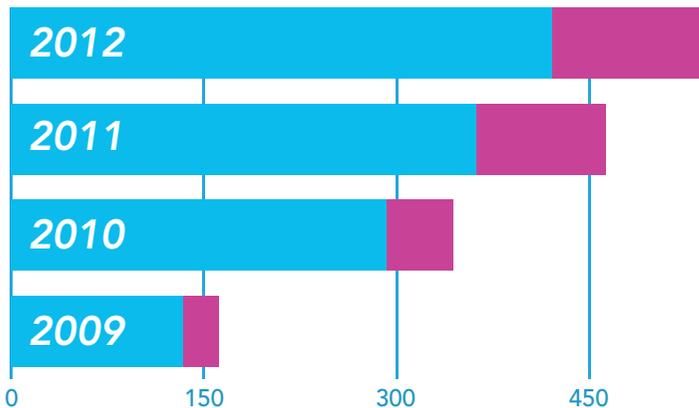
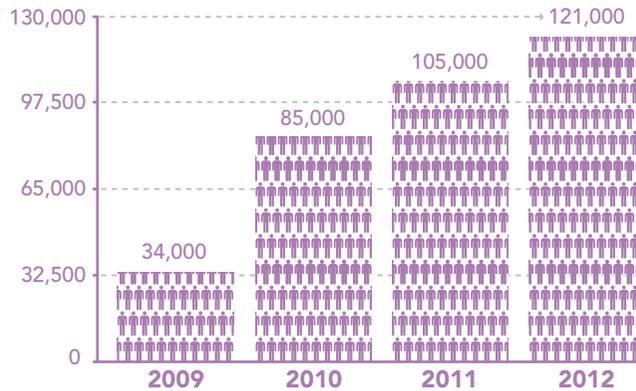


Museums at Night is the UK's annual after-hours festival of culture and heritage, bursting into life over one weekend in May. It is a showcase campaign for the arts and museum sector, giving venues the opportunity to do something different to attract audiences.

43,500

Museums at Night visitors were new to the venue they visited, while **5,000** had never been to an arts or heritage venue before.

121,000 visits were made to the festival and **93%** of visitors rated their experience at **7 out of 10** or higher.



In 2012 **537** events took place at **416** venues in **216** places across the UK.

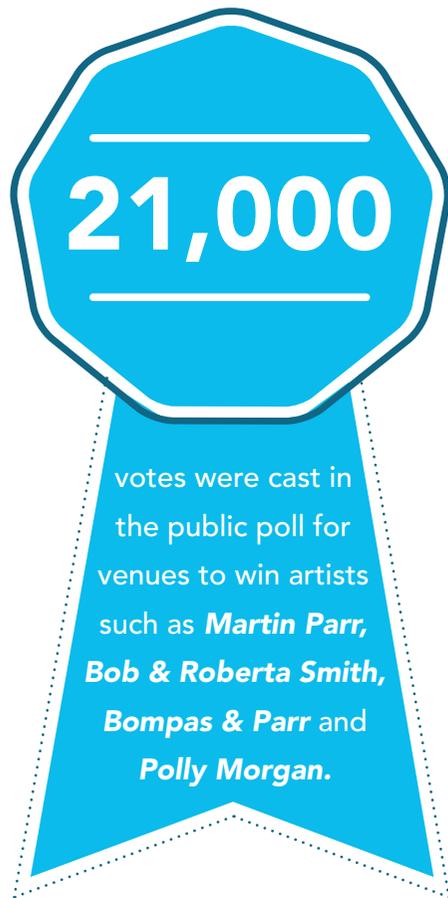
■ VENUES ■ EVENTS



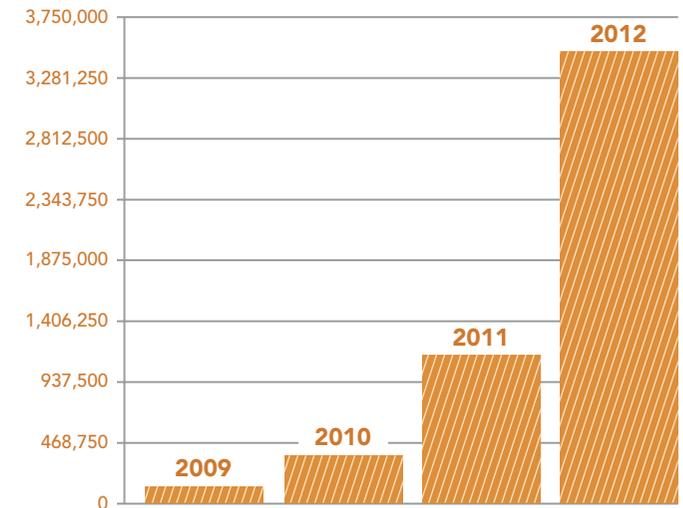
The 2012 campaign was characterised by an increase in events featuring arts activity and more cross-venue collaboration, reflecting the adoption of the museums sector by Arts Council England and a sector-wide move towards more effective partnership.



The Connect10 competition gave venues the opportunity to win one of ten top contemporary artists for a Museums at Night event.



Media coverage was valued at over **£3.4 million** (up from £1.1m in 2011) including a Sky Arts documentary, a feature on BBC2's The Culture Show, a Radio 5 Live interview with campaign ambassador Lauren Laverne and over **2,000 pages** of press cuttings.

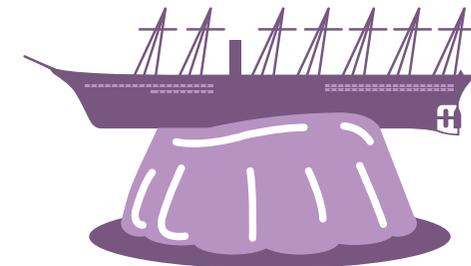


Museums and Galleries love Museums at Night



of participating venues say they will take part in the festival again in 2013.

Architectural jellymongers Bompas & Parr floated the ss Great Britain on a sea of 55,000 tons of luminous jelly, Django Django played at the National Museum Scotland, Bob & Roberta Smith's wit and work sparked a highly original 'Museums at Nightclub' at the Towner in Eastbourne and distinguished newscaster and author Sandy Gall led an exploration of the war in Afghanistan at the Surgeon's Hall in Edinburgh.



"I work full time and find it hard to visit at weekends. A great chance to see museums out-of-hours." –Visitor



94%

of visitors said they were inspired to visit more arts and heritage venues in future.

72% of events had artistic content at their heart. The campaign has broad enough appeal to encompass everything from a sleepover at the British Museum to an investigation into government cuts at the Working Class Movement Library.

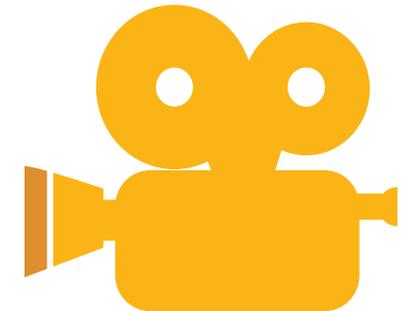


"The audience was a record. What was really exciting for the museum was that a high percentage of those attending were not our usual core audience and they are all now planning to return." –Wedgwood Museum

"There was a real symbiosis between the work I was doing and the Working Class Movement Library – and I'd never heard of them. The result is something that is really exciting." –Artist, Simon Roberts



Culture24, in collaboration with funders and partners, enabled a record 61 venues to feature creative content as part of their festival event. This included Sky Arts sleepovers, authors in museums and Future Shorts film presentations.



The festival is run by Culture24 and funded by **Arts Council England**, the **Heritage Lottery Fund** and **Sky Arts**. Other partners in 2012 included VisitEngland, the National Trust, English Heritage and the Reading Agency.



www.WeAreCulture24.org.uk