



Night of Museums and Galleries

The *Night of Museums and Galleries* is an event with traditions in Europe and was successfully held for the first time on the 30th of September 2005 in Plovdiv thanks to the initiative of Sariev Gallery and the civil committee “Night of Museums and Galleries – Plovdiv”. Its original purpose was to attract public to arts, including new and younger public, not engaged in arts till then, to actualize the image of Plovdiv as a city of arts and to give new life to the spaces of the cultural institutions by organizing events with a current European format. After the second edition we can confirm that *The Night* becomes a really successful cultural product emblematic for Plovdiv.

Organizers

Civil Organizational Committee *Night of Museums and Galleries – Plovdiv* with the support of The Municipality of Plovdiv, sponsors and partners. The Organizational Committee has an ideal aim – the conduct of the *Night of Museums and Galleries*, which is free of charge for the participating cultural institutions, but raises money from sponsorship and invests it for the advertisement and organization of the event.

Time

The *Night of Museums and Galleries – Plovdiv* is organized every last Friday of September (for 2007 – Friday, 28 September). It lasts from 20.00 to 03.00 o'clock. Only in the Galleries with Children program – *the Young Night* it starts at 18.00 o'clock. Every year *The Night* is included in the official program of the Autumn Hall of Arts and in the accompanying program of the Autumn Trade Fair.

Place

The state and private museums and galleries can participate with events held in their own exhibition rooms, or in other public spaces, or outdoors. The program of *The Night* is open for the initiatives of the rest of the local, national and foreign cultural institutions. After mutual decision the organizing committee can include other partner cities in *Night of Museums and Galleries – Plovdiv*.

The Way

The *Night of Museums and Galleries* does not only prolong the working hours of the galleries and museums till 3 after midnight, but also offers their space for concerts, plays, readings, projections, performances, discussions, workshops, demonstrations and everything connected with the art and the profile of the institution. Each one of these cultural institutions defines its program. The second edition of *The Night of Museums and Galleries* initialized the *Young Night* – a program for children held from 18.00 to 20.00 o'clock and aims at attracting children to art occupation by creative workshops, specially prepared demonstrations, meetings and lectures. There is no particular route for *The Night*, but the visitors themselves choose what is interesting for

them from a preliminary announced program. The admission is free everywhere.

Transport, Entertainment

To make the moving to *The Night* locations easier taxis are offered at lower price and for making it a real party promotional beer stands are located on several places.

Partners, Media Partners, Sponsorship

The principle on which the functioning of a non-commercial event as *The Night* is based is mainly building partnerships. The main partner is The Municipality of Plovdiv. With the development of the significance of the event in national dimensions, it is expected that it attracts foreign cultural institutions and international partners. The means for the organization of *The Night* is raised by sponsorship and donations.

Advertising the Event

The preparation of the adverts and their distribution is made by the Organizational Committee "Night of Museums and Galleries – Plovdiv" after the participating cultural institutions send precise information. The advertisement campaign is at a national level. The standard advertising materials include: a mini book with the complete program, a website with the program (www.gallery-night.info), posters, billboards, stickers and others. The newspaper ads and pages, the banner ads, the audio and television publicity rely on media partnerships.

Civil Organizational Committee *Night of Museums and Galleries – Plovdiv*:

Veselina Sarieva (Sariev Gallery, Open Arts Foundation)
Krassimir Linkov (City Art Gallery, Plovdiv)
Vanya Atanasova (The Association of the Private Gallerists)
Maria Cappone (deputy)

for information and enquiries:

0888520375 - Sarieva, 0888984167 - Linkov

address for correspondation:

Sariev Gallery, 40 Otets Paisii, 4000 Plovdiv
info@gallery-night.info