



*The Museum Lovers' Guide*

## **PRESS RELEASE**

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Launch of online guide for museum lovers: museums.love

A new website serving museums lovers worldwide has just launched under the name and web address museums.love.

museums.love is “The Museum Lovers’ Guide.” Founder and museum guide Stephanie Pearson uncovers gripping stories about museums and their collections through videos and blog posts with a fresh perspective. Everyone from professionals to newcomers can discover the museum world here in a whole new way. News, reviews, and in-depth learning are presented with the energy and knowledge of a longtime museum insider. Anyone can use the website for free to explore museums of any subject in any part of the world—an especially relevant benefit given the current museum closures due to Corona virus. In addition to the videos and Blog, there are sections for Community, Events, Awards, and a Shop. Instagram and Twitter accounts under the name museums.love enhance the offerings of the website.

On the Blog, visitors to the website can discover videos, news reports, and analyses of museum topics. Currently popular articles target online museum offerings: What are some of the best? What kinds of “virtual tour” are being offered? In addition, videos presenting museums and their objects are a lively substitute for the museum visits we are all missing today. One presents Berlin’s two (!) Pergamon Museums.

The Community section of the website connects its users with like-minded community members through a Forum, Museum Reviews, and Exhibition Reviews. It is a place to share thoughts, stay current, interact, and draw inspiration. Forum topics are suggested by users; currently they include “What’s the most fun hands-on exhibit you’ve seen?,” “Great museums to bring kids” and of course “What is your favorite museum?” Like the Forum, the Museum Reviews and Exhibition Reviews thrive on comments contributed by users. Anyone who has visited a museum or exhibition recently can relate their experience with a star rating (1 to 5 stars) and a commentary. The scope is worldwide, with museums currently ranging from the Pergamon Museum in Berlin to MoMA in New York and the Louvre Museum in Paris. Exhibitions are likewise international, with the

British Museum's "Troy. Myth and Reality," the Pergamon Museum's "PERGAMON. Masterpieces from the Ancient Metropolis with a 360° Panorama by Yadegar Asisi," and the Louvre's "Leonardo da Vinci: 500 Years of Genius."

Events include behind-the-scenes tours, social meet-ups with other museum lovers, and more, all online. The first event will be a livestream tour led by museums.love founder Stephanie Pearson on Saturday, July 18, 2020 from 4:30-5:30pm (CEST). A Newsletter with all event information and other special topics can be easily subscribed to on the website.

The museums.love Awards recognize museums and exhibitions that offer their visitors a superlative experience. Winners are decided by the museums.love community: the museum and the exhibition with the highest star rating on museums.love receive their respective award for that period. The first awards will be given out on June 15, 2020.

In the Shop, museum lovers can acquire a premium canvas tote bag printed with "I Love Museums" and the museums.love logo and web address.

museums.love was founded by Dr. Stephanie Pearson, who earned a Ph.D. in art history at the University of California Berkeley and now lives in Berlin, Germany. She worked for years in the Berlin state museums (Staatliche Museen zu Berlin), including the Pergamon Museum, Altes Museum, and Neues Museum. Now she teaches at the Humboldt-Universität zu Berlin and New York University Berlin, leading discussions about archaeology, art history, and community engagement in museums, with a focus on Berlin's Museum Island.

The web design, marketing, and concept development of museums.love were realized by Bruno Souza (madebypixel.com).

As a site committed to connecting people across distances, museums.love is always looking for partnerships with other arts and learning institutions, community organizers, and content producers. Inquiries about partnering, advertising, or other information can be sent to [info@museums.love](mailto:info@museums.love).