Photo by David Choi via Flickr.



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Metropolitan Museum



Metropolitana/S. Roque

METROPOLITANA
 TEMPORADA 2009|2010
 direcção musical Cosmina Costa — IDADE MAIOR



CICLO AUGUSTIN DUMAY

SÁBADO, 7 DE NOVEMBRO, 17H00
 Auditório do Colégio Marista, Carcavelos

DOMINGO, 8 DE NOVEMBRO, 17H00
 Grande Auditório do CCR Lisboa

A HORA DOS FRANCESES
 Augustin Dumay *violina e direcção musical*
 Eleonora Karpukhova *piano*
 Orquestra Metropolitana de Lisboa
 — obras de Chausson | Saint-Saëns

SÁBADO, 21 DE NOVEMBRO, 22H00
 Casa da Cultura Jaime Lobo e Silva, Ericeira

CONCERTO DE MÚSICA DE CÁMARA
 Augustin Dumay *violina* | Irma Skenderi *viola*
 Peter Flanagan *violoncelo* | Jill Lawson *piano*
 — obras de Brahms

SEXTA, 27 DE NOVEMBRO, 21H00
 Auditório da Universidade Nova de Lisboa

SÁBADO, 28 DE NOVEMBRO, 22H00
 Sala Elíptica do Convento de Mafra

MENDELSSOHN
 Augustin Dumay *violina e direcção musical*
 Joana Seara *soprano* | Ksenia Morozova *piano*
 Orquestra Metropolitana de Lisboa
 — obras de Mendelssohn

MÚSICA NO MUSEU — Concertos do Douro

QUINTA-FEIRA, 19, 21H30
 Igreja Matriz, Vila Nova de Foz Côa

SEXTA-FEIRA, 20, 21H30
 Mosteiro S. Vicente Nery, Freixo de Espadã à Cinta

SÁBADO, 21, 18H00
 Museu do Pão e do Vinho, Aljô, Fátimas

Ana Pereira *violina* | Ágnes Sárosi *violina*
 — obras de Leclair | Bartók

SOLISTAS DE METROPOLITANA
 Ciclo de Música de Câmara

SEXTA-FEIRA, 20 DE NOVEMBRO
 18h00, Sede da Metropolitana, Lisboa
 18h30, Casa Fernando Pessoa, Lisboa
 19h30, El Corte Inglés, Lisboa
 21h30, Museu do Neo-Realismo, Vila Franca de Xira
 21h30, Museu do Oriente, Lisboa

SÁBADO, 21 DE NOVEMBRO
 18h00, Palácio Nacional da Ajuda, Lisboa
 19h00, Casa da Cultura de Mira Sintra
 19h00, Museu da Música, Lisboa

+ info em www.metropolitana.pt
 ou pelo telefone: 21 361 73 20

SEXTA-FEIRA, 27 DE NOVEMBRO, 19H00
 Sede da Metropolitana, Lisboa

O SENHOR DOS ANÉIS
 Filipe Alves *trabane* | Reinaldo Guerreiro *direcção musical*
 Brass Ensemble da Metropolitana
 — obras de Chostakovich | Johan de Meij



MÚSICA EM S. ROQUE



7 a 29 Novembro 2009

| 7 Sábado 21.30h | 8 Domingo 17.00h | 11 4ª feira 18.00h |
|--|---|--|
| IGREJA DE SÃO ROQUE Concerto D. José I.* | IGREJA DO INSTITUTO DE SÃO PEDRO DE ALCÁNTARA SETE LÁGRIMAS | ESPAÇO SANTA CASA ALUNOS DA ACADEMIA DE MÚSICA DE SANTA CECÍLIA |
| ORQUESTRA SINFÓNICA JUVENIL CORO DO INSTITUTO GREGORIANO | Obras de: Heinrich Schütz (1585-1672) Ivan Moody (1964-) | Obras de: Heitor Villa-Lobos (1887-1959) Joseph Bodin de Boismortier (1689-1755) Paul Peuerl (1570-1625) Carl Philipp Emanuel Bach (1714-1788) Johann Pachelbel (1653-1706) Mateo Flecha (1481-1553) Clement Janequin (1485-1558) Lorenz Maierhofer (1956) Joseph Bovet (1879-1931) |
| Obra de: Wolfgang Amadeus Mozart (1756-1791) | Filipe Faria e Sérgio Peixoto, <i> direcção</i> | |
| Sandra Medeiros, <i>soprano</i> Laryssa Savechenko, <i>soprano</i> João Cipriano Martins, <i>tenor</i> Armando Possante, <i>baritono</i> | <i>Programa nunca apresentado em Lisboa</i> | |
| Christopher Bochmann, <i> direcção</i> | | |
| <small>* Jantar de 230 anos de orden de expulsão dos judeus israelitas, marcado pelo rei D. José I em 7 de Setembro de 1752.</small> | | |
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