

Public Culture Institution at a Glance	
Institution	National Gallery of Modern Art
Type	Public Institutions with focus on space, art, and event
Social Media Platforms	
	Website: 2,433,490 Visitors
	Facebook: 22.7K
	Twitter: 5.8K
	YouTube: 83 only
	Google Arts and Culture
Best Practices	<p>The National Gallery of Modern Art has been actively imparting Art Education to young kids and adults through Summer Workshops and regular weekly classes. During the pandemic, they shifted all their workshops online and continued their practice of staying connected to art enthusiasts through teaching.</p> <p>NGMA digitized its content by adding virtual tours of its premises and permanent exhibits by famous artists.</p> <p>On their website and Google Arts and Culture page, they have posted precious and rare artworks of renowned national and international artists from the past, with minute details dedicated to each artwork.</p> <p>They organized virtual seminars, lectures, celebrations, and tutorials to connect with their publics virtually.</p> <p>NGMA started a program named "NGMA KE SANGRAH SE" (From the collection of NGMA) to showcase the rarely seen and unseen artworks from its collection during the lockdown.</p> <p>The website has a page named Soham.in. This platform allows its members to upload their original artworks.</p>
Content: Synchronous or Asynchronous	The content on social media is mostly asynchronous. The virtual weekend classes were synchronous activities, but now, since the gallery is open again, the classes are conducted offline.
Digital Media Activity	The Gallery believes in engaging with its audiences, therefore digitized most of its Art work and posted virtual tours, virtual exhibitions, and virtual displays of the vast collection of artworks.
Who is the audience?	NGMA audiences are national as well as international. NGMA, as a reputed Institution, is also listed as one of the major tourist spots on all the private and government tourism websites. When physical spaces were open, foreigners coming to visit NGMA were a common sight. It exhibits the work of international artists. The language used throughout is mostly English, so even in virtual space, they clearly want to connect to the global audience.

Do activities encourage international/intercultural conversations? Or create a new, larger, more representative community?

NGMA promotes international / intercultural conversations under cultural exchange Programs. NGMA exhibited artworks by artists from Japan, Hungary, Germany, and France, to name a few, in the past before the Pandemic.

Recently, an Exhibition of artworks by French artist Gerard Garouste was organized virtually from January 28 to March 29, 2021.