

BELvue ONCE AGAIN MUSEUM NIGHT FEVER'S MOST POPULAR ATTRACTION

With no fewer than 12,095 visitors, the BELvue Museum drew large crowds when it took part in the 12th edition of Brussels' museums night on Saturday, 23 February 2019. Thanks to a rich and varied programme, interest in the museum celebrating Belgium and its history truly reached fever pitch, making it the evening's most visited attraction, ahead of Magritte Museum.

As soon as the doors opened, visitors flocked in to discover (or rediscover) the BELvue Museum and enjoy the many activities that had been specially laid on. There were performances by young Belgian artists throughout the evening, courtesy of Molenbeek-based concert organiser VK Concerts: Ana Diaz, a young soul singer with a captivating voice, followed by Brussels band Saudade, with DJs Ekany, Princess Flor and Kisa keeping the dance floor busy through to closing time.

In the museum's exhibition rooms, artists from Susanoo Coollectif put on animated object theatre inspired by episodes from Belgian history. To celebrate the arrival of Italian immigrants, kitchen utensils were brought to life around a dish of pasta and potatoes symbolising Belgium's diversity and status as a cultural melting pot. In the Languages room, two dictionaries engaged in a rather tortuous dialogue before coming together to create a uniquely Belgian idiom.

Visitors could also take in performances from the hip hop dancers of Freestyle Lab. With its elaborate choreography, this Belgian music platform managed to impart the values of respect and diversity conveyed by hip hop culture and get visitors moving to its beats for two frenzied sessions.

Another attraction was a giant memory game created by artist Francesca Chiacchio. Throughout the evening, people had to try to identify pairs of cards based on items featured or mentioned in the museum: a saxophone, a pigeon, the House of the People (*Maison du Peuple/Volkshuis*), a poster from the Red Star Line shipping company, and so on.

The young creatives from multiBEL also had various surprise activities in store. For example, they drew patterns on visitors using fluorescent markers, creating a Belgian 'tribe' for the evening. A small number of visitors also managed to 'find Charlie' in the museum, being rewarded with VIP status for one night only.

Exploring the many facets of Belgian history and culture, including its rich mix of talented artists, is integral to the remit of the museum, which is managed by the King Baudouin Foundation. BELvue's popularity with Museum Night Fever enthusiasts proves that showcasing young artists and getting visitors involved in activities is still a winning formula for the public.

For more information, go to www.belvue.be

BELvue Museum
Place des Palais 7
BE-1000 Brussels
info@belvue.be

Press Officer:
Mathilde Oechsner
oechsner.m@kbs-frb.be
Tel.: +32 (0)2 545 08 02