COMMUNICATING THE ARTS

“Inclusivity, Empathy & Well-Being”.

Building young adult engagement

October 9th, 2019
A VERY HIGH FREQUENTATION

The Louvre has welcomed, in 2018,

10,2
Million visitors

However, it keeps trying diversifying its public by building a conquest strategy.

50%
of its public is less than 30 years old, mostly scholar groups whose schools are partners of the museum.
CHALLENGES

CHALLENGE 1:

1. Modernize a “traditional” image
CHALLENGES

1. Modernize a traditional image

Give a more accessible identity to the museum,
Modernize its image.
1. Modernize a traditional image

Beyoncé shot a clip inside the museum.

This pushed her young fans to walk on her footsteps, following a special visitor guide based on the video.
CHALLENGES

1. Modernize a traditional image

BEYONCE AND JAY-Z

Context:
• Several years of friendly relationship
• They gave us a precise idea of their project
• Quick filming

Difficulties:
• First clip in the museum
• Too disruptive?
• High confidentiality

Help:
• Immediate agreement
• No leak
• Great professionalism form the artists’ teams

Conclusion:
• Positive feedback
• Enormous success: 10 millions views in a day
• Reaffirmation of the Louvre’s inspirational role
CHALLENGES

1. Modernize a traditional image

“The Louvre welcomes the YouTubers”

This program was launched in 2015. It allows YouTubers to shoot a video inside the Louvre for their channel, and one for the Louvre’s channel.

This allowed the number of YouTube followers to **triple** in less than 6 months.

63% of the viewers are between 18 and 34 years old.
1. Modernize a traditional image

DIVERSIFIED PARTNERSHIPS

• The Louvre has also created a partnership with Airbnb and organized a competition to win a night inside the Louvre. The participants had to write a motivation letter, and the winner was chosen between all the Letters received.

• The Louvre has also invited Kader Attou to perform his dance show for July 14th, in collaboration with the Champs Elysée orchestra.
1. Modernize a traditional image

**DIVERSIFIED PARTNERSHIPS**

During the summer 2019, a partnership with **MK2** will lead to the creation of an outdoors cinema in the Louvre’s courtyard.
1. Modernize a traditional image

- T-shirts and Sweatshirts with Homecore,
- Skateboards with the brand Skateroom,
- Perfumes and candles with Officine Universelle Buly,
- Swatch...
CHALLENGE 2:

2. Make the museum more accessible and stir engagement
2. **Make the museum more accessible and stir engagement**

THE PETITE GALERIE

The museum can be a difficult place to access both physically and intellectually.

*Creation of the Petite Galerie in 2015.*

It was designed to provide keys to understand the museum. The exhibitions combine different periods and artistic means, such as archeology and comics ion 2019.
2. Make the museum more accessible and stir engagement

THE STUDIO

‘The Studio’, dedicated to artistic and cultural education, will soon open to host all the workshops, training courses, and new activities.

It is intended for all publics, including young people, and allow to engage into artistic and cultural activities, interact with people working inside the museum, etc. ...
The Louvre asked students of the Louvre school to animate some events, thus creating a more direct link with the public. As students themselves, they have a new way of looking at artworks and propose an original mediation with music, dance, theatre play, etc. ...
2. Make the museum more accessible and stir engagement

SOCIAL MEDIAS

Social medias are highly used by young adults and thus create a valuable communication tool.

This platform is truly participative and allow people to engage through picture contests, reposts, discussions, etc. ...

+ 22 %

Followers compared to 2017

2.8 million on Facebook  3 million on Instagram  1.5 million on Twitter
2. **Make the museum more accessible and stir engagement**

**VIRTUAL REALITY**

A virtual reality video in partnership with **HTC** will be created about the Mona Lisa during the exhibition ‘Leonardo da Vinci’.

‘Mona Lisa: Beyond the glass’, will reveal new scientific details, mostly invisible to the naked eye, and provide informations concerning the techniques used by Leonardo.
1. Modernize a traditional image

2019 marks the 30 years of the pyramid, built in 1989. For this occasion, the museum has organized different events.

The French artist JR was invited to conceive an artwork around the pyramid.

400 volunteers were involved
2. **Make the museum more accessible and stir engagement**

**JR**

**Context:**
- Patron’s diner, December 2018
- Share the 30 years of the pyramid internationally

**Difficulties:**
- Obstruction of the access in the pyramid’s courtyard
- Glue on historical patrimony
- Pollution
- Weather
- Camera situated in a storage room
- Criticized status of the volunteers

**Help:**
- Immediate agreement of the director
- Professionalism of JR and his team

**Conclusion:**
- Million of views of the pictures online (via Instagram)
- Popular and festive week
- Misunderstanding concerning the temporary character of the artwork
CHALLENGE 3:

3. Discovering the museum in a new way
CHALLENGES

3. Discovering the museum in a new way

THE CARROUSEL AND THE TUILERIES GARDENS

14 Million visitors in the Tuileries garden
3. Discovering the museum in a new way

**CONCERTS WITH AIRBNB**

The Louvre is organizing 6 concerts inside the café Richelieu in collaboration with Airbnb and radio Nova. For this event, 6 artists are invited:

- **May 17**: Clara Luciani (private concert)
- **June 7**: Pomme
- **June 28**: Voyou
- **July 5**: Ala.Ni
- **July 19**: Johan Papaconstantino
- **September 13**: Théo Lawrence
3. Discovering the museum in a new way

THE SATURDAY NIGHTS EVENTS

Finally, the very high frequentation causes a long waiting time that can dissuade the public to get inside. Thus, the museum has created privileged moments to discover the Louvre differently.

The free Saturday night visits.
3. Discovering the museum in a new way

MAKE THE LOUVRE AN EXPERIENCE

Find new ways to attract the public at different times of the day. This allows to discover the museum differently, in a more festive yet privileged way.

PROPOSED ACTIVITIES

- Activities organized by the Louvre mediators: tales, sketch workshops, track games, board games....

- A diverse schedule in the rooms: concerts, dance...
3. Discovering the museum in a new way

SATURDAY NIGHT EVENTS

Context:
• Replacement of free Sundays
• New offer for the public
• Experimentation

Difficulties:
• Difficult to suppress the traditional free Sundays
• Lack of human and monetary means

Help:
• Strong support of the minister
• Implication of the museum’s teams
• Immediate success

Conclusion:
• Almost 90 000 visitors in the first 6 events
• 20% were primo visitors
• 80% of proximity public (Paris region)
• 30% are families
KEY LEARNINGS

Why? What purpose?

PURPOSE
Innovate, try new projects, daring is rewarding

AUDACITY

TRUST

ENTHUSIASM
If we enjoy it, the public will enjoy it

CHALLENGES