



# DIGITAL ESTRATEGIES

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*Museum of Contemporary Art - Bogotá*  
**UNIMINUTO**



**MUSEO DE ARTE  
CONTEMPORÁNEO  
DE BOGOTÁ**  
Cultura con significado social



**UNIMINUTO**  
Corporación Universitaria Minuto de Dios  
*Educación de Calidad al alcance de todos*



# TIMELINE

2004



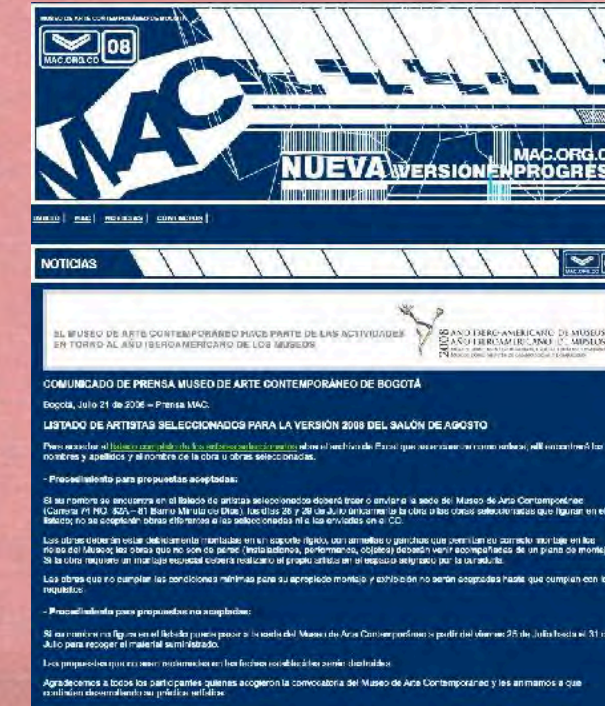
Work of the week PDF

2006



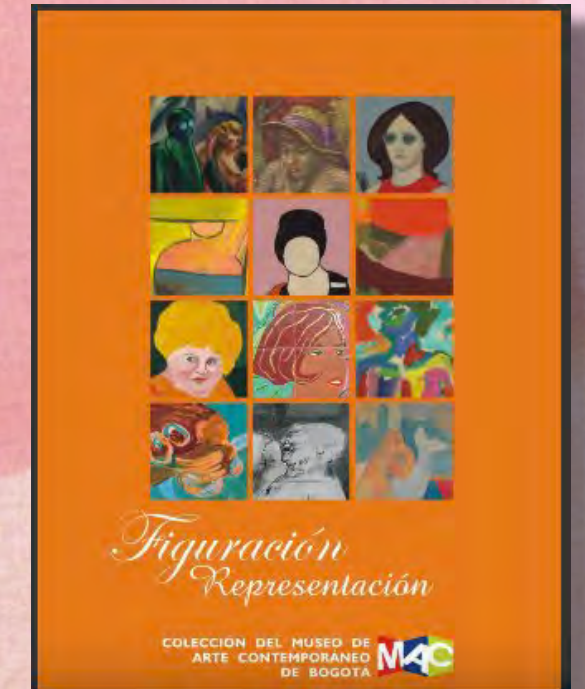
Festival of contemporary  
electronic arts - F.A.C.E.

2008



New web page

2009



First catalog  
on ISSUU

2010



Fan Page Facebook

2011



Agreement with Google  
Arts & Culture

2011



YouTube Channel

2012



Inclusive museum



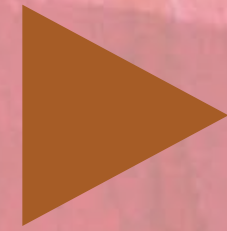
# TIMELINE

2014



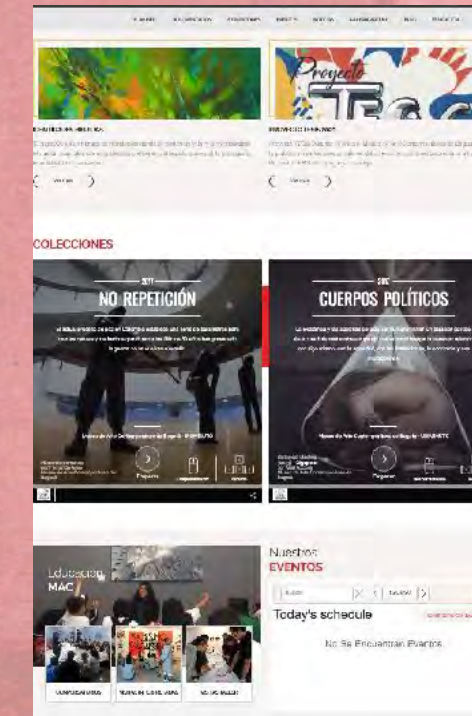
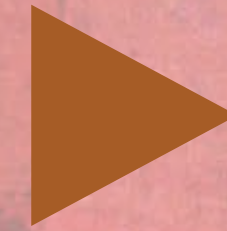
Digital analogy

2016



Institucional documentary  
50th anniversary

2017



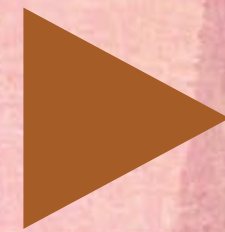
Redesign web page

2018



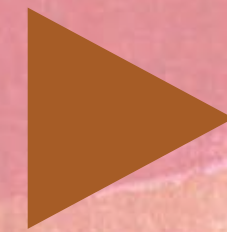
Accreditation Peers  
visit

2019



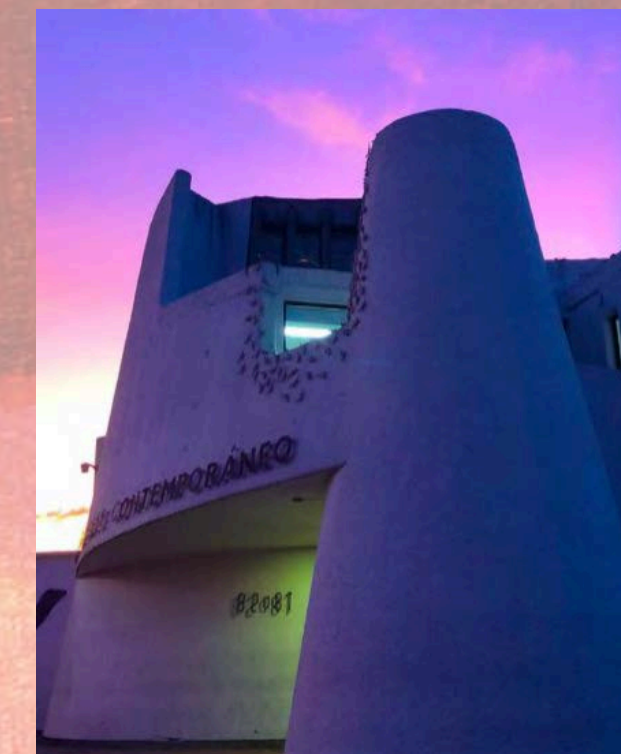
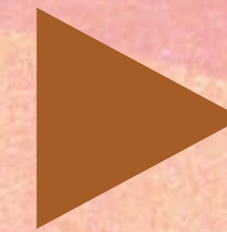
Museum neighborhood  
UMAC - Tokyo

2020



AAM international  
accreditation

2021



55th Anniversary



# DIGITAL STRATEGY

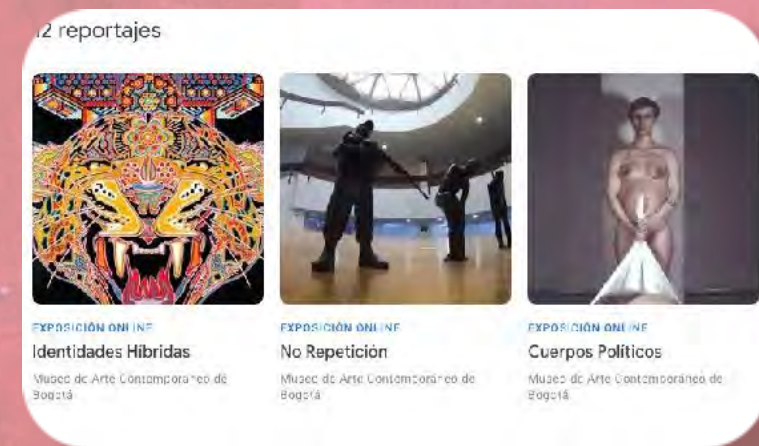
## 1, SKYPE INTERVIEWS



## 5, SOCIAL NETWORKS STRATEGY



## 2, VIRTUAL CURATORSHIPS



## 6, DIGITAL REPOSITORY



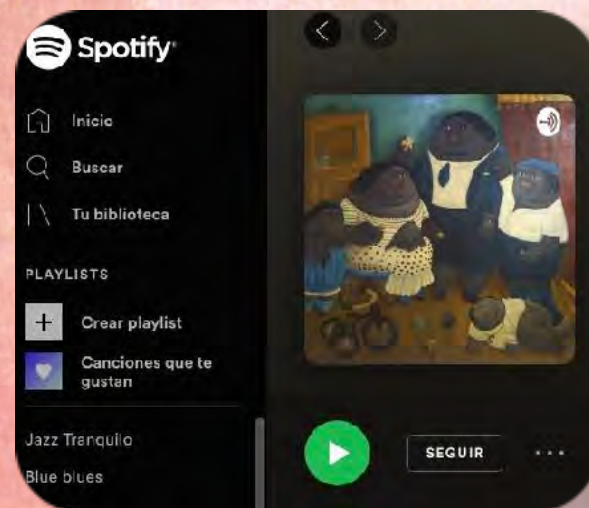
## 3, LIVE BROADCASTS



## 7, WEMINARS AND CONFERENCES



## 4, PODCAST



## 8, NETWORKING AND INTEGRATION

