FROM AWARENESS TO ACTION

#5WOMENARTISTS CAMPAIGN FOR GENDER EQUITY
The only museum in the world solely dedicated to championing women through the arts.
Do women have to be naked to get into the Met. Museum?

Less than 3% of the artists in the Modern Art sections are women, but 83% of the nudes are female.

Statistics from The Metropolitan Museum of Art, New York, NY, 2004

GUERRILLA GIRLS, CONSCIENCE OF THE ART WORLD

www.guerrillogirls.com
A data analysis of 18 major U.S. art museums found their collections are:

- 87% Male
- 85% White

Source: Topaz et al., "Diversity of Artists in Major U.S. Museums," 2018
WOMEN'S HISTORY MONTH
CAN YOU NAME FIVE WOMEN ARTISTS?

MOST PEOPLE WE ASKED COULD NOT.

JOIN THE CONVERSATION
#5WomenArtists
FOR IMMEDIATE RELEASE  
January 28, 2016  

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Can You Name Five Women Artists?  
National Museum of Women in the Arts Announces New Social Media Campaign  
for Women’s History Month, March 2016  

WASHINGTON—The National Museum of Women in the Arts (NWMA), the world’s only major  
museum solely dedicated to celebrating great women artists, has announced a new social media campaign  

WASHINGTON—The National Museum of Women in the Arts (NWMA), the world’s only major  
museum solely dedicated to celebrating great women artists, has announced a new social media campaign
"Sadly, naming #5WomenArtists isn't as easy as it sounds." @HuffingtonPost's evening read: huff.to/1XDunCo

@indigodragonfly Seems most can't! That's why we (and many others) are taking part in #5WomenArtists this #WomensHistoryMonth.

5:38 PM - 4 Mar 2016
NatlMuseumWomenArts • @WomenInTheArts • Mar 1

Happy #WomensHistoryMonth! Excited to officially kick-off our #5womenartists campaign: Can you name 5 women artists?

Can You Name #5WomenArtists?

Anne Lewis Hall
Eva Gonzalès
Mary Cassatt
Louise Abbema
R. Bonheur
Abigail
Lois M. Jones

Recap

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<tr>
<th>Posts</th>
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Activity Summary

2,233 posts
25,736,672 impressions
CHAMPION WOMEN THROUGH THE ARTS

CAN YOU NAME 15?

Add a comment...
Irving Sandler once asked Grace Hartigan “if a male artist ever told her she painted as well as a man.”

She replied, “Not twice.”

#5WomenArtists
REGISTERED AND PARTICIPATING ORGANIZATION INCREASES

<table>
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<tr>
<th>Year</th>
<th>Confirmed Organizations by March 1</th>
<th>Participating Organizations</th>
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<tr>
<td>2016</td>
<td>75</td>
<td>370</td>
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<td>628</td>
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<td>2019</td>
<td>305</td>
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CHAMPION WOMEN THROUGH THE ARTS
This poster gave me something to think about on my #metroDC journey home. #5WomenArtists @WomenInTheArts

Do you study the same old artists time and time again in your school?
Tate Modern, London: Store Window Display
#5WomenArtists

To support women artists and advance gender equity, I pledge to:

- Can you name #5WomenArtists? Share your favorites all month long
- Take a pledge! Screenshot our shareable graphics & add your pledge
- Share it with the world
- Challenge your friends and family!

We’ll be sharing highlights, so stay tuned! March 1

Liked by mmmkay23 and 1,459 others
• The **Tate in London** pledged to feature five major solo exhibitions by women artists in 2020 and 2021.

• The **Detroit Institute of Arts** pledged to seek more opportunities to collaborate with local women artists on enriching programs and events.

• The **Seattle Art Museum** pledged to feature an installation by a woman artist in its Olympic Sculpture Park.
INDIVIDUAL PLEDGES

• “Buy work from living female artists and continue to legitimize the female perspective in the art world.”
• “Integrate women artists into my lessons and curriculum.”
• “Expose my son to art created by women.”
• “Create a space for young women in the arts to feel comfortable sharing their work.”
• “Create more opportunities for women artists to show, sell, and talk about their work.”
#5WOMENARTISTS 2016–2019

| 75,965 | 16,763 | 11,000+ | 1,509 |
| Tweets | Instagrams | Individuals | Organizations |
| 524 | 50 | 54 | 7 |
| News & Blogs | States | Countries | Continents |
1. A memorable and successful social media campaign can be implemented by creating a simple, mission-related idea with a flexible framework.

2. Planning is imperative. Establishing grassroots outreach and producing a cohesive media campaign in the beginning will lead to greater success.

3. Don’t underestimate how many other museums and cultural institutions are willing to collaborate on an innovative idea with a low barrier to entry.
What type of content can you or your organization share?

- Artwork by women in your museum’s collection
- Exhibition information (past, present, and future)
- Articles about women artists or gender imbalance in the arts
- Programs related to Women’s History Month or the #5WomenArtists campaign
- Women artists in your communities
- Women’s influence on the design, architecture, or landscape architecture of the institution
Can you think of something in your organization’s mission that would lend itself to a similar campaign?