

Public Culture Institution at a Glance	
Institution	Jumex Contemporary Art Foundation.
Type	Public art and public space.
Social Media Platforms	Facebook - 117k
	Instagram - 174k
	Twitter - 46k
	YouTube - 977
	Vimeo - 153
	Trip Advisor
	Zoom
Best Practices	<p>Their best practices are: Museum at home. This is their main interaction feature. They schedule numerous activities for the month to register and attend their synchronous sessions, from screenplay classes to interviews and artistic webinars. Being these the perfect example of many-to-many communication.</p> <p>Mini Sunday. This is where artists and other museum staff talk about art and sometimes give fun short art courses, aimed at kids.</p> <p>Jumex Activities are activities that people can do anytime, anywhere. Each activity has a forum in which to post your work and comment on other's. This is a great way to interact with other people that have similar interests and make yourself known if you are an experienced artist.</p>
Content: Synchronous or Asynchronous	<p>Their content is both synchronous and asynchronous. Some of their courses or workshops are posted in their webpage, or Facebook. However, most of them are held via Facebook Live which allow them to interact with the audience, and for Museum at home sessions they use Zoom which allow them to have more direct communication with the public.</p>
Digital Media Activity	<p>They like to directly engage with their audience, and have real-time communication, most of their activity, especially with their main program Museum at home uses many-to-many communication.</p>
Who is the audience?	<p>Their target audience are people interested in contemporary art, and young artists who wish to expand their artistic career. Their webpage is in English and Spanish which has allowed them to enlarge their International audience. Synchronous sessions are only held in Spanish, however, once posted on YouTube, people have a chance to watch their material with active subtitles.</p>
Do activities encourage international / intercultural conversations? Or create a new, larger, more representative community?	<p>They have made an effort to encourage international conversations by having a bilingual webpage, and encouraging internships from international people; however, their activities are still centered in their Mexican audience.</p>

