



BIELLA'S RESPONSE TO COVID-19

Biella opens virtual access to its Museums

Have you heard about the project #museichiusimuseiaperti launched by Biella, a UNESCO Creative City of Crafts and Folk Art from Italy?

In compliance with the COVID-19 emergency management directives, the city of Biella collaborated with the Museum of Biella to continue providing its citizens virtual access to the cultural contents.

Named #museichiusimuseiaperti or 'Closed museums, open museums', the project is composed of a set of initiatives, offering a holistic artistic experience to all generations.

With the project framework, the Museum has created a series of online publications introducing the present works of art, to exhibits from its Historical-Artistic and Archaeological collection, sharing in-depth cultural assets regarding their history, techniques and curiosities.

To cater to the curious playful nature of children, the project invites them to discover the Egyptian hieroglyphic alphabet while playing the game #IconsiglidiTaaset (Taaset's advice) that features Taaset, the mummy of the museum giving tips to combat the Coronavirus.

Another initiative of the project intends to encourage both adults and children to learn about art and history. In this regard, three online paths dedicated to three different themes: spices, color, and collection have been setup. To enhance further this virtual access, various materials, such as detailed publications, educational cards and reading tips, are made available to all the online visitors.

For more information, visit

- <https://www.comune.biella.it/web/news/book-quotidiani-on-line-gratis-utenti-polo-bibliotecario-biellese>