



A social media campaign about cultural heritage and cultural life in Ukraine during the war

Ukrainian culture has always been and will remain an important part of European heritage. It is heartbreaking to witness countless objects of cultural heritage being purposely destroyed as part of Russia's full-scale war in Ukraine. Cultural institutions, projects and grants came to a standstill. Cinemas, theatres, libraries, bookstores are not accessible around most of the country. Many of them were bombed. Sometimes with civilians inside, who used them as shelters. In spite of all, Ukrainian artists are already mobilizing to resist, to raise awareness and to lay the groundwork for post-war renaissance. Raising awareness can give a lifeline and a future to Ukrainian culture.

Launch date: **April 18, 2022** (World Heritage Day) – posting embargo **until 08:00 CET**
Duration of the campaign: 3 weeks (**until May 9**)

Support this campaign on your social media!

For the duration of the campaign, post on your Instagram, Twitter, Facebook, TikTok etc. using the campaign hashtags (preferably together)

[#ARTvsWAR](#) [#StandWithUkraine](#)

about:

- evidence of destroyed or damaged cultural heritage in Ukraine as a consequence of Russia's invasion
- stories of saving or protecting cultural heritage in Ukraine in the context of war
- emerging Ukrainian art in the context of war
- the adaptation and resilience of cultural life in Ukraine during the war
- recent or ongoing projects and initiatives involving Ukrainian artists and cultural institutions

Invite your partners & followers to join!

How to contribute:

Share or re-post campaign content from the central accounts:



OR

- **Create/post your own artwork** to tell a story about the topic of this campaign
- **Invite / challenge partners** - institutions, organizations, museums, galleries, curators, artists, foundations, etc. – which you think would be willing to take part by tagging them in your posts
- Simply **use the hashtags** [#ARTvsWAR](#) [#StandwithUkraine](#) in any relevant social media posts you publish during the campaign period
- To the extent possible, **use the campaign visual identity** [[download link](#)]

If you are a visual artist

- post your artwork reflecting on the destruction/protection of cultural heritage. Make sure you use the official hashtags [#ARTvsWAR](#) [#StandWithUkraine](#)

If you are a musician or a poet

- post a video of yourself performing a musical piece, a song or a poem. Make sure you use the hashtags [#ARTvsWAR](#) [#StandWithUkraine](#)

If you are a witness

- post images showcasing destruction/protection of cultural heritage you witnessed. Make sure you use the hashtags [#ARTvsWAR](#) [#StandWithUkraine](#)

If you are public or independent cultural institution in Ukraine

- post about examples of destruction/protection of cultural heritage or share your experience of working during wartime conditions; you may consider sharing how what you are doing today contributes to the survival and future renaissance of Ukrainian culture. Make sure you use the hashtags [#ARTvsWAR](#) [#StandWithUkraine](#)

If you are working for a project that supports the relocation, evacuation or protection of heritage

- post images showcasing the activities of your project [**important note**: *for security reasons, please avoid explicit or easily identifiable geolocation elements*]; Make sure you use the hashtags [#ARTvsWAR](#) [#StandWithUkraine](#)