



THE
COVID
ART
MUSEUM

ABOUT US

Emma Calvo, Irene Llorca and José Guerrero. We are three friends who work as creatives in advertising agencies in Barcelona. Emma and Irene work together at the same agency, Honest Barcelona.

HOW THE IDEA WAS BORN

The idea of the Covid Art Museum was born during the first days of quarantine in Spain. We noticed that many of our friends used art as an escape during confinement. We quickly realized that they were not only our friends, during quarantine the art production was exploding.

We looked at this trend and asked ourselves: what is going to happen to all those artworks that people are creating in their homes ?. Then the idea came up: A museum, necessarily digital, that would collect all that quarantine art or covid art.

On March 19 we made the first publication and from then on we haven't stopped, publishing artworks daily.

DATA

+120.000

FOLLOWERS

+105

COUNTRIES
INVOLVED

+1.9 million

IMPRESSIONS
may 13 - may 25

CAM, THE COVID ART MUSEUM

The Covid Art Museum is a virtual museum hosted on Instagram (@covidartmuseum) that collects the art produced during quarantine. The main filter when choosing the pieces is that they have relationship with the current moment: the Covid19 crisis. We collect all kinds of art, including illustrations, photographs, painting, drawings, animations, video, etc.

In the future we will have data on those affected by Covid19, and economic figures on what happened, but it is also very interesting to have this museum to know how people expressed themselves, how they lived it and felt it. We would like it to serve as an archive.

On the other hand, everything points to the fact that after this health crisis another economic one will come. It is important that among professionals in the art and creativity sector we support each other and give ourselves visibility.

To appear in the museum, artists can send their artworks through the online form: bit.ly/2yW1map that appears in the Covid Art Museum profile. Moreover, artists can send their artworks by tagging in their post @covidartmuseum or using the hashtag #covidartmuseum.

Of all the works received or found, a selection is made to publish those that best reflect the current moment.

“Your timing is perfect and so is the name.

The idea to have all this work collected on a designated account on IG is perfect. ”

Stefan Sagmeister

MEDIA COVERAGE

CBS News

<https://www.linkedin.com/feed/update/urn:li:activity:6668103202803601408/>

AdAge

<https://adage.com/creativity/work/irene-lorca-covid-art-museum/2251156>

Vogue (Italy)

<https://www.vogue.it/news/article/museo-online-arte-coronavirus-instagram>

Conde Nast Traveler

<https://www.traveler.es/experiencias/articulos/the-covid-art-museum-primer-museo-virtual-obras-de-arte-sobre-coronavirus/17828>

Vice

https://www.vice.com/en_in/article/7kzpy/covid-art-online-museum-quarantine-coronavirus

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