



CLUB SILENCIO
PRESENTA

Una notte al Museo

THE PROJECT THAT AIMS TO BRING A YOUNG AUDIENCE (20-35 YEARS OLD) CLOSER TO THE
WORLD OF CULTURE AND THE ARTS

needs

We conducted an analysis in which we identified several needs of cultural institutions and youth



Cultural institutions

1

Create and retain a new database of visitors (young people)

2

Renew the image and propose attractive initiatives and activities for the youth

3

Adapt the territorial cultural offer and its accessibility for the young audience

4

Raise the awareness of the young population about the cultural heritage

Youth

1

Have a modern cultural offer that speaks the same language as young people

2

Feel a sense of belonging to the territory and the ability to make changes

3

See accessible cultural institutions that match the lifestyle of young people

4

Have decent job opportunities in the cultural industry

project

Una notte al Museo is a format of events characterized by the opening in the evening (19h - 24h) of Italian museums where, alongside the visit, the public can enjoy refreshment beverages with background music and audience engagement activities.



elements



CULTURAL
INSTITUTION



EVENING
OPENING



COCKTAILS
FOOD



ARTISTIC
PERFORMANCES



EDUTAINMENT
ACTIVITIES



**TURN CULTURAL INSTITUTIONS INTO
VIBRANT, RICH, AND INCLUSIVE
CENTERS**

**STIMULATE THE ACTIVE PARTICIPATION
OF YOUTH IN CULTURAL LIFE AND
PROMOTE IT AS A MOMENT OF GROWTH
AND ENTERTAINMENT**

**RENEW THE IMAGE OF CULTURAL
INSTITUTIONS BY USING LANGUAGES
AND TOOLS THAT ARE CLOSER TO THE
YOUNG AUDIENCE**

**PROMOTE EMPLOYMENT OF LOCAL
YOUTH BY HIRING YOUNG PEOPLE ON
STAFF**

**PROMOTE AND GIVE A STAGE TO YOUNG
EMERGING ARTISTS TO CONTRIBUTE TO
THE DEVELOPMENT OF THE CULTURAL
INDUSTRY**

objectives

Objectives that we strive to achieve due to the existence of the project



what makes us special



Accessibility

Evening openings
19:00-24:00

Analyzes

Analysis tools that
help us stay in
constant contact
with our audience

Gamification

Custom unique activities
for each institution to
complement the cultural
experience

Communication

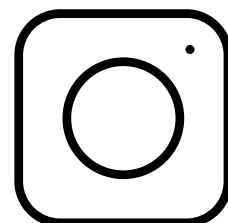
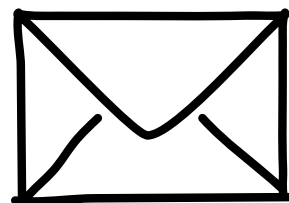
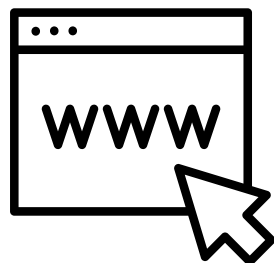
Modern languages
and tools for
communication
and promotion

Sustainability

All events are organized
in accordance with the
ISO 20121:2012
standard and our
sustainability guidelines

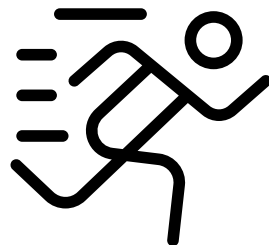
communication

The communication strategy is entirely digital and uses the tools of digital strategy 2.0. We create engaging videos and photos that attract young audiences to events and can also be used by cultural institutions for their own needs.



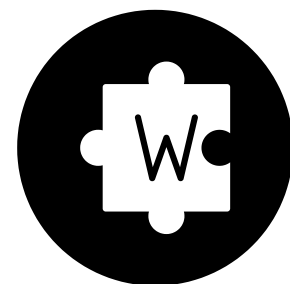
sustainability.

Regarding sustainability, through our project, we strive to show that such events can occur without harm and negatively impact the institution's environment. With the assistance of the certification body RINA S.p.A, the Club Silencio association is permanently working to reduce the environmental impact of its events. Also in October, Club Silencio received the ISO 20121 certification for sustainable event management, a direct testament to sustainability efforts.



gamification

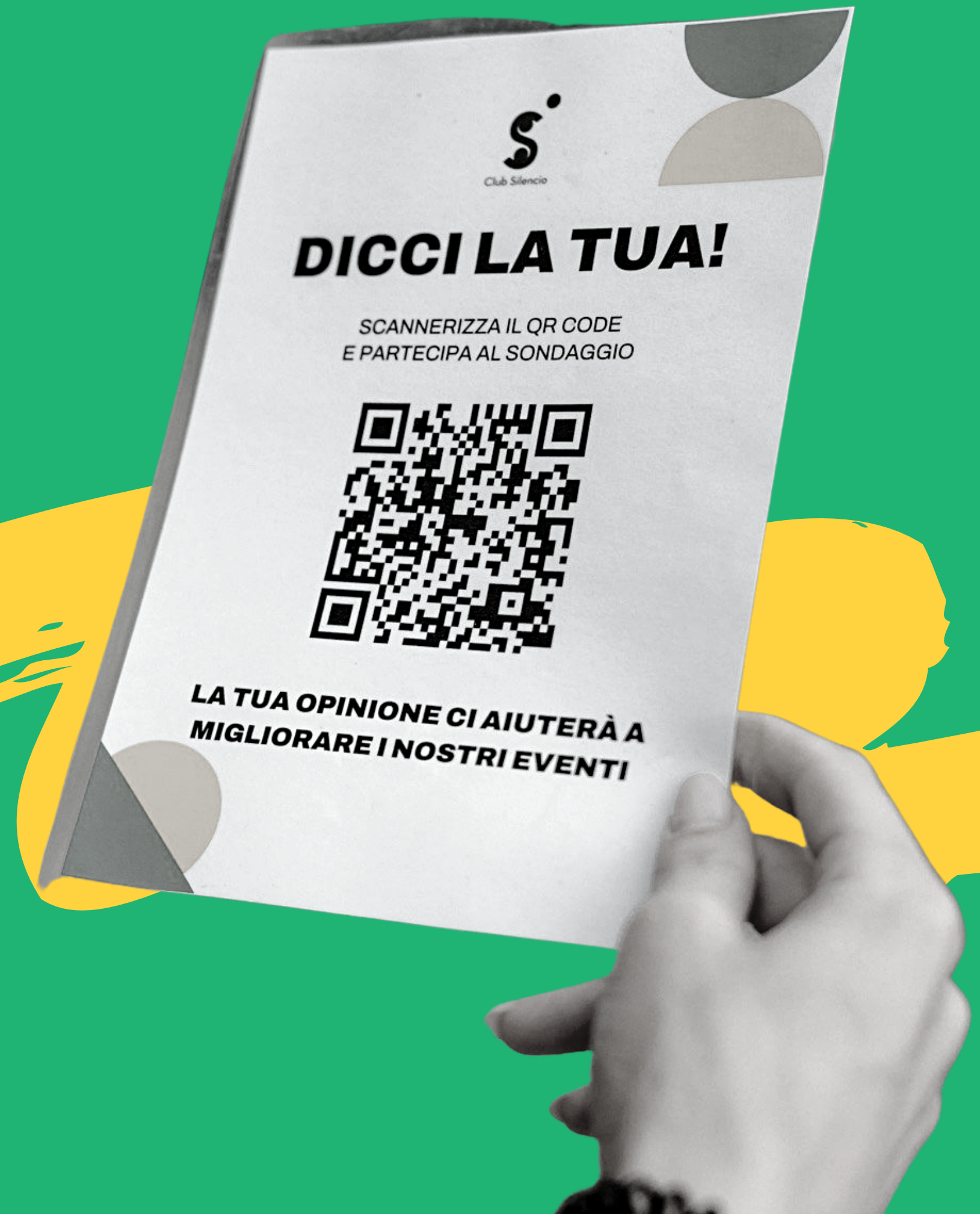
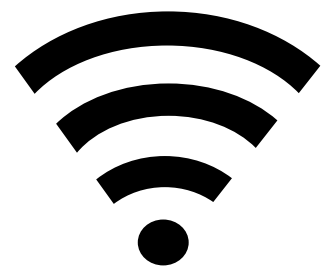
Gamification and audience engagement activities place the public directly at the center of cultural enjoyment, thus helping to disseminate the host museum's offer. Furthermore, it makes the cultural offer to be easily understandable and memorable. The production of gamification material involves the creation of quizzes, collective games, and challenges regarding the host institution's history, heritage, and cultural offer.

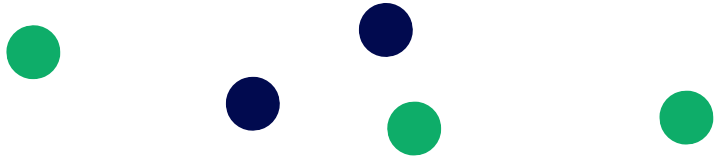


analyzes

We dedicate time to research and study the territory, the youth who lives in the territory, and the most innovative design methods:

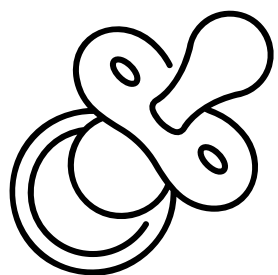
- survey on the experience gained after interacting with gamification activities;
- general survey about the event;
- thematic surveys allow for assessing young people's attitudes in various surveys.





youth

We promote cultural consumption for young people and working opportunities in the cultural industry. Our entire team is between 20 and 35 years old. More than 180 people have been occupied in the cultural sector thanks to the existence of the project



numbers



Events

150+

Participants

150.000+

Young people involved in
the staff

180+

Cultural institutions
involved

40+

Newsletter
subscribers

135.000+

People
reached

3.500.000+



future goals

The project has already achieved significant success in the territory over the five years of its existence. In the future, we are planning:

Continuous Improvement

Constant updating of tools for interaction with the audience, audience analysis, and project sustainability analysis

Increasing accessibility

Increasing the accessibility of the project to the groups of the population in the most difficult situation

Expansion

Cover more Italian cities, and also reach the European level with this format

New locations

Involve less-known museums and cultural institutions in the project, as their availability is considered limited.

Network

We plan to expand our partner network to create more activities within the framework of events and promote the youth organizations of the territory that organize these activities

our contacts



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