

MON.

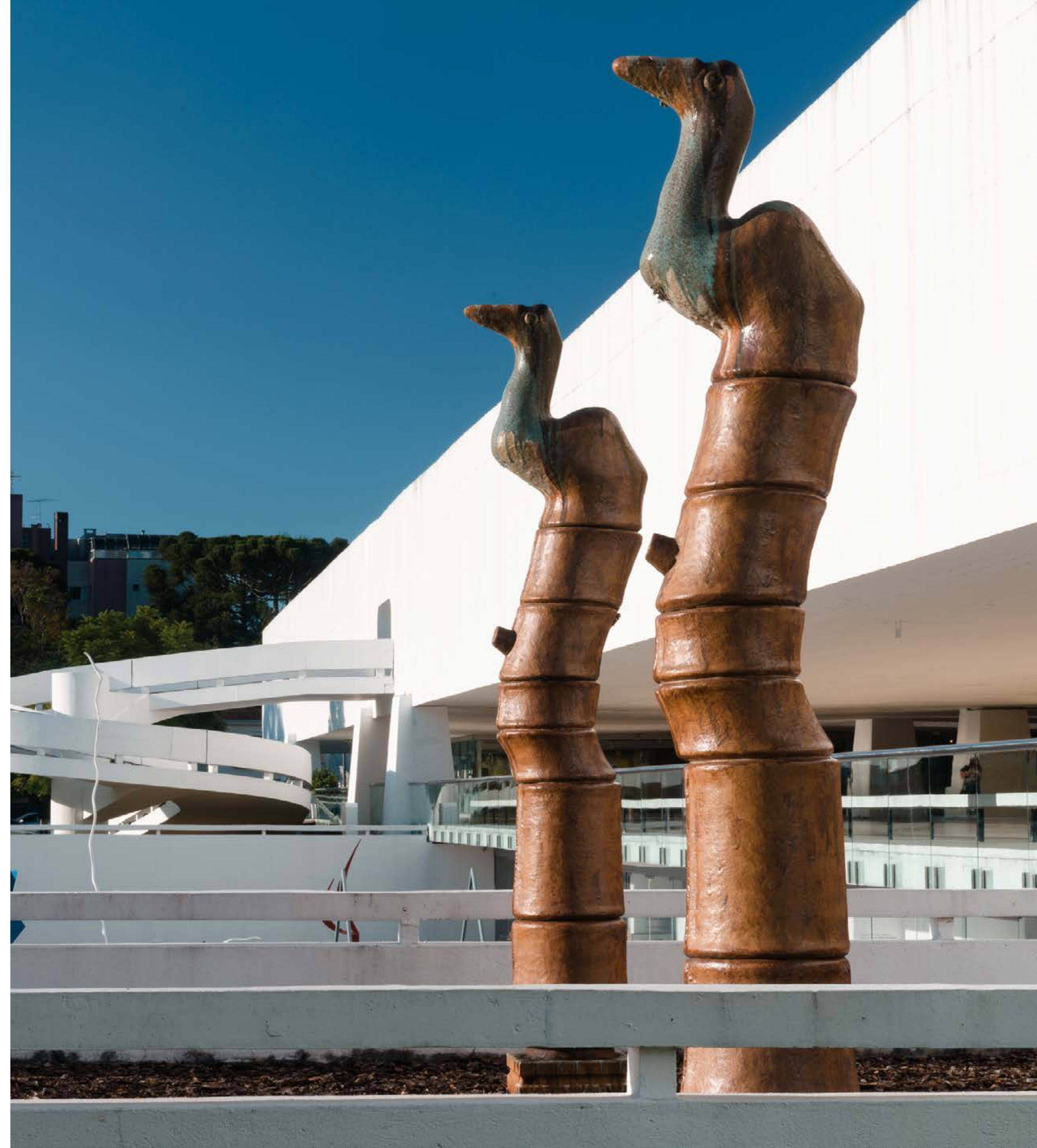
**MUSEU OSCAR
NIEMEYER**

Context.

The **Oscar Niemeyer Museum (MON)**, the largest art museum in Latin America, is also a vital gathering place in Curitiba.



Rooted in this deep connection with the city, **MON Without Walls – Art in the Open Air** extends art beyond the museum's galleries, bringing it into gardens, public squares, and parks. The initiative seeks **to democratize access to culture, foster accessibility, and enhance people's well-being** through the transformative power of art.





The challenge.

Develop a communications and engagement strategy for MON Without Walls, **expanding its reach and connecting new audiences with art.**

In a country where art and museums are still perceived by many as distant and inaccessible, **the greatest challenge was to break down this barrier and create new ways for people to connect with culture — especially families and children.**

The idea.

That's how the **Art Hunter** campaign was born: an experience that transformed a visit to MON Without Walls into a journey of **discovery, exploration, and learning.**

Museu Oscar Niemeyer

The idea

We began by introducing MON Without Walls through a series of videos that invited audiences to discover **a new way of experiencing the museum** — with art extending into the city and becoming part of people's everyday lives.

[LINK VIDEO 1](#)

[LINK VIDEO 2](#)

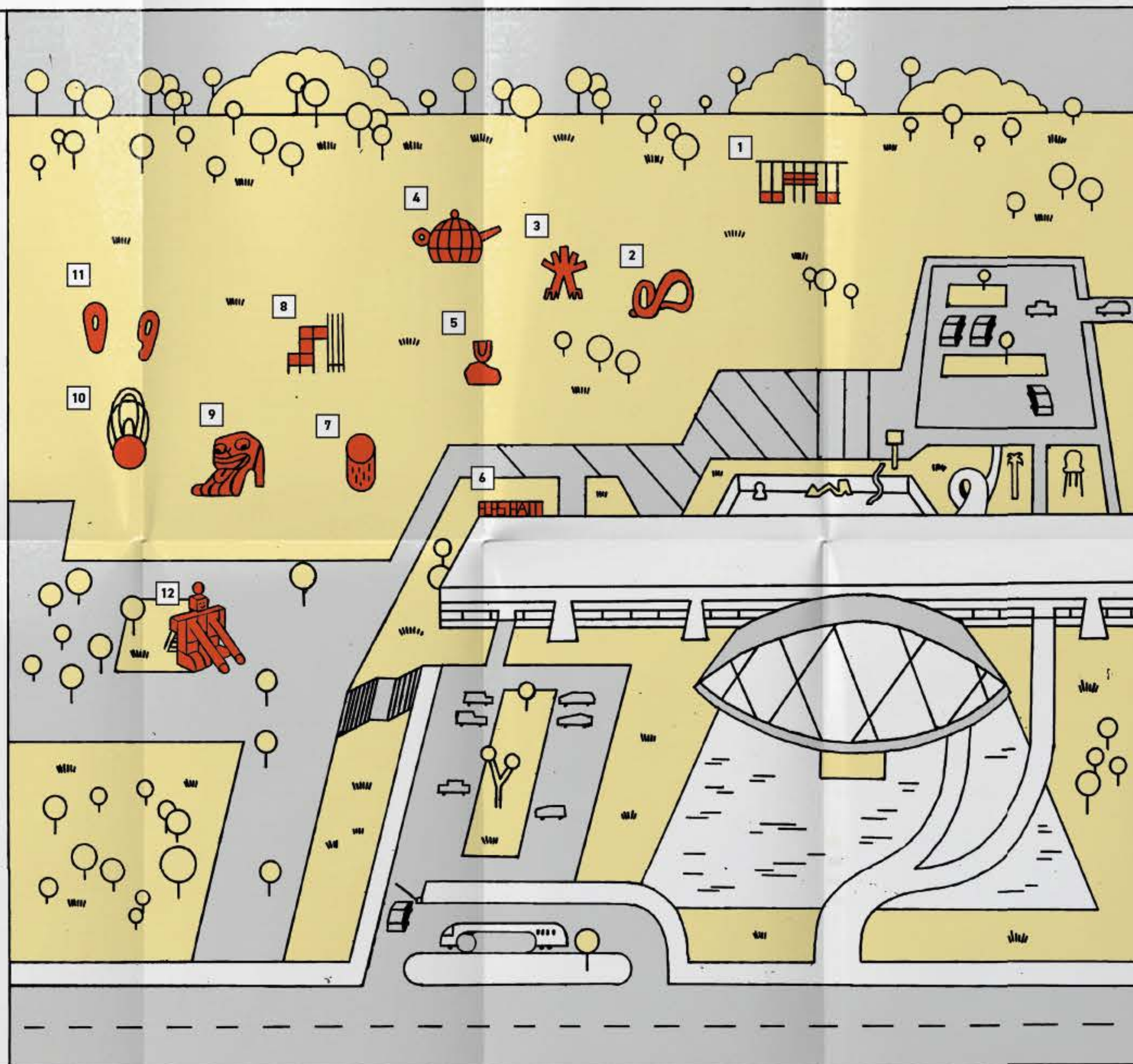


Next, we invited the public to join an
art hunt in the museum garden.

Guided by an **illustrated map**, the Art Hunters explored the gardens **in search of sculptures and installations**, engaging and discovering the stories behind them, supported by the museum's education team.



1. GUSTAVO
UTRABO
Semeador e Ao Redor
de uma Árvore, 2023
2. REZA
BOMFIM
Aurum, 2025
3. ALEXANDRE
VOGLER
Maca de Guarda
Malama, 2023
4. JOANA
VASCONCELOS
Tb Danzania
(PA), 2018
5. ALFI
VIVERN
Passagem, 2014
6. MELA
JUNG
Plac Ajiti, 2014
7. ARTUR
LESCHER
Groscoptica, 2022
8. ROMMULO
CONCEIÇÃO
Estruturas
Discipulvas, 2023
9. ANAF
Afenutu vivralutu
amuluhi hufuluhi, 2025
10. MARCELO
GRUD
Tropa-Tropa, 2023
11. MARCELO
GRUD
Sempre em
Pe Di e O2, 2023
12. DIDIA E ORLANDO
BUSARELLO
Robô Interativo -
Membria e Rasgais
Ativo - 1971- 2025, 2025



MON. SEM PAREDES





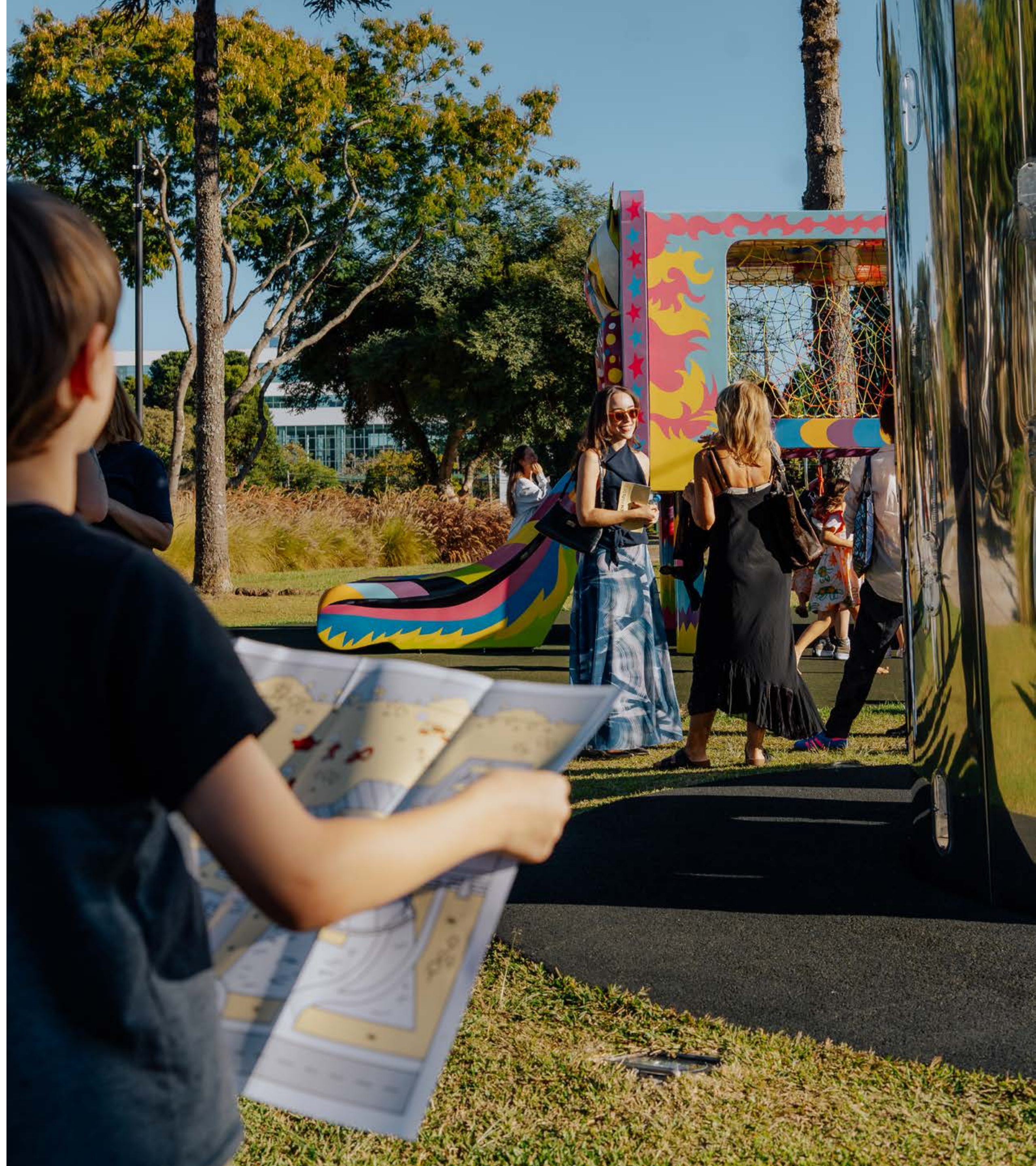


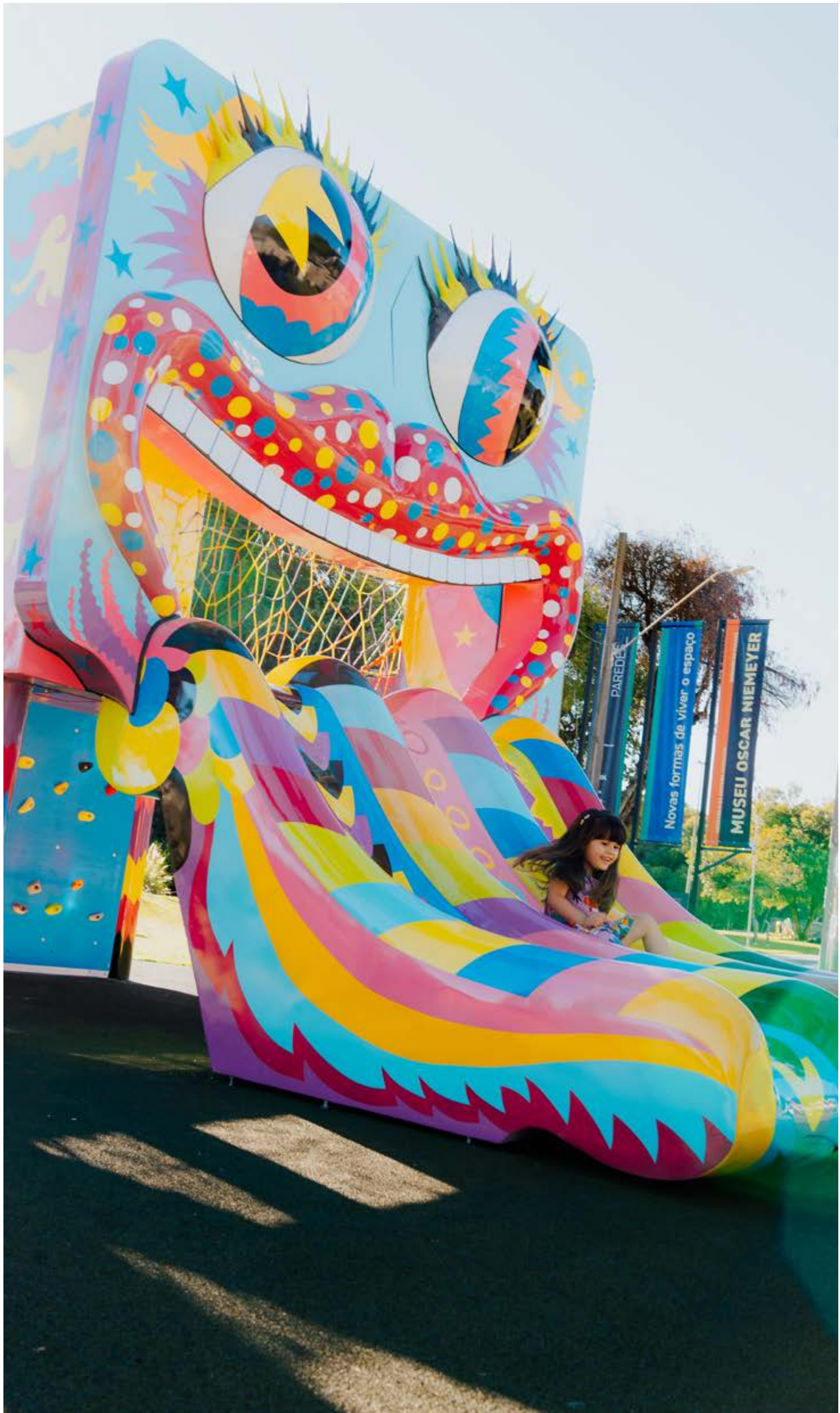










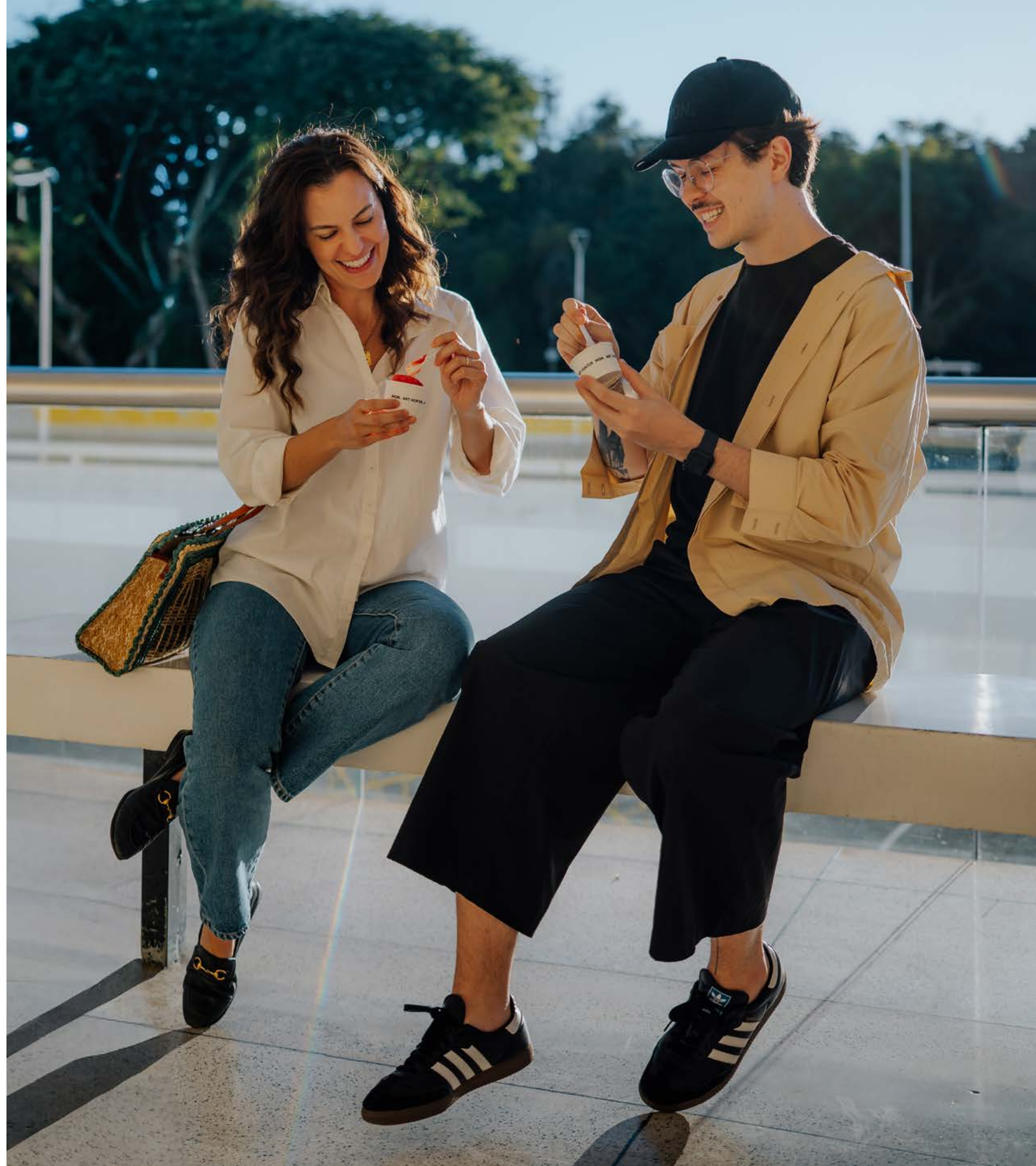




To complete the mission, participants simply had to **take a photo** with their **favorite work of art** and were **rewarded** with a well-deserved treat: an ice cream.

[LINK VÍDEO](#)





UNIO DO MUSEU
a domingo.
As 10h
gratuito e 20000
de 15000

INGRESSO
R\$ 30 inteira
R\$ 10 reducida
R\$ 5 para crianças
Menores de 12 anos, maiores de 65 anos e pessoas com deficiência entram de graça.
Menores de 12 anos devem ser acompanhados por um adulto.
O ingresso é válido para todas as exposições.
O ingresso não é reembolsável.

ENTRADA GRATUITA
Nada se compara a um dia de domingo no museu.
Nas últimas 24h, milhares de visitantes aproveitaram o fim de semana para visitar o museu e suas exposições.
A entrada é gratuita para todos os visitantes.
O ingresso é válido para todas as exposições.
O ingresso não é reembolsável.

Trilhos e Traços
Póster 100 anos
Sala 6

A cor e o lirismo de
Alberto Massada 100 anos
Sala 7

MON Loja

i Informações *Information*

MON Loja



To amplify the initiative, influencers and opinion leaders took part in an exclusive Art Hunt before it opened to the public. Each guest received an **Art Hunter kit** inspired by the museum's archives, featuring items designed to enhance the outdoor exploration experience.





To complete the experience, we created an **Art Hunter product line**, available at the MON store and **designed to inspire new journeys of discovery.**

With functional pockets and **exploration-ready features**, the collection turns the Art Hunter spirit into an invitation to observe, investigate, and discover the world around us.







The concept evolved alongside the expansion of MON Without Walls, reaching Vila Velha State Park, one of Paraná's most significant natural heritage sites, renowned for its ancient rock formations and remarkable landscapes. There, **art, nature, and heritage** came together as part of a single, immersive experience of **exploration**.

[LINK VÍDEO](#)





The Art Hunter campaign transformed the promotion of a cultural initiative into an invitation to participate: **rather than simply bringing art to the public, we invited people to go out and discover it for themselves.**

Results.

Beyond **attracting visitors**, the project brought people closer to art in an open, accessible, and welcoming environment, **breaking down cultural barriers** historically associated with museums and encouraging **new audiences** to discover the institution.



Increased Visitation and Activation of Outdoor Spaces

+32.5%

During the Art Hunt initiative in **April 2026**, the museum recorded a **32% increase** in visitation to its outdoor areas **compared to April 2025**. The significant increase in visitation underscores the impact of Art Hunt as an effective strategy for activating outdoor spaces and broadening the cultural experience offered to visitors.

Increase in social media interactions

+177.5%

in March, compared to 2025 coinciding with the launch of MON Sem Paredes content across the museum's social media channels.

+54.7%

in April compared to 2025.
Coinciding with the Art Hunt activations at the museum.

Following the launch of Art Hunt-related content on the museum's social media channels, the initiative generated a total of **351,500 content views**, significantly expanding its reach and visibility.

Together, these results highlight Art Hunt's ability to connect physical and digital engagement, transforming the museum experience into a broader journey of discovery and interaction **while strengthening the institution's relationship with its audiences across multiple touchpoints.**



The success of the **Art Hunter collection** at the MON Store **drove its expansion**, broadening the product range and offering more options to the public.





**Bringing people closer to art
— one hunt at a time.**

MON. SEM PAREDES_