

## MO Museum – Story of the World

### CHALLENGE

Opening a new museum is a Sisyphean task: finding a suitable location, acquiring the ultimate collection, finding it all – seems impossible to pull it off without the state funding. Yet this is exactly what Viktoras & Danguolė Butkai did after selling their lucrative biochemistry business to an American giant. They've carefully collected best modern Lithuanian art, amazing 5000 pieces, self-financed a building (constructed by Studio Libeskind) and launched it in October, 2018 to the public. MO is a modern art museum, featuring many other amenities: a library, a shop, a cinema, theatre, a conference hall, a bistro. By giving this fantastic gift to the city of Vilnius, Mr. Butkus had only one rule – after everything's paid, and the museum is open, MO has to start financing itself from the launch date. So the path for communicating about the museum was clear: we can't afford to be elitist, cold, uninviting. MO has become what most of local museums didn't need to: a welcoming place despite one's understanding of art.

### SOLUTION

Communicating about the museum is a manifold task and we've taken it step by step. This particular campaign is concerned with presenting museum's local collections. Local is unknown, therefore uninteresting for most of the people, there are no obvious masterpieces, no magnolias. So our task was to a) show the actual art, b) show how art talks to back to us and tells a myriad of stories. We've chosen to tell a story of how the world happened and MO's part in it. It is illustrated with more than 60 art pieces. As if to say: each visitor can surely find something to relate to in Lithuanian modern art, and that local art has the power to speak about universal topics.

The video was premiered online and at a museum's launch press conference. And whenever sceptical journalists burst into an applause, we knew, it was not only us who were happy with the result.