

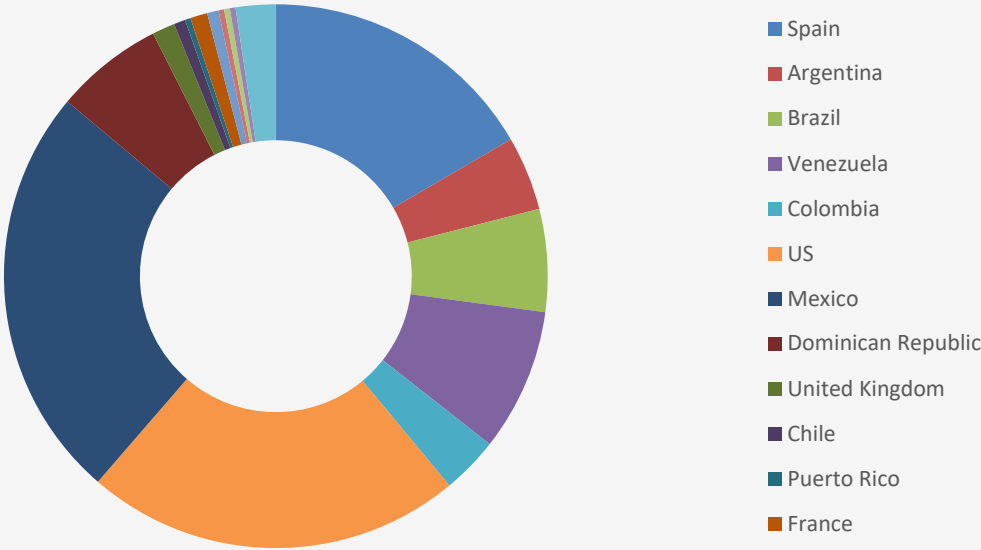
295 publications in 17 countries

4,964 Messages in social media about the announcement

6 Languages: English, Spanish, Portuguese, French, Dutch, Greek

73,052,000 Impressions about the hashtag #MoMaCisneros

@CPPCisneros was the second account more mentioned on Twitter in USA during the morning of 17th October



Activities

Planinnig and design

The work plan developed had two main priorities:

- Distribution of information in media of Spain, USA and Latin America.
- Distribution of information in social media trough: own channels (CPPC, MoMa, actionists and directives) and influencers.

Most relevant activities:

- Web serie production about the CPPC which premiere took place in the framework of the announcement of the donation.
- Conference between Patricia Phelps de Cisneros and Glenn D. Lowry (Director of MoMa), which was transmitted to the region on livestream to make the announcement.
- Preparation and logistics of a media tour with top media of Ibero-America.
- Interviews in advance with top media.
- Drafting messages to the social networks of the actionists, directives, and official channels of the CPPC.

Implementa-tion

- A team of more than 20 consultants was formed in 9 offices to develop all the activities in the main markets of Ibero America: Argentina, Brazil, Spain, Mexico, Miami, New York, Peru, Dominican Republic and Colombia which was the country in charge of the whole coordination of the project.

Coordination

Working plan: with the communications team of the CPPC and MoMA:

- Identification of reputation risks before the announcement.
- Drafting of communication materials: key messages / Q&A in Spanish and Portuguese / press release in English, Spanish and Portuguese / key messages and responses for social media / invitations for media.
- Strategic advice in the formulation and logistics of the web serie about the collection: Chapter 1: Patricia Phelps de Cisneros, A passion for Latin America.
- Identification of journalists, reporters, opinion leaders, influencers and digital communities in Ibero-America.
- Digital strategy: creation of a work plan for the CPPC, directives and actionists. Develop of contents and preparation of new actives 2.0 for Gustavo Cisneros which was launched in the framework of the announcement.
- Update of the article about Patricia Phelps de Cisneros in Wikipedia.

Announcement

- Streaming: Sending of invitation to journalists from Spain and Latin America to follow the streaming / Breakfast reunion for journalists in the LL&C offices: Dominican Republic, Peru and Argentina in order to guarantee media coverage.
- Invitation to reporters from Spain and Latin America.
- Media trip: Invitation and coordination of the trip for 9 journalists of top media from Spain and the region.
 - Spain: El Mundo, La Razón and El Cultural
 - Colombia: El Tiempo
 - Perú: Revista Cosas
 - Brazil: Folha de Sao Paulo
 - Dominican Republic: El Nacional and El Día
 - Mexico: El Universal.
- Agenda: Conference in New York City / Round table with Patricia Phelps de Cisneros and Glenn D. Lowry (MoMa's Director) / Tour around MoMa / Visit to UOVO (place where the pieces of art are stored).

Interviews

In advance:

- La Nación, The New York Times, The Wall Street Journal, El Cultural.

One on one / During the event:

- La Vanguardia, El País, ABC, Revista Cosas.

Afert

- Peru 21, Revista Semana, Revista Hola!, Forbes, El País, La Tercera.

Follow

- Distribution of press release in Argentina, Uruguay, Brazil, Venezuela, EEUU, Mexico, Dominican Republic, Colombia, Peru and Spain.

Online

- Develop and publication of content through different digital identities of actionist and directives / Interaction with influencers.



Spain



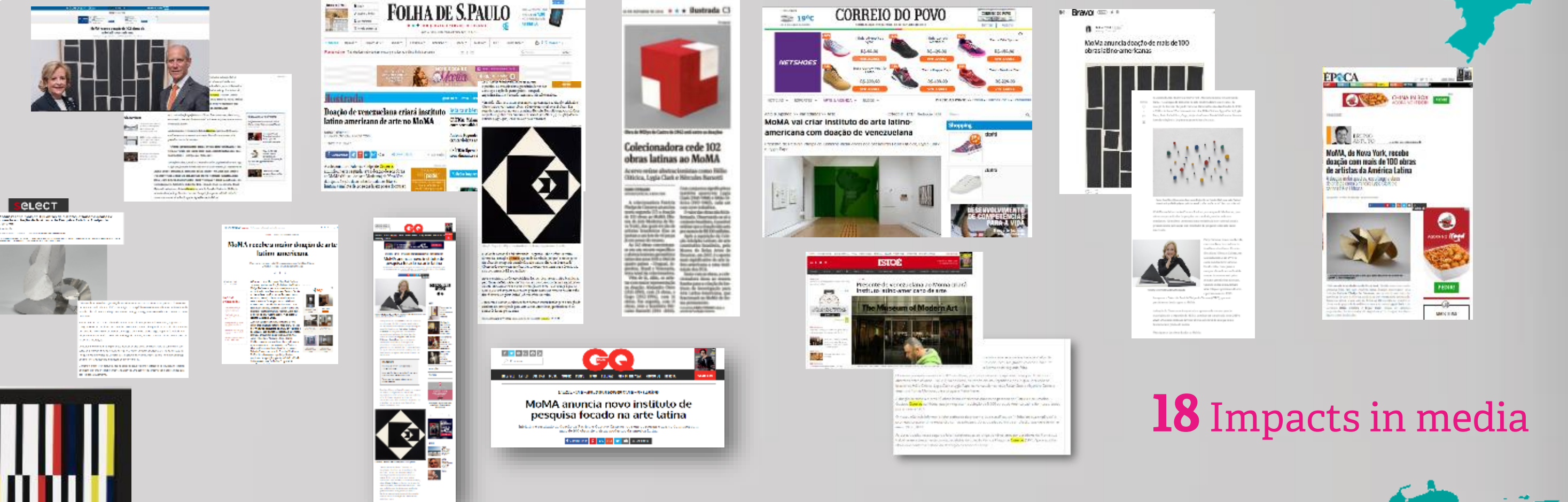
49 Impacts in media

Argentina



13 Impacts in media

Brasil



18 Impacts in media

Venezuela



25 Impacts in media

Mexico



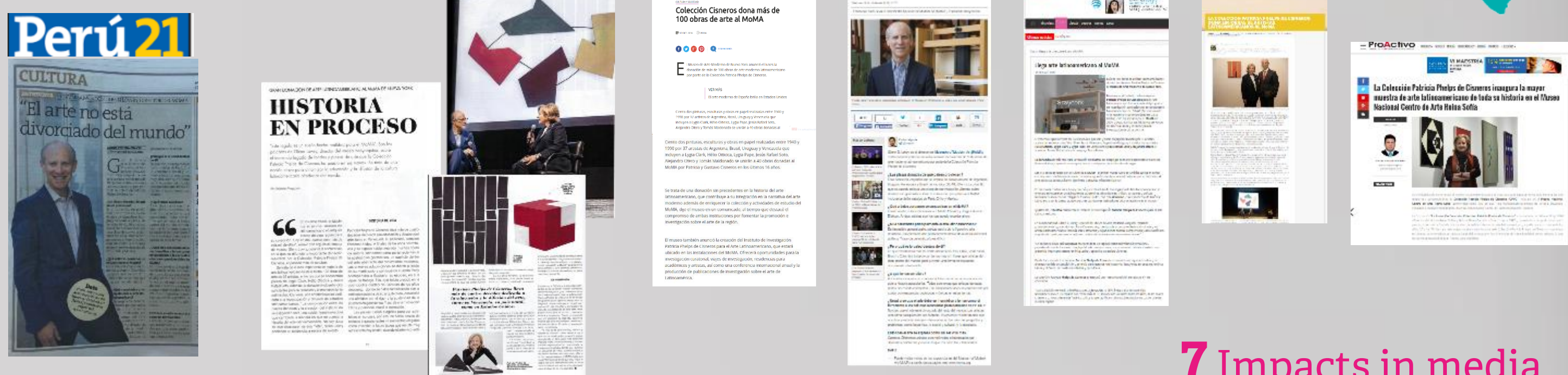
73 Impacts in media

Dominican Republic



19 Impacts in media

Perú



7 Impacts in media

Colombia



10 Impacts in media



Estados Unidos



66 Impacts in media

United Kingdom



4 Impacts in media

Chile

La cruzada latinoamericana de Patricia Phelps de Cisneros

La impulsora internacionalizada de la obra de artistas latinoamericanos, fundadora de la colección de arte latinoamericano del Museo de Arte Moderno de Nueva York, Patricia Phelps de Cisneros, se encuentra en Chile para donar 102 obras de arte a la colección de arte latinoamericano del Museo de Arte Moderno de Nueva York.



Patricia Phelps de Cisneros es una de las mujeres más poderosas del mundo del arte latinoamericano. Fundadora de la colección de arte latinoamericano del Museo de Arte Moderno de Nueva York, ha impulsado la obra de numerosos artistas latinoamericanos, convirtiéndolos en nombres reconocidos a nivel internacional. En Chile, su compromiso se refleja en la donación de 102 obras de arte a la colección de arte latinoamericano del Museo de Arte Moderno de Nueva York.

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ECONOMÍA Y NEGOCIOS
online

Patricia Phelps de Cisneros donó 102 obras de arte al MoMA

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Puerto Rico

CARIBBEAN BUSINESS

Museum of Modern Art announces gift to expand Latin exhibit

NEW YORK – The Museum of Modern Art announced Monday that a gift will expand its collection with 102 works by major artists from Latin America.



The paintings, sculptures and works on paper, made between the 1940s and the 1990s by 57 artists working in Brazil, Venezuela, Argentina and Uruguay, join 40 works previously given by Patricia and Gustavo Cisneros over the last 15 years. Patricia Cisneros is a longtime MoMA Trustee.

MoMA also will establish the Patricia Phelps de Cisneros Research Institute for the Study of Art from Latin America. The research will include the visual arts, film, media, performance, architecture and design of the region.

"The breadth of this gift is unprecedented," MoMA said in a statement.

LATERCERA

2 Impacts in media

1 Impact in media

France

Le Quotidien de l'Art

MAINTIEN 18 OCTOBRE 2016

LA COLLECTION D'ART SUD-AMÉRICAIN DE PATRICIA PHELPS DE CISNEROS

Jörg Immendorff

La collection d'art sud-américain de Patricia Phelps de Cisneros entre au MoMA

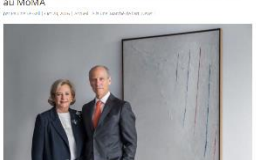
18 oct 2016



La collection d'art sud-américain de Patricia Phelps de Cisneros entre au MoMA

ARTVATIC

Patricia Phelps de Cisneros donó 102 obras latinoamericanas al MoMA



3 Impacts in media

Greece

iefimerida · ΠΟΛΙΤΙΣΜΟΣ

Βοθούλουπι συλλέκτρια δωρίζει 100 έργα τέχνης στο MoMA [εικόνες]



Η συλλέκτρια Patricia Phelps de Cisneros δωρίζει 100 έργα τέχνης στο MoMA



Η συλλέκτρια Patricia Phelps de Cisneros δωρίζει 100 έργα τέχνης στο MoMA

NEWSIT

Λατρεία 100 επί πλέον έργων για τον κορυφαίο συλλέκτη τέχνης στο MoMA



2 Impacts in media

Russia

Netherlands

MoMA ontvangt grote schenking Latijns-Amerikaanse kunst

Het Museum of Modern Art (MoMA) in New York heeft een schenking gekregen van 102 kunstwerken van Latijns-Amerikaanse kunstenaars. De schenking is het resultaat van een onderzoek naar de rol van Latijns-Amerikaanse kunst in de wereld.



De schenking bestaat uit schilderijen, sculpturen en werken op papier die tussen de jaren 1940 en 1990 zijn gemaakt door kunstenaars uit onder andere Brazilië, Venezuela, Argentinië, Uruguay en Mexico. De schenking is het resultaat van een onderzoek naar de rol van Latijns-Amerikaanse kunst in de wereld.

ARTNEWS

MoMA receives 102 Latin American artworks



MoMA receives 102 Latin American artworks

Turkey

ICOM

MoMA boosts Latin American holdings with Cisneros collection



MoMA boosts Latin American holdings with Cisneros collection

1 Impact in media

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