

RECORD ATTENDANCE FOR MUSEUM NIGHT FEVER, WITH 17,203 VISITORS.

On Saturday 21 October, the 16th Museum Night Fever attracted 17,203 visitors to the 33 participating museums, setting a new attendance record.

From concerts to installations, circus to screen-printing, brick-building to dance, Museum Night Fever gave audiences a taste of Brussels' emerging art scene.

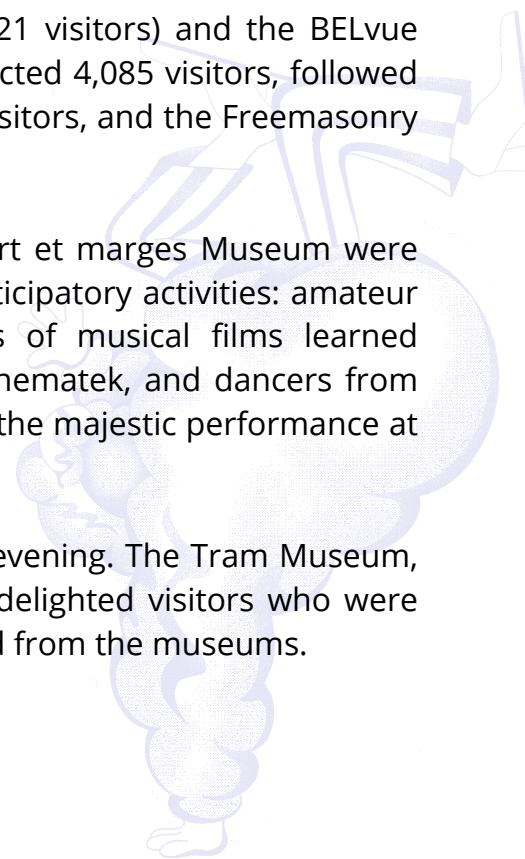
With its unique and festive programme, the event attracts a young audience (73% of visitors are aged between 18 and 35) and aims to help people discover museums in a different way. Forget the dusty, boring image of museums, on Saturday night Museum Night Fever broke the codes and once again transformed museums into marvelous party places. Two afterparties, at C12 and Le Botanique, extended the experience into the small hours of the morning.

Each person visited an average of 2 to 3 museums during the evening, for a total of 64 149 museum visits between 7pm and 1am.

The most visited museums of the evening were Bozar (7321 visitors) and the BELvue Museum (7233 visitors). The Natural Sciences Museum attracted 4,085 visitors, followed by the MIM with 3,759. The Maison Autrique recorded 795 visitors, and the Freemasonry Museum 730 visitors - good figures for first-time participants.

The drag shows at the GardeRobe MannekenPis and the Art et marges Museum were also a great success. Audiences particularly enjoyed the participatory activities: amateur talents took to the stage at the MIM and BELvue, fans of musical films learned choreographies from Grease and West Side Story at the Cinematek, and dancers from the Bodies & Voices project invited the public to take part in the majestic performance at the heart of the Art and History Museum.

The three shuttle bus lines offered by the STIB were full all evening. The Tram Museum, which was taking part in the event with its historic buses, delighted visitors who were looking for a trip back in time whilst transporting them to and from the museums.



Brussels Museums, the federation of Brussels museums that coordinates the event, is working hand in hand with museum institutions to make museums accessible to all audiences. This year's challenge has been met, with inclusive performances on the programme, such as the chansigne, and a reinforced communication campaign on the accessibility measures in place.

The date has already been set for next year: the 17th Museum Night Fever will take place on Saturday 19 October 2024.

Museum Night Fever is an initiative of Brussels Museums, the non-profit association that brings together more than 120 museums in Brussels. For 25 years now, Brussels Museums promotes accessibility to museums of the capital for all audiences. From Museum Night Fever to Nocturnes, via the Brussels Card, the Art Nouveau Pass or the awareness-raising journey Open Museum, Brussels Museums co-constructs projects with the museums, the public and numerous partners. More info: www.brussel museums.be

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