



DEUTSCHES HISTORISCHES MUSEUM

PRESS RELEASE ON 24 JANUARY 2013

#MuseUp !

***The German Historical Museum invites you to its first
"Tweetup" on "Follow-a-Museum" Day***

The German Historical Museum invites you to its first Tweetup on 1 February 2013. Guests will be given a guided tour through the 30th Council of Europe exhibition ***"The Desire for Freedom. Art in Europe since 1945"***. The novel aspect of this guided tour is that it will be held outside the museum!

12 objects from the exhibition will be installed against the outer walls of the German Historical Museum as QR codes. Participants will be guided to the relevant entries in the digital catalogue of the exhibition via the barcode scanners on their Smartphones.

"Tweetup" is a new interpretive format, which makes it possible to organize and transmit a real time encounter via Twitter. By using the so-called hash tag on Twitter, interested parties will be able to take part in the guided tour and follow the proceedings live. The hash tag for this event is ***#MuseUp*** – a combination of 'Museum' and 'Tweetup'.

What enables a Tweetup to work is the mingling of participants and their subjective impressions. Thus, participants set down their thoughts via Twitter and share and discuss them with everyone concerned. The particularity of this event consists in transferring the proceedings from inside to outside. This picks up on the idea of Freedom in the exhibition and takes it out into the street.

1 February is Follow-a-Museum Day on Twitter. The German Historical Museum is going to treat this quite literally, as participants will be able to follow the Tweetup and the Museum both on- and off-line.

After the event participants will be able to view the original objects they have been discussing.

This Tweetup is being organized in co-operation with the web portal visitatio.de and the museum project Museum140. It will be conducted in German and English.

Date: 1 February 2013, 4 – 5 p.m.
Hash tag: ***#MuseUp*** **Twitterwall:** twitterwall.me/MuseUp
Registration: <http://museup2.eventbrite.com>
Meeting Point: German Historical Museum, Foyer of the Exhibition Hall
Twitter: <http://www.twitter.com/dhmfreiheit>

***The exhibition "The Desire for Freedom. Art in Europe since 1945" is on display until
10 February 2013 in Berlin and moves afterwards to Milan, Tallinn and Krakow.***

www.verfuehrung-freiheit.de



Culture Programme



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This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein

Täglich 10.00 – 18.00 Uhr
Eintritt bis 18 Jahre frei
Tageskarte 8 € | ermäßigt 4 €

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