

**m** | **MUSEUM 4K**



The first channel entirely dedicated to Art

A truly unique proposition

A talked about / valorising channel

A wide target

A passionate core target

A brand conceived as an ecosystem

Partnerships with major Museums

350 hours of original production in 4K UHD already  
in catalogue

+ 140 hours of fresh original production in 4K UHD  
every year

# POLAND LOVES ART



Poland has registered a boom in Museum launches since the early 2000s

127 registered museums in Poland  
37.5 million visitors in Museums (2017)\*

200 000 people visited museums and other institutions during Museum Night 2019 in Poland,

Among the top 100 art museums in the world\*\*:  
Krakow National Museum with 1,1 million visitors per year

*Sources: (\*) Statista.com/ (\*\*) The Art Newspaper 2019*



# PRODUCTION & MARKETING



Thanks to the partnerships dealt with the museums,

MUSEUM will produce

- 2 documentaries per year
- 5 reports (2' to 5') in ART NEWS
- Announcement of major exhibitions in the EXHIBITION AGENDA
- 1 special on-air event per year

MUSEUM will provide

- 2 private visits per year
- Free tickets to exhibitions and museums

# PARTNERSHIPS IN DISCUSSION



## Warsaw

Neon Museum

Museum of Modern Art

Muzeum Plakatu/ Poster Museum

Zacheta

## Kraków

Wieliczka Salt Mine

Manggha Museum

Gallery of 19th Century Polish Art

## Łódź

Museum of Art - ms<sup>2</sup>



# POLISH CONTENT ON MUSEUM

## LOCAL ARTISTS PRESENTS IN MUSEUM



### **Daniel Libeskind**

Born in Lodz in 1946, Daniel Libeskind is one of the most celebrated architects in the world. Explore 2 of his masterpieces through 2 documentaries :

- Skyline - Architects for Milan: Daniel Libeskind (1x26')
- Architectures : The Jewish Museum Berlin (1x26')

### **Wilhelm Sasnal**

Born in December 29, 1972, Wilhelm Sasnal is a Polish painter, photographer, illustrator and filmmaker. Sasnal received his diploma of painting in 1999 from the Academy of Fine Arts in Kraków. Today, he is considered one of the most prominent and internationally successful Polish contemporary artists.

- Wilhelm Sasnal (1x26')

### **Krzysztof Wodiczko**

Krzysztof Wodiczko born April 16, 1943, Krzysztof Wodiczko is a Polish artist known for his large-scale slide and video projections on architectural facades and monuments. He has realized more than 80 such public projections in Australia, Austria, Canada, England, Germany, Holland, Ireland, Israel, Italy, Japan, Mexico, Poland, Spain, Switzerland, and the United States.

- Krzysztof Wodiczko (1x52')



4K LOCAL CONTENT FOR THE LAUNCH



## TRAVELERS

THE ARTY CITY GUIDE BY MUSEUM

**Monthly Magazine 26'**

1 city,  
3 museums,  
3 hotels,  
3 restaurants,  
3 boutiques,  
3 galleries...

Alicia Flipo and her loyal cameraman Marcel travel the world to discover the best arty addresses in each city. Everything you need to know to plan your next city break is in Travelers, the arty city guide by MUSEUM !

### Special episodes :

- TRAVELERS : WARSAW (1x26')
- TRAVELERS : LODZ (1x26')



LOUVRE  
Lens



**POLOGNE**  
**PEINDRE L'ÂME**  
**D'UNE NATION**  
**25 SEPT. 2019 - 20 JANV. 2020**  
#ExpoPologne - Toute la programmation sur [louvrelens.fr](http://louvrelens.fr)

4K LOCAL CONTENT FOR THE LAUNCH

PRIVATE VISIT

« Poland, painting the soul of a nation »  
at the Louvre-Lens, France

The exhibition traces this very special moment in the history of Polish culture, where despite the division of the country between the Russian Empire, the Austrian Empire and the Kingdom of Prussia, artists create a true Polish identity. It presents the way in which artists, inspired by national history, landscapes and the peasantry, shaped images of Poland for the Poles but also for the rest of the world. Generous and evocative, their painting is often at the forefront of the European pictorial modes of the time.

Thanks to prestigious loans from Polish national museums, the exhibition brings together about 120 paintings - dated between 1835 and 1914 - of the greatest names in Polish painting, such as Jan Matejko, Josef Chelmonski, Jacek Malczewski and Wojciech Kossak.

