

ANNUAL REPORT

2020

Mo

Artworks used in this issue:

Monika Furmana, *Peeing Madonna*, 2020
Severija Inčirauskaitė-Kriaunevičienė, *DONALD'S Adventure*, 2016
Gintautas Trimakas, *Torso - a Body Part*, 1995
Šarūnas Sauka, *Family*, 2011
Šarūnas Sauka, *Home Again*, 1993
Šarūnas Sauka, *Warming*, 1991
Žilvinas Kempinas, *Portraits-fossils*, 1996
Leonas Linas Katinas, *II, Contemplation and study of clouds. Attempt No. 1*, 1972
Leonas Linas Katinas, *II*, 1971
Leonas Linas Katinas, *II, Contemplation and study of clouds. Attempt No. 4*, 1971
Birutė Zokaitytė, *Unexplored Territory I*, 2020
Birutė Zokaitytė, *Unexplored Territory II*, 2020
Birutė Zokaitytė, *Unexplored Territory III*, 2020
Birutė Zokaitytė, *In the Water*, 2020
Arvydas Každailis, *Kite*, 1974
Arvydas Každailis, *Flight*, 1974
Vytautas Viržbickas, *Sandwich with efforts on both sides*, 2017
Vytautas Viržbickas, *A Few Sips*, 2018

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Outside of our 'bubble' of art critics and artists we hear that people know the museum and visit its exhibitions, even those who have never been to museums before.

Art Critic and Curator Agnė Narušytė

01

Milda, Director of
MO Museum



2020 was the second year of MO. We started it with a hope that our work will be more knowledge-based after we gained some experience. In the first year we did so many things for the first time. And not only in the museum, but also in Lithuania. The entire world was tested by enormous challenge of uncertainty and first times due to the pandemic. This again required flexibility, concentration and courage.

Internationally, 2020, when museums were hit by the COVID-19 and Black Lives Matter protests, was believed to be the year when the crisis of institutional identity began. The International Council of Museums (ICOM) is working on a new museum definition. Insights of what a future museum should look like underpinned our understanding that this is precisely the MO – a forward-looking museum – that we are building since 2018.

The biggest MO project in 2020 was the main exhibition *Why Is It Hard to Love?* We overcame management as well as complex technical challenges when we had to bring an international exhibition during the pandemic.

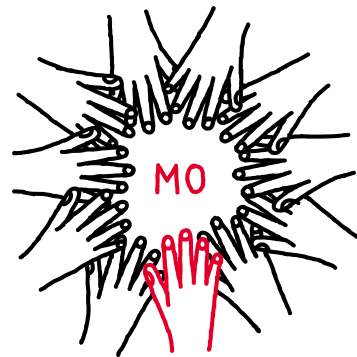
We are proud to encourage people to reflect on a meaningful topic and being able to work with world's renowned curators as well as offer our visitors a new, comprehensive and cinematographic experience. During the period of two lockdowns, we used this opportunity to establish MO as a virtual museum. It is the virtual MO that one can visit any time without any restrictions. This is why we think a lot about our online visitors and user-friendly formats, including podcasts, articles and broadcasts of events.

In 2020, we have been not only developing cultural education activities but have also been actively working to overcome exclusion. The travelling museum refers to the MO exhibitions and educational activities in regions. By building the MO community and networking with other communities we seek even greater integrity. Being nominated as The Choice of the Disabled at The Change of Lithuania awards is an immense achievement for us.

We are more confident that we are an important part of a cultural ecosystem. We are even more confident that MO is not only Vilnius City museum but the museum of the whole Lithuania. We have transcended the conventional museum concept in some ways, and we are much more than a museum. That is the trend for the future museums.

We were certainly worried about our survival. The American Alliance of Museums stated that independent museums and museums experiencing entrepreneurial success were the most vulnerable in the face of COVID-19. As a non-profit institution where 30-50 percent of operational funds are generated by ticket sales, MO is among them. Anyway, we can hardly imagine a future museum without good management, entrepreneurship and diversified sustainable funding. As to funding, we are happy with our loyal community of patrons and sponsors as well as strategic funding programmes of the Lithuanian Council for Culture and Vilnius City municipality.

MO reflects a model of modern organisation and a horizontal community of free creative people. Despite the gaps of remote work, as a team we felt united. We created together, spent countless hours working, attended several trainings, learned even more in practise and, of course, we did not miss the celebrations!



108,082
visitors

286,493
visitors of the virtual museum

3,868
children participated in educational activities

15,733
adults participated in events for cultural education

6,062
people attended guided tours

35,433
people listened to the e-guide

15,480
people reviewed virtual tours

210 milion
PR reach

1,981
mentions in the media

53,298
followers on *Facebook*



One of the goals when founding the museum was to meet society's growing need for culture and visual arts and to become a cultural center, a public space where everyone could find their place and meet their expectations. Over these two years of existence the museum evolved as a living entity while maintaining our initial goal and idea.

The museum is intended for the community and the society. We are happy that the MO team finds new and unexpected ways to attract and engage various visitors and communities.

Danguolė and Viktoras Butkus

KEY EVENTS IN 2020

Jan 24

The award by Keliauk Lietuvoje (Travel in Lithuania) for the most successful tourism initiative in 2019, the project promoting Lithuania beyond its borders

Jan 29


An exhibition by Dovilė Dagienė (DoDa) from the cycle *The Portraits of Lithuanian Cultural Figures*, in the lobby

Jan 25

A visit by the Prime Minister of Estonia Jüri Ratas and his spouse

Mar 13 - May 28

The museum closed due to the first lockdown



Mar 13

A project #menasnaMO, the first response to the lockdown

Mar 11

An exhibition by Edmundas Saladžius *On the Same Night*, in the lobby

Apr 7

20 Stories of the Lithuanian Art, project with LRT

Apr 29

An exhibition *The Origin of Species: 1990s DNA* recognized as the most effective low-budget sales promotion marketing campaign at Password 2020 conference

May 28

We have launched a new format to know art – 33 Minutes of Experience

May 28


The museum reopened after the lockdown

May 28

Opening of *Vilnius Talking Statues*

Jun 04

The first art games MOlympics, project with LRT




Jun 18

Opening of the exhibition *Why Is It Hard to Love?* with Peter Greenaway and Saskia Boddeke

Jun 29 - Aug 14

Daytime summer camps for children



Jul 1 - Jul 31

Thanks to those who bought *Tickets to the Future* Lithuanian doctors could visit MO free of charge in July

Jul 12

The exhibition *MO in Klaipėda. 1990s DNA* was opened in the premises of Švyturys BHouse. Project with UAB Švyturys-Utenos Alus

Jun 12

PR Impact Awards 2020:

Campaign #menasnaMO selected as the best public sector project of The Coronavirus Challenge,

Exhibition *The Origin of Species 1990s DNA* awarded for the best NGO communication

Jul 24

The Baltic Ministers of Culture visited the museum

Aug 26

Exhibition Through V. B. perspective: Artworks by *Linas Jusionis*, in the lobby

Aug 28

GRAND PRIX awarded by ADC*LT for the video *The History of the World*

Sep 2


Opening of the exhibition *From That Opera* with Dalia Ibelhauptaitė and Dexter Fletcher

Sep 19

Opening of the exhibition *MO in Utena. 1990s DNA*

Sep 10

A book *Drawings by Lithuanian Artists from 1957* was published



Sep 24

An e-guide seminar for Lithuania's museums

Sep 11

Tripadvisor award Travellers' Choice

Sep 4

MO Museum was selected as The Choice of the Disabled at The Change of Lithuania 2019 awards

Sep 29

First Ladies of France and Lithuania Brigitte Macron and Diana Nausėdienė visited the museum

Oct 6


Opening of the exhibition *MO in Telšiai. 1990s DNA*

Oct 27

Annual education conference for Lithuanian teachers (MO Teacher's Passport Conference)


Oct 18

The second birthday of MO



Oct 21

We have updated mo.lt, started a new blog



Oct 28

The exhibition *MO in Panevėžys. 1990s DNA* was opened

Nov 12


Together with the Association of Museums we have addressed the Government and the President's Office for permission to safely operate galleries and museums during the lockdown

Nov 18

We have moved the exhibition *Why Is It Hard to Love?* outdoors, a project with JCDecaux

Nov 7 - Jan 31

The second lockdown



Dec 18

MO Sculpture Garden was awarded for the public landscape

Dec 11

The Art of Feeling Christmas, a joint project with Go Vilnius and UAB Švyturys-Utenos Alus

10

11

OZ

As told by
Communication
Manager Indrė,
Brand Manager
Sigita and Social
Media Coordinator
Viktorija



2020 were full of challenges as well as discoveries. We were determined to turn the threats and uncertainties into opportunities as we faced the lockdowns in spring and autumn.

How we managed to maintain the relation with visitors and what we offered?

#menasnaMO (Art@home)

After the first lockdown was introduced and the museum had to be closed, we continued our mission under new circumstances and promised our visitors the chance to enjoy art at home. All subscribers of the MO newsletter received a special issue of the newsletter *#menasnaMO* full of contents on art and culture: interviews with artists, tours of exhibitions and artists' workshops, video stories from exhibition openings, lectures about authors of the MO Collection and all the inspiring information. The number of newsletter subscribers doubled over the year. This means people needed it!

MOlympics

We would like to inspire and encourage people not be afraid of art therefore we organised the first virtual art games *MOlympics* together with our partner LRT. In a way it became the finish line of the first lockdown and another opportunity to embark on an art adventure without leaving home.

Over 1,500 people enjoyed the games and half of them were from places other than Vilnius. Participants from 22 foreign cities learned about Lithuanian art too!

MoLIMPIADA

LIETUVOS MENO ŽAIDYNĖS



*MOlympics / Lithuanian Art Games

**What is the cat's name?

***It's still-life

20 Stories of the Lithuanian Art

How a museum could engage in its mission when we all were locked within four walls?

We decided to present the history of the Lithuanian art from the second half of the 20th century to the present by making 20 stories about Lithuanian art in 20 two-minute long video stories devoted to the most prominent artists. Thanks to our information partner LRT they were available to everyone: videos were broadcast during the morning show *Labas rytas, Lietuva* (Good Morning, Lithuania) with subtitles in English so that could be circulated abroad, and the *lrt.lt* portal posted these stories as texts.

33 Minutes of Experience

In May 2020, we introduced an innovative format of *33 Minutes of Experience* right after the two-month long lockdown. It is a safe experience for a group up to twelve people. A comprehensive, 33-minute long interpretation of a single piece of art is told as a consistent story through sound, lights and even taste. For us, as a museum, it is important to reflect and reconsider this change of reality. This initiative attracted great interest: we held almost 70 experience sessions starting with May and they were attended by over 730 visionaries!

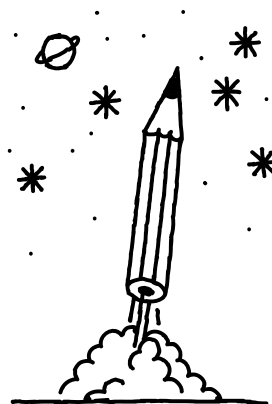


The Interesting Classes

Integrated classes are among the museum's educational activities therefore, even during lockdown we offered children an opportunity to learn about usual things differently. Educators of MO Museum prepared integrated classes of biology and architecture as well as classes on assemblage, surrealism, pop art, naive art and performance for the LRT project The Interesting Classes.

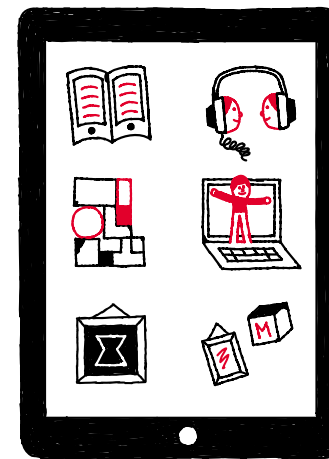
Ticket to the Future

During a lockdown, MO lost one of the main sources of income, i.e., ticket sales. That is why we approached the community in spring asking for support and launched a campaign - *Ticket to the Future*. At the same time, we promised to donate the same number of tickets to the museum to Lithuania's doctors. 1,033 *Tickets to the Future* were sold and we kept our promise, in July, doctors could visit the museum free of charge.



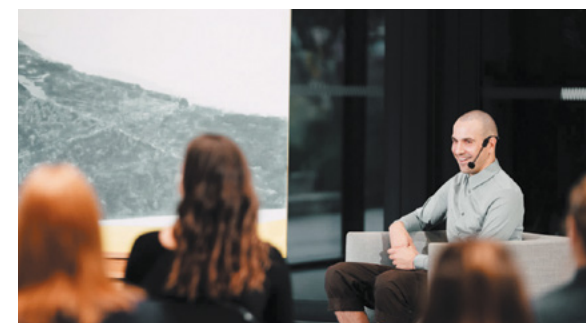
MO blog

During the second quarantine, we launched the MO blog with new tailored and inspiring contents. It also includes MO podcast, video interviews and meetings, articles, games and virtual tours. More on this at the section *Virtual Museum*.



Virtual events

The events that were postponed or cancelled in November were also presented in the video format. We have also developed special presentations of the MO Museum guides and educators, artists and their artworks, tours of the grand exhibition *Why Is It Hard to Love?* We tried to compensate our visitors for the lost opportunity to attend MO exhibitions, events, interviews and meetings. We even organised virtual *Family Sundays*.



In November, together with other museums and galleries we sent a letter to the President, the outgoing Government and the newly elected members of the Government in an attempt to draw attention to the excessive restrictions imposed during the second quarantine including closing of museums.

It is more important to understand the nature of museum visits and the possibility to ensure safety requirements better and to see going to a museum as a necessary need that has a positive impact on emotional health.

We moved the exhibition outdoors

In cooperation with our partners JCDecaux Lietuva we delivered a unique opportunity to all Vilnius residents and guests to see a part of the exhibition *Why Is It Hard to Love?* which was closed during the second lockdown by simply walking outside. It was a wonderful way to put down the digital fatigue and to dive into meaningful experiences in the fresh air. The artworks outside were supplemented with a special QR code, leading to videos with curators, podcasts with artists, e-guide, quizzes, games and articles about the exhibition.



O3

As told by
exhibition Curator
Deima, Collection
Manager Ieva and
Curators Ugnė,
Gabrielė and Miglė



This year was full of change and transformation for all of us. We had to concentrate and reschedule the exhibitions and the timetable.

Working on exhibitions is like running a marathon, it requires a long-time practice. The process gets even more complicated with the participation of international partners. International aspect became a tremendous challenge during the pandemic. To complete Saskia Boddeke and Peter Greenaway's exhibition *Why Is It Hard to Love?* we had to wait until the artists could travel from the Netherlands. We also had to change our autumn plans accordingly.

A large-scale project which includes cooperation with over 20 foreign museums and collectioners scheduled for autumn had to be moved to spring.

Rescheduling logistics of some 150 artworks from five countries was a true challenge. The small exhibition that was supposed to set the context for the main exhibition and introduce the multicultural Vilnius art scene between 1939 and 1949 was also postponed.

The gap in the small exhibitions schedule was filled in together with the team of the Vilnius City Opera and we successfully opened an exhibition *From That Opera* in September.

The *Travelling Museum* project opened a new page in the life of MO, we visited four cities in Lithuania with the fragments of the exhibition *The Origin of Species. 1990s DNA*.

In this section we will tell you more about the exhibitions in 2020.

THE ORIGIN OF SPECIES. 1990s DNA

145,000 +
people visited the exhibition
from October 2019 to March
2020

523
various tours, paid and free
of charge for elderly, parents
and children

246
educational events for
children

5,488
children from all over
Lithuania attended
educational events

1,100
exhibition books published

6,213
people took part in the
*MO*athon

12,508
reviews of the virtual tour

15,971
visitors listened to the
e-guide. That is almost 11
percent of visitors, while
the global standard is 3–7
percent

109 million
PR reach

245
articles in the media

4
cities of Lithuania where
fragments of the exhibition
were displayed

18

5 Oct 2019 – 1 Mar 2020
Main Hall

The most visited
exhibition in
Lithuania of all time

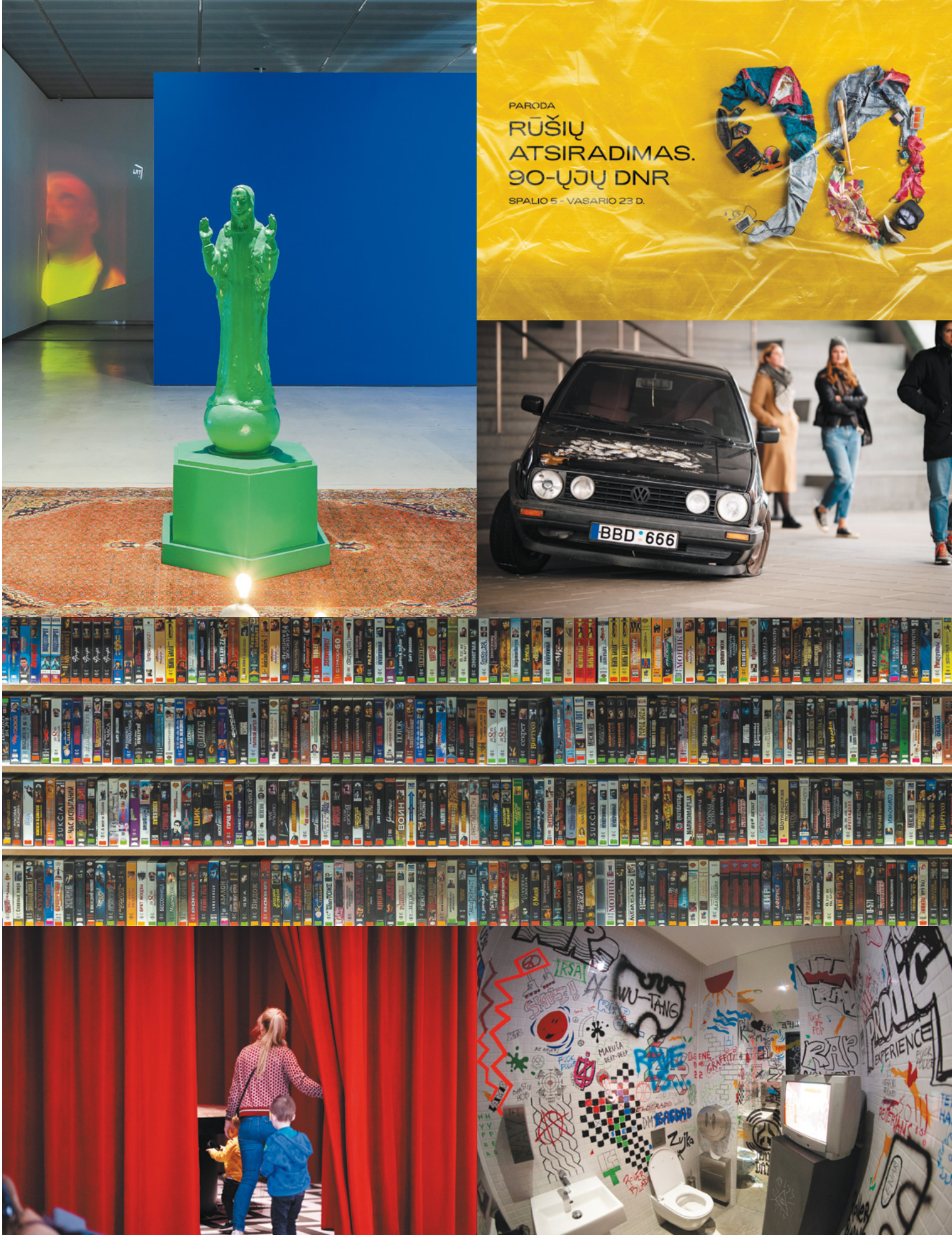
Curators: Vaidas Jauniškis, Rimantas Kmita, Mantas Pelakauskas, Miglė Survilaitė, Aurimas Švedas, Tomas Vaiseta, Renata Valčik
Architects: Joris Šykovas, Renata Valčik
Designer: Liudas Parulskis

” The unexpected nar-
rative of this exhibition
and the supplementa-
ry book made MO Mu-
seum stand out in the
Lithuanian context of
exhibitions. In a way, it
displaced whimsical art
community by causing
some noise and ten-
sion but freed the way
for a diferrent audience
which often is more
emotional and straight-
forward.

Art Critic Virginijus Kinčinitis

A comprehensive KANTAR survey showed that this exhibition helped MO attract even those who had never been to any museum before. The cult exhibition of MO Museum *The Origin of Species. 1990s DNA* continues its story. A part of this most visited art exhibition will travel to six cities around Lithuania – Klaipėda, Utena, Telšiai, Panevėžys, Alytus and Šiauliai.

The most popular installation in the social media is *Video Rental* by Aurelija Maknytė made of the video tape from the video rental Eliksyras. The artist and this video rental shop carried out a creative project where at the end of a video tape she would record some materials from television that were not related to the film. Customers who hired a cassette at Eliksyras got two-in-one, the film that they wanted and a piece of video art by Maknytė.



WHY IS IT HARD TO LOVE?

50,000 +

people visited the exhibition from the end of June until November

2,918

adults participated in educational events on culture

2,523

children from all over Lithuania attended educational events

15,985

visitors listened to e-guide. That is over 30 percent of those who visited the exhibition

61 milion

PR reach

106

mentions in the media

” That is a crucial event in the global field of art and there is no other way to put it.

Art Critic
dr. Jurgita Ludavičienė

This is not a typical exhibition – it's like a movie that we invite you to experience yourself.

20 June 2020 – 31 January 2021
Main Hall

ARTISTS:

Poem, film, installation: Saskia Boddeke
Drawings and Susa Bubble statue: Peter Greenaway
Collages, drawings, animations: Pip Greenaway
Calligraphy: Linas Spurga junior

SB & PG PROJECTS:

Producers: Annette Mosk, Lotte Schmidt

MO MUSEUM:

Exhibition team: Ugnė Paberžytė, Ieva Stasevičiūtė,
Paulius Vitkauskas, Deima Žuklytė-Gasperaitienė
Graphic design: Tadas Karpavičius

Dutch multimedia artist and director Saskia Boddeke and one of the most original and important filmmakers of our times Peter Greenaway presented a cinematographic project *Why It Is Hard to Love?* Installations made by the curators of the exhibition specifically for MO Museum and artworks by the best Lithuanian artists from the MO Museum and other collections provides a visitor with an integral and immersive experience. This exhibition is a very personal project for Boddeke and Greenaway. The artists are worried about the tough issues and enormous amount of information that the generation of their children have to deal with. These challenges are also reflected in the works of Lithuanian artists. The curators selected them in an attempt to find an answer to the question why it is hard to love and accept others and yourself. Although it deals with complex topics the exhibition however carries a hopeful message: it is our search for answers and our struggle that makes our life meaningful.

Exhibitions curated by Boddeke and Greenaway were previously shown at the Louis Vuitton Foundation in Paris, Rijksmuseum in Amsterdam, Jewish Museum in Berlin, Italian Pavilion at the 56th Venice Biennial and many other institutions all over the world.

The exhibition features an extraordinary synthesis of sound, lights, video and water effects. Ten technical and creative teams from Lithuania as well as sound, video and light engineers from the Netherlands joined forces in the project.

Together with the visitors of the exhibition, we developed a Spotify playlist. It received a lot of interest – visitors offered 785 songs which is more than 56 hours of music about how we see love.



MEKAS WINKS BETTER

2019 Nov 29 – 2020 Aug 23
Small Hall

Curators: Edmondas Kelmickas and
Deima Žuklytė-Gasperaitienė
Designer: Gytis Skudžinskas
Images printed by: Arūnas Kulikauskas

Almost 100,000
people attended the exhibition from
November 2019 to August 2020

2,368
visitors listened to e-guide

2,972
visitors tested virtual tour of the exhibition

21 million
PR reach

24
mentions in the media

The idea of hosting an exhibition dedicated to Jonas Mekas goes back to 2018 when nearly 100 film stills from Jonas Mekas films became part of the MO Collection. He even managed to sign some of them. And all of the film stills were presented in the exhibition *Mekas Winks Better*.

In the photographs exhibited at MO Museum visitors could spot a number of prominent figures, including Yoko Ono, John Lennon, Andy Warhol, Nam June Paik, Elvis Presley and Jurgis Mačiūnas. They are not captured in Mekas' pictures purposefully but as part of New York's overall cultural context. The footage of Mekas' films speaks of the intertwined connections and influences of the avant-garde art and pop culture artists of the 1960s and 1970s.

Why *Mekas Winks Better*? It was with a wink that Salvador Dalí, the star of surrealism, hoped to provoke Mekas during happenings they both attended. A wink passed from the modernist Dalí to the postmodernist Mekas symbolizes the end of Dalí's era and the rise (and brighter twinkling) of Mekas' star.

During the exhibition books and DVDs presenting Mekas' story in greater detail were available at MO Shop. We also supplemented the MO Reading Room with publications reflecting the author's work, we developed an exhibition book, an e-guide, a virtual tour and accompanying educational videos. We are happy with these lasting tools and the contribution to Lithuanian art history!

FROM THAT OPERA

2020 Sep 03 – 2021 Jan 10
Small Hall

Curator: Algė Gudaitytė
Director: Dalia Ibelhauptaitė
Architect: Ieva Cicėnaitė
Photographer: Mindaugas Meškauskas
Video projections: Rimas Sakalauskas
Light artists: Eugenijus Sabaliauskas, Andrius Stasiulis
Production designer: Elvita Brazdylytė
Designer: Klimaite Klimaite
Coordinators: Monika Balčiauskaitė, Brigita Sinickienė,
Deima Žuklytė-Gasperaitienė

Almost 23,000
people visited the exhibition from
September to November

918
visitors listened to the e-guide

11
events (both live and online)

2,077
people attended the events live or
online

62,5 million
PR reach

104
mentions in the media

Similar values prompted the cooperation between MO and the Vilnius City Opera (VCO). MO analyses modern and contemporary art in a broader context and seeks to make it a natural part of people's lives while VCO contributes to greater popularity of opera by bringing it down to the masses.

Visitors were invited to explore the opera world in an unconventional way by discovering its behind the scenes, getting to know the soloists better, taking a close look at and even getting inside of the impressive scenery created by scenographers Dick Bird and Marius Jacovskis. Fragments of well-known operas come to life in new forms: they were complemented by projections by multimedia artist Rimas Sakalauskas, as well as by the ferrotypes by photographer Mindaugas Meškauskas, who works with the old technique of wet collodion.

Director Dalia Ibelhauptaitė, conductor Gintaras Rinkevičius, designer Juozas Statkevičius and a group of soloists have joined their creative forces in creating the history of the theatre, which has existed for more than a decade now.

The Bohemians, as a part of Vilnius City Opera, are the most important. They began their activity back in 2006, becoming the second professional opera theater in Lithuania in 2012. Initially, they made an impression as if these young people turned up from a different world, definitely not that type of opera. Today, they are among the most prominent opera singers not only in Lithuania but in the global opera too.

The opening of the exhibition in September was attended by over 200 people. A programme of eleven more events followed the opening of the exhibition. Pedestrian crossing leading to the opera's behind the scenes at the MO Museum was even painted as the piano keys to cheer up the city residents.



PROJECTS



2019 12 04 - 2020 01 27

The Power of Symbols: Madonna with Icelandic Landscape

An exposition of a single piece of art was opened at the lobby of MO Museum.

Artist Vytautas Narbutas (born in 1962) has been living in Iceland for more than 20 years. In Lithuania, he is better known as a set designer who created scenography for Rimas Tuminas' and Oskaras Koršunovas' plays (Cathedral, Tartuffe, etc.). *Madonna with Icelandic Landscape* presents him as a painter of Neo-Renaissance style. It took five years for the artist to finish this theatrical painting which is full of symbols.



2020 01 29 - 2020 03 09

Portraits of Lithuanian Cultural Figures

Boots, sneakers and even slippers. Shoes can tell a lot about the people who wear them.

A part of works by photographer Dovilė Dagienė (DoDa) from her series *Portraits of Lithuanian Cultural Figures* (2005) was presented at MO Museum. Official title of the series is a disguise to a playful approach of the photographer to the portrait genre as her pictures portray not the faces of various cultural figures but the shoes they wore. Multifaceted characters are exposed through the objects of their owners.

A photograph of Jonas Mekas' shoes taken by Dagienė while she visited New York 15 years ago is one of the works in the series. The photographer told that initially Mekas was suspicious about the idea however, he later kindly agreed to lend his favorite sneakers for the photo shoot. This exposition was an addition to Jonas Mekas' exhibition *Mekas Winks Better* in the Small Hall.

IN THE LOBBY



2020 03 11 - 2020 08 23

Edmundas Saladžius On the Same Night

On March 11, the exhibition *On the Same Night* by the graphic artist Edmundas Saladžius was opened in the MO Museum Lobby. The artist was never afraid of social topics, emphasized the connection between art and politics, his works show his views on the political system of that particular time. Therefore, the exhibition of linocut prints created by Saladžius during 1989–1992 was symbolically opened on March 11, marking the 30th anniversary of the Restoration of Lithuania's Independence.



2020 08 26 - 2020 12 31

Through V. B. perspective: Artworks by Linas Jusionis

The founder of MO Museum Viktoras Butkus recorded what the creative process of the painter Linas Jusionis looks like behind the scenes. The footage follows the creation of the painting *Fatigue* (2018) from initial brushstrokes to a fully materialised idea. This is the first time the painting is being displayed to the public – it went from the artist's studio straight into the collection of MO Museum.

Jusionis's work is influenced by cinema but the action in his pieces always remains "behind the camera". The artist finds it important to create an atmosphere of tension and expectation. His paintings often come close to abstraction, depicting landscapes or fragments of architecture as pure geometric shapes. When you watch the video, notice how carefully – with centimetre precision – the artist calculates the proportions and how he takes his time to find the perfect colour combination. This makes every element of the painting significant, especially if we want to figure out the puzzle set out for us by the artist.

O4

CULTURAL EDUCATION



**As told by Project
Manager for
Education Jurga,
Events Project
Manager Birutė,
Educator Karen
and Tour Guides
Coordinator Barbora**

We see the museum as an inspiring force encouraging life-long learning. Therefore, we see innovative interdisciplinary cultural education for all ages as a one of MO's key priorities.

We have a broad understanding of education. Education activities and events continue both in the museum and

around Lithuania. We are building a virtual museum with its contents accessible to everyone despite geographic or financial restrictions.

We will briefly present our work in the area of cultural education for families, adults and children in 2020.

FOR FAMILIES FOR ADULTS

It is highly important that families can discover their connection in the museum and the museum can be a place for their comprehensive dialogue.

We focus a lot on *Family Sundays* where we invite families to play and enjoy the surroundings of the museum. Every major exhibition makes *Family Sundays* different. This year it reflected the topic of the exhibition *Why Is It Hard to Love?* Sundays were full of children's emotions and new experiences even within the constraints of the pandemic. Until it was possible special kids menu at MO Bistro added to the impression. We did our best for *Family Sundays* to take place online in autumn and winter.



We created an exercise book *MOmukai* (MOmuks) for every major exhibition to make the visit to the museum for a family with children aged 3–8 as enjoyable as possible. The book also makes it easier to discover and learn about the exhibition.

The novelty introduced this year was a *Quiz at the Exhibition* for families with older children or those with friends. Everyone loves to play and playing is an amazing way to learn! These quizzes are available at the museum and online too.

”Based on the results of the representative survey carried out by Baltijos tyrimai, the interest of young people in modern and contemporary art grew by 9 percent in 2020, i.e. from 25 to 34 percent and is higher than overall national average.

MO is full of discoveries for adults too. We invited our visitors not only to the *MOrathon* festival that opened the grand exhibition, but also encouraged to look for inspiration and discover even more quality contents at the museum and our website *mo.lt*. In summer, programme of *MO Outside* was implemented, we had tours of *Vilnius Talking Statues*, launched the series of events *The Art of Being*, looked for inspiration in workshops with artists who are the authors of the MO Collection. In autumn, we returned with everyone's interest-attracting Ričardas Jankauskas' talks *Back2School*. We also planned mindfulness sessions which unfortunately could not take place due to the pandemic and we will start them in 2021. So here we will tell you more about the main projects.

MOrathon

As usual, we open every major exhibition with the *MOrathon* festival. In 2020, during the exhibition *Why Is It Hard to Love?* *MOrathon* we explored the topic of love for ourselves, for others, and the ability to communicate with ourselves and others from different perspectives and in different forms.

The Art of Being

Starting with September, we held thematic meetings with professionals from all walks of life in our new series of events *The Art of Being*. We talked about the inspiring things these professionals do using some artwork from the MO Collection as a starting point of the conversation. Creative workshops with the authors of artworks in the MO Collection also took place. The events however were interrupted by the second lockdown, so we moved them into the digital space and the creative workshops were replaced with a virtual format of *Talks with Artists*.



MO Conversations

In April, MO was attended by tourists from all over the world when weekly virtual educational art classes in English began. Educator Karen moderates the conversation by using the method of visual thinking and selecting pieces of art from the MO Collection. People from various parts of the world joined the conversations and enjoyed learning about Lithuanian art. Those who attended the conversation would hardly find Lithuania on the map but the pieces of art that they experienced inspired them, allowed them to feel the sense of community and find their own meaning. The whole process of conversation is like seeing life through the perspective of art.

We are Americans living in Portugal. We thought that visiting the MO on our computer would be a quaint and so very “millennial” way to escape the stress and boredom of being locked-down.

Our minds were blown. Karen, with her VTS questioning and firm intellectual hand of guidance through the world of these Lithuanian artists, has made me able to see ideas I was unaware existed.

Allen and Janice Jaworski, participants of MO Conversations

FOR CHILDREN AND SCHOOLCHILDREN

Education

We try to show children the possibilities of art to speak and tell about the world. We want to get through to their inner issues they care about. We call them to experience a personal connection with art.

Museum is a great platform that can serve as a meaningful addition to the formal education. We continued developing three innovative interdisciplinary education trends: emotional intelligence, visual thinking and integrated classes.

This year, we focused on visual thinking programme. Scientific studies have shown that visual stimulation experienced when watching works of art is essential for children's cognitive development. This is how children learn to summarize and reflect on their experiences both something they have gone through and something not encountered before. Educational part of the *Travelling Museum* was also based on visual thinking as well as the project implemented in cooperation with the British Council in Lithuania *Visual Thinking Exchange Through Art*. You can read more on this in the section the *Travelling Museum*.

The integrated classes mostly attracted Lithuanian language teachers. Next year we hope history, English and teachers of other subjects to join.



It is important that teachers started discovering emotional education activities as a way to address issues within a class. These activities are for different age groups: children in pre-school and elementary school learn about emotions, 5th to 8th graders undergo a complicated transformation and talk about conflicts and solutions. We also started an activity for older schoolchildren to address coming of age related to the issue of how to belong to a group and preserve one's identity.

MO summer camps for children

Learning and discovering the world through art continued in summer 2020. MO camps organized for the second summer already attracted many curious children.

In 2020, we had a drama camp, creativity camp and a camp for senses where children could learn about different kinds of art, their feelings and emotions as well as see themselves creating. We had five summer camps attended by 110 children of different ages.

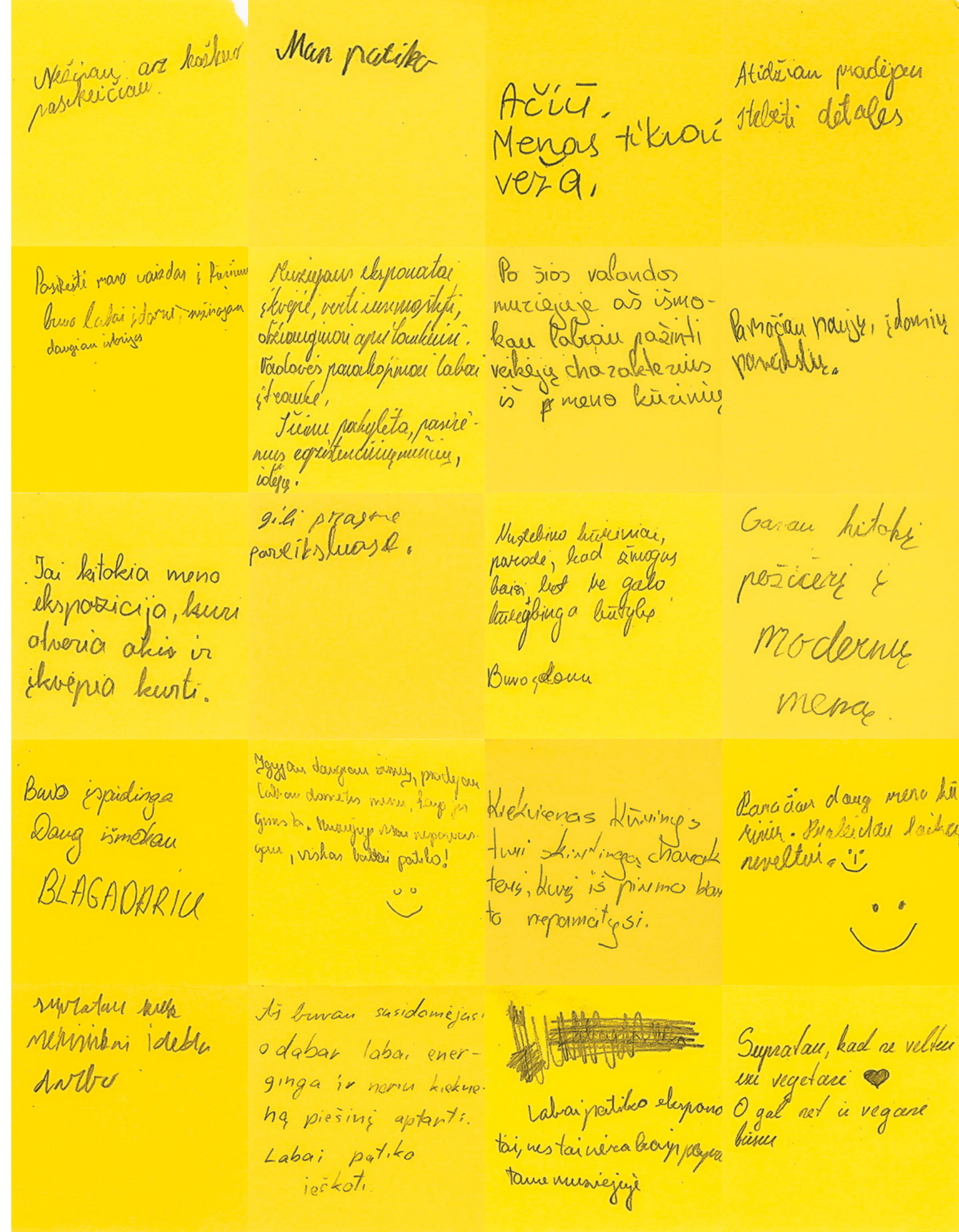


Children's night at the museum

The popularity of MO children's summer camps encouraged us to look for even different, unexpected experiences for children during the cold season too.

Children's night at the museum became a true phenomenon! Having offered this new format and the first night programme for children at the museum in Lithuania we were truly surprised to see that all the camp was booked in one day. Seeing the need, we immediately announced the dates for the second camp which was also sold out immediately!

Unfortunately, long-awaited night camps had to be cancelled due to the COVID-19. We still hope to host them in the future and look forward to welcoming young nocturnal visitors at the museum!



05

As told by Project
Manager for
Education
Jurga, Project
Manager for
Cultural Education
Events Birutė and
Exhibition Curator
Iveta

Travelling Museum is a museum without walls. This is the way the museum worked well before the opening. From the very beginning we focused on meeting and learning about communities of different cities and regions of Lithuania. We brought educational activities while traveling through different cities. Later our artworks started travelling too: in

2018, one of MO installations was sent as far as the USA and in 2019 we opened the first MO exhibition in Klaipėda.

When we look back at the extraordinary circumstances of 2020, we understand how meaningful the possibility to share and meet outside of the museum was.



Travelling exhibition

THE ORIGIN OF SPECIES. 1990s DNA

The cult MO exhibition *The Origin of Species. 1990s DNA* attracted over 145 thousand visitors. We did our best so that people who did not have an opportunity to see the exhibition in Vilnius, had a chance to see a part of it in other cities of Lithuania. In summer 2020, part of the exhibition was displayed in Klaipėda and starting with September fragments of the exhibition travelled to Utena, Telšiai and Panevėžys. Local visitors could see a special selection of exhibits from the MO Collection and installations best suited to the spaces of local galleries or cultural centers. Fragments of the most visited MO exhibition will continue to travel in 2021 and will visit Šiauliai and Alytus.



VISUAL THINKING EXCHANGE THROUGH ART

Educational project
implemented under the
auspices of the programme
People to People in
cooperation with the British
Council in Lithuania

This year we are grateful to our partner the British Council in Lithuania for the opportunity to implement a huge and meaningful project.

The project was aimed at tackling regional and ethnic exclusion, promote greater social integration and foster the sense of community.

MO Museum employed a method used for educational activities, i.e. visual thinking strategy to achieve these

objectives. Scientific studies have shown that visual thinking promotes creative thinking as well as contributes to developing critical thinking skills, encourages reflecting the environment and respond to the changing world faster. Those are critical skills in educating a civic-minded society and promoting active engagement of all of its members.

During the project, we did not only look for new experiences in the museum but also visited schools and communities of various towns and villages across the country.

During the project MO educators have visited the following schools:

Kalvarija Art School,
Tauragė Art School,
Kalesninkai School of Mykolas Rudzys,
Rūdiškės Gymnasium of Trakai District,
Riešė Gymnasium,
Vilnius School of Lev Karsavin,
Vilnius Atgaja Special School,
Vilnius Gymnasium of Alexander Pushkin,
Vilnius School of Sofia Kovalevskaya

Communities visited by MO educa- tors during the project:

Ignalina	Trakai	Švenčionys
Kybartai	Šalčininkai	Švenčionėliai
Marijampolė	Šilutė	Visaginas

The project was implemented the MO Museum together with Romanian, Tartar, Moldovian, Jewish, Russian and Polish communities.

“I saw myself through other people’s eyes”,
“it felt like therapy, we were free to analyse and ask questions”,
“we all discovered something new inside ourselves”.

These are the emotions shared by the communities that attended educational activities at MO Museum last summer.



06

VIRTUAL MUSEUM



As told by MO
Communications
Manager Indrė, Social
Media Coordinator
Viktorija, IT Manager
Violeta and Moderator
Zigmas

Digitisation of contents is one of MO priorities. We started it before the opening of the museum, we digitised the collection and developed a massive project of *Lithuanian cultural history*.

We have always strived to develop engaging contents about culture and art

and share it with no restrictions, both in Lithuania and abroad.

In 2020, this strive acquired a new virtual form. We have updated *mo.lt* website and introduced a novelty, MO Blog.

VIRTUAL MUSEUM

According to the presentation by professor dr. Rimvydas Laužikas at the International Forum "Museum: The Power of Change

” MO, which has been operating for only two years, became the fastest growing Google search keyword in the museum category in Lithuania over the past 16 years.

We invited those who care about the contents we develop to join the supporters of the museum – MO patrons. We are very happy with each and everyone who is willing to help us create everyday inspirations.

The fact that our virtual community is growing proves that we are on the right track.



53,298
followers on *Facebook*

22,756
followers on *Instagram*

5,513
newsletter subscribers

” MO Museum is No 1 in the social media of the Baltic region.

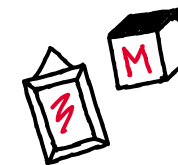
MO BLOG

We have updated the MO website, started a MO blog which is home to contents on culture and art where you can find:



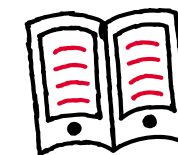
MO podcast

First – the website, then – the blog and later, MO podcasts! So that everyone had the most convenient way to access the contents. We are the first museum in Lithuania offering its contents on a podcast!



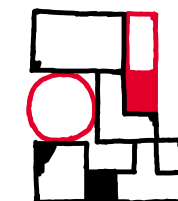
Games and quizzes

With the launch of the first virtual art games *MOlympics* in June, we continue to speak about art in an engaging form of play. Quizzes are another new element to the MO blog. It offers a fun way to learn about MO exhibitions, talk about art, culture and leisure.



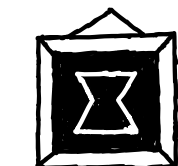
Inspiration

Articles, conversations, interviews from exhibitions and events with artists and cultural figures from now on will be easily accessible.



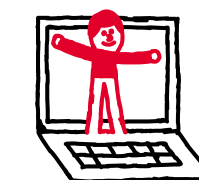
Virtual exhibitions

We have already digitised two exhibitions. These two exhibitions are presented in detailed virtual tours with descriptions of works, metrics and e-guides. Virtual exhibitions are available in Lithuanian and English. They received a lot of interest during lockdown. Those who missed the opportunity to visit the exhibition *The Origin of Species. 1990s DNA* were very pleased. Virtual tours attracted Lithuanians living abroad, MO virtual tours were included in the travel magazine in Germany.



MO Collection online

The MO Collection is evolving, new works of art are added and information about newly acquired artworks is updated online too.



Video conversations and meetings

We always look forward to meeting our visitors live at MO events, however, we understand that it is not always possible. We document *MOrathons* of the exhibition openings, interviews with curators, artists and other meetings. They are all available on *mo.lt* website and MO Youtube channel. Openings of all major exhibitions are broadcast live online by our partner Delfi.

MORE THAN A MUSEUM



As told by Junior
Communication
Manager Gabrielė,
Head of MO Shop
Daina and Venue
Hire Coordinator
Vaidas

We saw it from the beginning that MO is a lively cultural space, much more than a museum.

There is MO Bistro for meetings, MO Shop, Reading Room, cinema, various events, lectures and concerts organised to meet diverse cultural interests of our visitors. Being open to the city, we implemented the project of Literatų Street, joined the initiative of *Vilnius Talking Statues* in the city center.

Poetry readings, picnics, talks by gardening enthusiasts *Geltonas karutis* on plants and ecology, sports classes are held in summer while in winter, we try to create Christmas mood for everyone in the museum.

Like many alike, in 2020, MO was forced to look for nonconventional solutions, creative projects and partnerships. We were even more open. We understood even better that MO is not only a building and MO is more than a museum. We continued fostering the idea of MO as an active social player and tried to be a significant cultural hub not only in Vilnius and Lithuania but also abroad.

So, what have we created and what events we have hosted?



MO bus stop

As of June 2020, residents of Vilnius travelling by public transport can hear “Next stop – MO Museum”. The bus stop next to the museum from now on will be known to the visitors of the museum as well as passers by as the MO Museum!

For this, we thank Vilnius City Municipality and company Susisiekimo paslaugos. Thank you!



We made three statues ‘talk’

In 2020, we made even three statues ‘talk’. Quay’s Arch or *The Pipe* by Vidas Urbanavičius is probably the most commented statue in Vilnius. Another statue is called *Sitting* by Ksenija Jaroševaitė cosily settled in the MO Sculpture Garden and the wall in Literatų Street loved by tourists and city guests.



MO venue hire

Inquiries about the venue hire were very welcome throughout this uneasy year. It is yet one more way to support MO and to discover the museum as a place for your own ideas.

In 2020, MO was hired for a range of events from Robertas Kalinkinas fashion show and the launch of a new Huawei product to fashion designers popup fair *popup.lt*, from corporate evening with clients and artists workshop to (fake) wedding photoshoot and private birthday party!

We are already curious about what 2021 will bring!

MO Shop welcomes and waves off our visitors

There is nothing accidental in the MO Shop. We are advocates of an open museum and quality free time and we want to make your visit to the MO Shop as convenient as possible. This year we have singled out several product lines: Lithuanian design works, MO souvenirs, MO exhibition line, environmentally friendly goods, fun souvenirs for children and books about art (and so much more). Given the recent restrictions, we have started MO online shop on Facebook.



MO Reading Room

The Reading Room is continuously replenished: every MO exhibition brings new publications on the topics it deals with. In 2020, we counted that 248 publications were acquired and some of them are not available in any other reading room or library in Lithuania!

The topics of this year’s book acquisitions range from the Renaissance to modern media and art industry. We also started a new section dedicated to cartoons! There is a separate shelf for exhibition books of all major MO exhibitions. As to new books about Vilnius, we acquired new photo albums, monographs and even books for fans of alternative music! In 2020, we continued to focus on art from neighboring countries, and we added a book about British film director Peter Greenaway to the film section.

We are grateful to MO founder Danguolė Butkienė for building such a comprehensive library of the museum. Enjoy reading!



MO – an activist

23rd of August, together with our family members we held each other’s hand in a solidarity rally the Freedom Way organised to commemorate the Baltic Way and to support the civil society of Belarus in their fight for democracy in their country.



The Art of Feeling Christmas

This year, MO had a special Christmas. During the holiday season, MO building and the surrounding spaces were illuminated with new colours and reflections. People were invited to safely create their own miracle by walking in different spaces outside and around MO Museum.

A special soundtrack was created to enhance the atmosphere. To overcome the longing of loved ones in cooperation with the Lithuanian Post we invited visitors to send a postcard. Receiving a postcard feels like being hugged in a letter!

MO thanks to our wonderful partners – a creative and courageous team of F6!



MO + ECO

Sustainability is one of key values at MO rooted in all the activities and thinking. We also care about how the museum can contribute to the environment and greener future.

Environmentally friendly approach of MO caught the interest of our Latvian colleagues and the Latvian National Museum of Art invited us to share our views at a conference *Museums for Environmental Sustainability*. We care about sharing experience and learning from others.

Organisation We Are Museums, which brings together museums as progressive thought leaders in the global world, approached us, inviting us to cooperate and implement the programme *Museums Facing Extinction* in Lithuania. We called a group of 20 representatives of Lithuanian museums and enrolled into mentoring and lecture programme for museum professionals for six months, where we try to see what museums can do for climate change. We planned to host the kick-off conference at MO Museum but decided to organise an online event due to the global COVID-19 pandemic. It is a great honour to be an important part of *Museums Facing Extinction*. Lithuanian Edition and have the opportunity to cooperate with We Are Museums and the innovation community EIT Climate-KIC on our journey towards more sustainable future.

We have been sorting and recycling waste since the day the museum opened. Don’t be surprised if items you buy from MO Shop will be wrapped into test pages of books published by MO. We still use the awning used during the construction of MO, it has turned into many handbags!



NEW IN THE COLLECTION

08

As told by MO
Collection Manager
Ieva



The MO Collection is one of the largest private art collections in Lithuania, consisting of artworks dating from the 1960s to this day. It includes more than 5,000 works of modern and contemporary Lithuanian art. In 2011, collection was granted a status of national significance.

In 2020, founders Danguolė and Viktoras Butkus added new 110 artworks to the MO Collection, 24 of them by new artists. So now collection consists of 298 artists and 5,690 works of art.

THE COLLECTION

Highlights



Monika Furmana
Peeing Madonna, 2020

Monika Furmana painted this impressive-sized canvas (one of the largest artworks in the MO Collection – 530 x 300 cm) in spring 2020. According to her "it's all of my lockdown in it".



Severija Inčirauskaitė-Kriaunevičienė
DONALD's Adventure, 2016

Do you remember the exhibition *The Origin of Species. 1990s DNA* and the VW Golf outside MO museum that surprised everyone? This is also Severija Inčirauskaitė-Kriaunevičienė's piece of art. Severija is a textile artist and curator well-known both in Lithuania and abroad. Banksy was the one who contributed to her global fame, her works were used in his project Dismaland while MO is happy to contribute to keeping her works back in Lithuania. This is artist's first artwork in the MO Collection.



Gintautas Trimakas
Torso – Body Part, 1995

In the history of Lithuanian photography works by Gintautas Trimakas stand out for their revelation and conceptualization of meditative states. Trimakas is also the artist who experiments a lot with different photography techniques and has mastered them perfectly well. You had a chance to see and touch this piece at the exhibition *The Origin of Species. 1990s DNA*. It was made an addition to the MO collection after the exhibition.

THE COLLECTION

Highlights

Šarūnas Sauka is probably the best known Lithuanian painter. His work is well represented in the MO Collectiuon. After the acquisitions last year, the museum already has ten of his artworks.



Šarūnas Sauka, Family, 2011



Šarūnas Sauka, Home again, 1993



Šarūnas Sauka, Warming, 1991



Žilvinas Kempinas, Portraits-fossils, 1996

This is the first work of the prominent Lithuanian living in the USA in in our collection! In 1996, Kempinas created tens of portraits of his friends and colleagues cast in plaster. Over the subsequent decades, however, only a few masks were saved by their original 'authors'. So, we appreciate this opportunity of having two of those masks.

THE COLLECTION

Last December we lost a wonderful artist – Leonas Linas Katinas. In spring, while he was still alive, we contributed to his last personal exhibition – 30 artworks from the MO Collection were displayed at the exhibition at the National Art Gallery. This is not the first time that we lend our artworks. MO Museum has a rich collection of Katinas works, 68 works of art. In 2020, graphic works by Katinas supplemented the MO Collection.



Leonas Linas Katinas
II, Contemplation and study of clouds. Attempt No. 1, 1972



Leonas Linas Katinas
II, No. 2 1971



Leonas Linas Katinas
II, Contemplation and study of clouds. Attempt No. 4, 1971

Birutė Zokaitytė is a masterful artist who consistently works in the field of graphics. We try to reflect her works in the MO Collection. These artworks were created in 2020 and are the latest of her works. They are exceptional because of the archaic technique that was used to make them using diagonal woodcut prints on rice paper. If you look closely, you can see wood texture and the pattern of the section.



Birutė Zokaitytė
Unexplored territory I, 2020



Birutė Zokaitytė
Unexplored territory II, 2020



Birutė Zokaitytė
Unexplored territory III, 2020



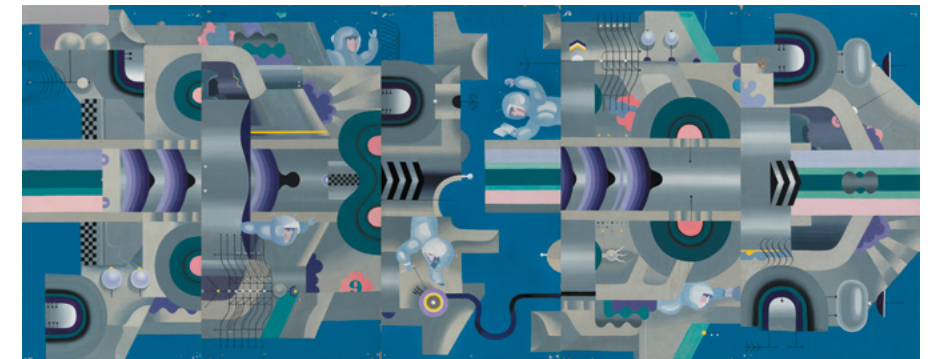
Birutė Zokaitytė, In the Water, 2020

THE COLLECTION

There are not many examples of popart in the Lithuanian history of art so these works discovered by MO curator Deima are an exceptional find! Although Arvydas Každailis created these pano in 1974 for Žirmūnai Children's Library, they were discovered in the gym in Baisogala. We are grateful to Baisogala Gymnasium which donated these works to MO.



Arvydas Každailis, Kite, 1974



Arvydas Každailis, Flight, 1974



Vytautas Viržbickas, Sandwich with efforts on both sides, 2017

Sculptures make the smallest part of the MO Collection. In 2020, we added two works by Vytautas Viržbickas, a new generation artist, to the collection. In the context of contemporary art, the works of Vytautas Viržbickas stand out because of special



Vytautas Viržbickas, A few sips, 2018

attention to the material form of the work and substance. Personal stories, metaphors and social criticism behind those works however are as important.

Drawings by Lithuanian Artists From 1957

Together with founders of MO Danguolė and Viktoras we continue an essential series of art albums reviewing Lithuanian art. It is our contribution to the development of art history.

In 2020, a book Drawings by Lithuanian Artists From 1957 was published. It is an important book for Lithuanian art history. The publication dedicated to the drawing represents Lithuanian art from the time of modernisation to the contemporary expression. There are some 1,100 drawings in the MO Collection and a fourth of them are presented in the book. They differ in style, artistic expression and cultural context.

Book compiled by and texts by Erika Grigoravičienė
Illustrations by Jokūbas Jacovskis
A fragment of the drawing *The Circle of Life* (2015)
by Svajonė and Paulius Stanikas was used on the cover.



The book was compiled not in chronological order or based on technique but by the concept, intention or meaning of the drawing. The Art Critic developed her own categorization system and added the marginal genre of drawing to the contemporary discourse of art critics. Texts stand out for good style and almost detective-like intrigue. I must admit, I really liked it. I felt as if walking through an exhibition when reading this album.

Poet and Art Critic Laima Kreivytė

09

As told by Head
of Marketing and
Sales Ona



Our activities were highly constrained in 2020 and we could not work as actively as we did until spring 2020. It is wonderful that our pre-crisis efforts as well as our work during crisis was recognized and appreciated.

RECOGNITION

” MO Museum is among the major cultural ambassadors representing Lithuania abroad. Messages about the museum contribute to the positive image of Lithuania and attract visitors to Vilnius and Lithuania.

Brand Lithuania Unit of the Government of the Republic of Lithuania



In September, the museum welcomed First Ladies of Lithuania and France Diana Nausėdienė and Brigitte Macron during the Official visit of the French President.

Baltic Ministers of Culture Mindaugas Kvietkauskas, Nauris Puntulis and Tõnis Lukas paid a visit to the MO Museum during the meeting in Vilnius.



In January, we welcomed Lithuania's Prime Minister Saulius Skvernelis and Estonian Prime Minister Jüri Ratas with spouses.



AWARDS IN 2020:

Tripadvisor.
Travelers' Choice 2020

PR Impact Awards 2020.
The best communication of an NGO, exhibition *The Origin of Species. 1990s DNA*

Travel in Lithuania.
The most successful tourism initiative in 2019, the project promoting Lithuania beyond its borders

PR Impact Awards 2020.
The best public sector project of The Coronavirus Challenge, campaign #menasnaMO

The Change of Lithuania Awards 2019.
The Choice of the Disabled

Password 2020.
The most effective low-budget sales promotion marketing campaign: exhibition *The Origin of Species. 1990s DNA*

ADC*LT.
GRAND PRIX, video *The History of the World*

Tendencijos 2020.
The best public landscape: *MO Sculpture Garden*

PEOPLE ABOUT MO

“A true living center of modern art. The museum is interesting from an architectural point of view. I remember this building still an abandoned Soviet-built box. A great example of the reconstruction of objects from the past to the present.

Anvo Gelo

“Best contemporary art museum in Vilnius.

Vaida Stravinskaitė

“Best thing we did in Vilnius. This museum is small but impressive. While we visited there were two exhibits, one which was “meh”, and one which was one of the best exhibits I have ever seen. The exhibits mixed sculpture, paintings, video, sound, lightening effects, and more to create an immersive experience that makes you really feel the pieces. I loved it, and would say this is a must visit while in Vilnius!

Netia Ingram

“Lithuania is changing not as fast as we wish though. During the lockdown, the exhibition Why Is It Hard to Love? was moved outside — extraordinary situations made us look for out-of-the-box solutions that were great. Red paint and irritability that still exists in our society to anyone different and special in their own way still exists. Every pandemic will eventually end. As will end the time of this dumb and primitive hatred. I believe in this. However, belief alone is not enough, we need great and targeted effort too. Keep your heads up!

Tomas Vytautas Raskevičius

“Great contemporary art museum. Why Is It Hard to Love? by Saskia Boddeke and Peter Greenaway was one of the most memorable and moving exhibitions, in any museum, anywhere, ever.

Tuomo Karvinen

“After a few large exhibitions since the opening of the museum in 2018 I can already commend the MO team on the precision of their work and generosity to visitors. And I do not mean the usual things for major exhibitions, such as detailed catalogues published on time and souvenirs. No, not that but I truly loved the guide of the exhibition.

Ernestas Parulskis, magazine Verslo klasė (Business Class) Writer

“Why Is It Hard to Love? is an amazing exhibition. It is a cinematographic installation project where the exhibited artworks seem to be an integral part of it. I came to see it with all the children in the house, so we stayed here until we saw everything, listened to everything and we discussed it all at the museum and in the car too! MO is never a disappointment, bravo!

Austėja Landsbergienė

Even 80 percent of those who visited the MO Museum would like to return there.

UAB „Baltijos tyrimai“

“I see this MO exhibition (The Origin of Species. 1990s DNA) as a true breakthrough in the Lithuanian context of exhibitions. Reformers of museums globally have already noticed some time ago that for exhibitions to be relevant to a more diverse audience than a handful of professionals they should not talk about art (its development, genres or styles) but common human aspects instead. I believe that this exhibition has perfectly transcended the boundaries of artistic discourse and offered its visitors a kaleidoscope rich in life experiences and memories from 1990s. By doing so it also broke certain established rules of how exhibitions were curated and understood.

Art Historian and Critic Linara Dovydaitytė

“Have enjoyed every exhibition so far. Definitely worth coming at any time.

Dovydas Toleikis

10

As told by
Brand Manager
Sigita



One of the MO goals is an active community. We started to create it a long time ago, well before the opening the museum. The community kept growing over the years and today we are happy that we are strong enough to foster and further develop the museum together. We

also became an active cultural attraction and dynamic player in the cultural field.

We believe that successful growth requires life-long development and lasting relations. The pandemic challenged this objective, so how did we succeed?

THOSE WHOM WE BRING TOGETHER

MO team

The guides, educators, volunteers and staff of the museum. Together, they continue to shape the museum into what it is today. It is our large family of almost 150 members. We shared daily inspiration, presented our favourite artists from the MO Collection to each other. The friendship between MO and OVC Consulting provided us with an opportunity to learn the art of negotiation and improve our knowledge of process and project management.

All the team tried to learn and grow all year long. As much as it was possible due to the imposed restrictions, we continued our consistent meetings and trainings, we did our best to foster the connection and help each other.



Patrons, Sponsors, Supporters, Partners, Ambassadors and Friends

People who help us survive are the heartbeat of the museum. We are extremely happy and grateful that almost all private patrons and sponsors stayed with MO and we can continue to build our friendship and patronship. Find out more in the section Patrons and Sponsors.

MO Teacher's Passport Programme

These are progressive teachers from education institutions willing to extend the limits of education, teaching skills and knowledge through art and creativity. In 2020, we held a second Annual Conference for the MO Teacher's Passport Programme and invited teachers to meet and share experience and discuss relevant topics.

Remote learning and issues related to the engagement of schoolchildren became very relevant in 2020. At the conference The Reality of Remote Learning: What a Museum Has to Offer to Teachers, we analysed how the contents of the museum online, educational and other activities can help teach and learn in these difficult times. The conference was also attended by psychologists whose insights into problematic behaviour of children, lack of concentration and emotions triggered by remote learning were highly useful and much needed.

MODernists

MODernists are enthusiasts and supporters of the MO idea who look for quality ways to pass their free time. This year we focused on strategic response to the issues of this community. We offered some novelties, including a richer newsletter #menasnaMO, and invited them to get some monthly inspiration live and online. We try to enrich precious free time for MODernists wherever they are. We were pleased to invite MODernists to the previews of exhibitions *Why Is It Hard to Love?* and *From That Opera* as well as artists' workshop on MO's birthday.

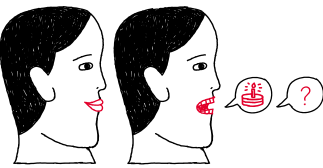
Virtual MO Community

We have updated and enriched *mo.lt* website. During the two quarantine periods, we focused on development of online contents and projects. Why we did all this? We are not only a museum of residents and guests of Vilnius; we are the museum of entire country. Also we want to reach those abroad too.

Virtual MO community is growing, the number of subscribers to the MO newsletter has doubled and the number of supporters on Patreon platform as well as followers on social networks is also going up. Find out more in section *Virtual Museum*.

MO birthday

We started a new tradition by inviting everyone to celebrate MO birthday for the second year in a row and we celebrate by giving. The slogan on MO birthday is 'I pay as much as I like'. We give a free entrance to the museum on our birthday. And we give our attention to the MO community. In 2020, we invited to tours, workshops and to screening of the movie *The Greenaway Alphabet* (2017) not seen in Lithuania before. Communication is what matters most on birthday. This is why all the administrative staff moved to the ticket office and welcomed all the visitors



Statistics for 2019 and 2020 is gratifying even in the context of the pandemic!

2,237
visitors 18 October 2019

4,500 EUR
collected 18 October 2019

1,623
visitors 18 October 2020

4,600 EUR
collected 18 October 2020

MO IS ALSO AN ACTIVE PLAYER OF THE CULTURAL COMMUNITY

Communities of artists, art critics and museum professionals are very important and close to us. We are happy to be active members of those communities. We can get inspiration and learn from our colleagues, share our knowledge and spread the message about those communities.

We invited art critics to cooperate in studies. We uploaded more presentations of artists on the virtual museum. In cooperation with Erika Grigoravičienė a book *Drawings by Lithuanian Artists From 1957* was published. During quarantine, we created 20 videos about the artists of MO Collection, the project *MOlympics* (Lithuanian online Art Games), organised workshops with artists, invited artists to attend events at MO Museum. All this was done to make our artists better known, recognized and valued by the broader public.



In 2020, we hosted a conference e-guide in a Museum: Experiences, Lessons and Tips. In the conference, we shared best practices and the lessons we have learned while developing an e-guide in the museum. Colleagues seemed to value our efforts – different culture institutions from entire Lithuania were interested.



We emphasised the importance of ecology. In cooperation with the international organisation We Are Museums, we have organised a six-month programme for museum professionals on climate change – Museums Facing Extinction. We also delivered a presentation on How to Imprint Environmental Sustainability into Museum's DNA? at the international conference in Latvia.

MO an open cultural space

Among other things, MO is an open cultural space. We establish contacts with various communities in the field of culture. We try to contribute, support and initiate liveliness of culture in public life. Although constrained, 2020 was a lively year at MO Museum.

It is remarkable that even in 2020 together we managed to give our visitors meaningful cultural events. We enjoyed the performances of the New Baltic Dance for the second year already as well as dance installation Greenhouse by Dovilė Petkūnaitė. MO guests also had the opportunity to see a play He by Rugilė Sabonytė. We also had a chance to listen to the performance Loud Shots by students of the Lithuanian Academy of Music and Theatre and BA's concert. Unplugged which recently was released as a vinyl!

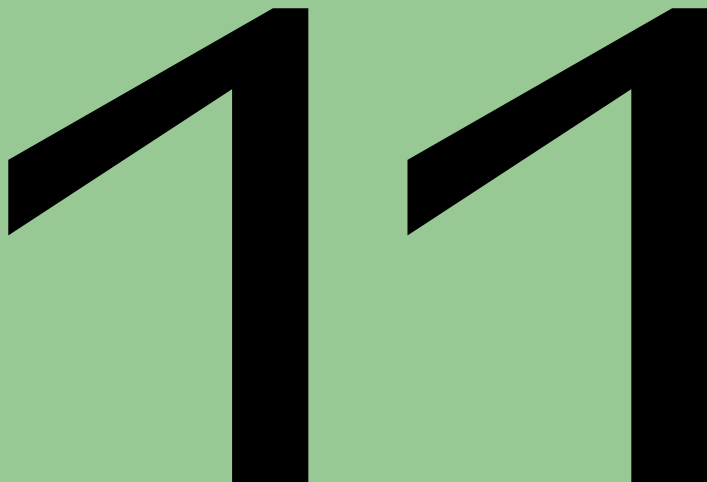
We established friendship with Vilnius City Opera and organised various events together accompanying the experience of the small exhibition *From That Opera*.

We also love books, so our guests saw presentations of even four books: Antanas A. Jonynas presented a book New Sonets, Alfonsas Andriuskevičius – Fragments from Not Falsified Diary 2002–2015, Viktorija Aprimaitė and Viktorija Urbonaitė told about Evening Stories for Lithuanian Girls and Tomas Butkus presented The Land of a Lake. In summer, we hosted poetry readings in the MO terrace.

Design professionals and Lithuanian Association of Graphic Design organised a review of an excellent film Dieter Rams followed by a discussion.



PATRONS AND SPONSORS



As told by Head of Development Mindaugas, Sponsorship Managers Inga and Raminta and Zigmas, Manager for Public Funding Projects

2020 will be forever marked as the year when the museums were shut down and some never reopened. Many cultural organisations said it was the year when they lost 50 to 100 percent of support funds.

Most international museums not only lost visitors but also had challenges with membership renewals and relations with sponsors were very uncertain.

Although closing the museum for almost six months meant losing almost half of the visitors, this challenge encouraged us to develop many creative online projects. Nevertheless, after two lockdowns and the uncertainty that followed, almost all private patrons and sponsors decided to stay with MO. It is delightful and relieving to say this in December, when we already know this. In summer however we were rather concerned. Zigmas said joking that in two years MO will be 'opened' three times.

THE YEAR OF SUPPORTING MO

Confirmation from our Major Sponsor **UAB Švyturys-Utenos alus** accompanied by understanding and reassuring words of Rolandas Viršilas that "help is needed not only when you are doing well, but also when it gets difficult" came first, saying they will extended their sponsorship for another year despite the disturbance.

Our Major Patrons **Vilija** and **Gediminas Kuprevičius** and **Žilvinas Mcelis** kept their promises to support us even though the museum was literally closed. Twice for almost six months.

The British Embassy in Vilnius and **the British Council in Lithuania** demonstrated true diplomacy in spring 2020 as two joint projects – the opening of the exhibition *Why Is It Hard to Love?* and the project for ethnic minorities *The Visual Thinking Exchange Through Art* – was postponed several times.



The Lithuanian Council for Culture and **Vilnius City Municipality** did not only continue strategic funding but also introduced special COVID-19 rescue programmes for cultural institutions. These two organisations will remain our key donors and strategic institutional partners. Their funding allowed us to manage the financial decline due to the first lockdown.

As autumn approached and everyone spoke about the upcoming crisis, our loyal Patrons **Živilė** and **Jonas Garbaravičius**, **Žana** and **Vladas Algirdas Bumelis** promised to keep MO Museum on their list of sponsored projects. They did so firmly and for the third year already.

Long-term agreement with our education partner **BaltischesHaus** allowed us to plan educational activities with greater confidence. To our great joy **Kazickas Family Foundation** agreed to sponsor a special educational programme for socially vulnerable groups of young people, becoming one more partner of our educational projects.

MO Supporters **Eugenija Sutkienė**, **Kęstutis Juščius**, **Ina** and **Darius Zubas** as well as private company **Naresta** had no doubts about continuing their support.

Justina and Vladas Jurkevičius, Asta and Darius Vaičiulis, Marius Markevičius, Vilma and Virginijus Strioga, Justas Janauskas and Gabija Grušaitė as well as Andrius Šlimas who agreed to be the **MO Ambassadors** for the second year made turbulent autumn seem brighter.



Ambassadors who joined us in 2020 Marius Jakulis Jason Foundation, Matilda and Tomas Bučinskas, Renata and Rolandas Valiūnas, Aras Prancėvičius, Jurgita Krasauskienė, Bajorunas/Sarnoff Foundation, LitCapital, Sergey and Natallia Avetikov made us very happy. Thank you!

In the beginning of 2020–2021 season, besides the existing **MO Ambassadors membership** we introduced a new **MO Friends membership**. We hope that it will allow for everyone to contribute within their means.

Aurelija Kazlauskienė, Laimonas Belickas, Rasa Klimavičiūtė, Janita and Tauras Plungė, Dovilė Burgienė, Justė and Darius Pinkevičius were the first to sign up for the MO Friends and supporters club. You helped us believe that although making small steps together we can go even further.



We thank our quiet helpers: **Freda Charity Foundation**. We also send our thanks to **the Office of the Government of the Republic of Lithuania**, **Panevėžys City Municipality** and **UAB Biovela-Utenos mėsa** which partially funded the tour of the exhibition *The Origin of Species. 1990s DNA* through the cities of Lithuania. We are grateful to **municipalities of Šiauliai** and **Alytus** for their decision to fund the exhibition in their cities. We thank **GO Vilnius** who made MO Christmas miracle happen. We extend our gratitude to MO Information Sponsors and Partners.

We are also grateful to the **Patrons** who chose to be unknown. A big, confidential Thank You. Your support to MO is extremely important.

Major Sponsor***



NEALKOHOLINIS

Institutional Sponsors***



Information Sponsors***



Partners***



APG MEDIA Ellex® Valiunas



Major Patrons

Vilija and Gediminas Kuprevičiai***
Žilvinas Mecelis***
Antanas Guoga

Patrons

Živilė and Jonas Garbaravičiai***
Žana and Vladas Algirdas Bumeliai***
Vita and Albinas Markevičiai
Agota and Jonas Markevičiai
Halina and dr. Antanas Milakniai

Supporters

Kęstutis Juščius***
Eugenija Sutkienė**
Ina and Darius Zubai**
Laima and Šarūnas Andriukaičiai Sutkai



Sponsors of educational projects



Ambassadors

Justina and Vladas Jurkevičiai***
Agnė Jonaitytė**
Asta and Darius Vaičiuliai**
Vilma and Virginijus Striogos**
Justas Janauskas and Gabija Grušaitė**
Andrius Šlimas**
Marius Markevičius**
Rasa and Remigijus Juodviršiai**
Mariaus Jakulio Jason Foundation
Matilda and Tomas Bučinskai
Renata and Rolandas Valiūnai
Aras Prancėvičius
Jurgita Krasauskienė
The Bajorunas/Sarnoff Foundation
LitCapital
Sergey and Natallia Avetikov

Friends

Aurelija Kazlauskienė
Laimonas Belickas
Rasa Klimavičiūtė
Janita and Tauras Plungės
Dovilė Burgienė
Justė and Darius Pinkevičiai

***have been sponsoring MO Museum for three year

**have been sponsoring MO Museum for two years

WHAT IS FUNDED BY THE FOUNDERS?

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As told by Head
of Development
Mindaugas

In two years of the museum’s existence we started developing a tradition of sustainable patronage. Namely patronage, when activities of MO are sponsored by private persons who believe in its mission and the benefit it brings to the society.

Sometimes we faced repetitive doubts and questions: “Is there a point in supporting the founders of MO Museum who are rich people?” It was then that we realised that the public and possibly our potential sponsors did not know the things that seemed self-evident to us.

Willing to preserve Lithuania’s valuable visual heritage, Danguolė and Viktoras

Activities funded
by the founders
of MO:

- Development of the MO Collection and acquisition of new pieces of art
- Development of museum infrastructure (special projects)
- Compensation for MO operating losses in crisis situation (the COVID-19, etc.)
- Development of MO Reading Room
- Development of MO Sculpture Garden



Butkus family not only collected it and donated the MO building to Lithuania, but also made their collection available to the public. They continue to fund the loss of MO Museum, development and repairs of the infrastructure of the building as well as the MO Reading Room and MO Sculpture Garden.

The support of all sponsors, supporters and partners is allocated directly to the operations of non-profit institution – MO Museum. It is used for benefit and welfare for the society and MO communities. Today, here and now.

This table provides a detailed explanation.

Activities funded with the funds of non-profit institution the MO Museum, the state and support from sponsors and supporters:

- Exhibitions and accompanying products
- Educational events for adults
- Educational activities for children
- Fostering communities
- Development of *the Virtual Museum*
- Development of *the Travelling Museum*
- Events, seminars, conferences
- Maintenance and support of the building infrastructure
- MO Shop operations
- Development of support for MO
- Communication
- Supplementary project activities
- Support of team of ~30 people

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As told by Director
of MO Museum
Milda

We succeeded in managing the budget of the rough 2020. The museum was closed for almost six months (through March, April, May, November and December and only part time in June). So, income from ticket sales dropped even by 20 percent.

As to income, the success of the exhibition *The Origin of Species. 1990s DNA* that followed from 2019 to the first months of 2020 helped us balance the budget in 2020. During the first wave of the pandemic, strategic funding from the Lithuanian Council for Culture and Vilnius City Municipality was highly important as well as their flexible approach to reallocation of funds when the planned projects could not be implemented. We also applied for special financial measures introduced by the municipality and the government to mitigate the consequences of the COVID-19. We have also submitted new applications. The contribution of private sponsors and supporters was also significant.



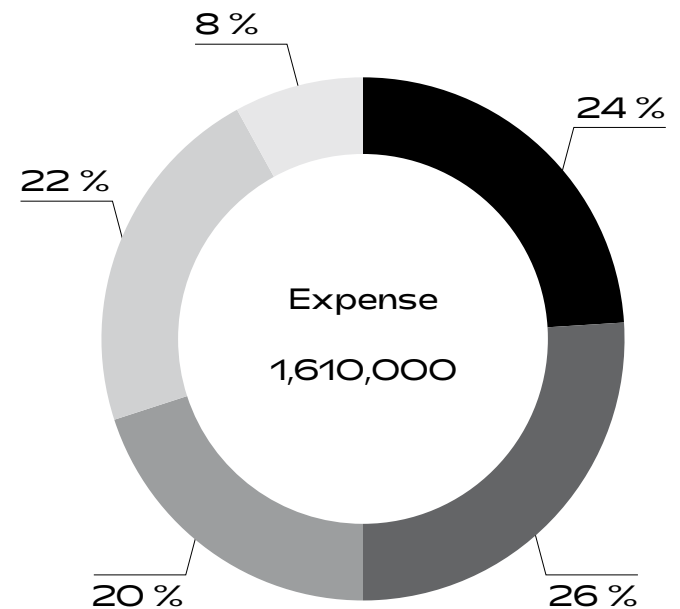
The fact that we have not opened the main exhibition in autumn contributed the most to cost management. In solidarity, the staff agreed to cut down wages and we saved on building maintenance in the months when the museum was closed.

The budget for 2021 was planned with an assumption that the museum will reopen in March bearing in mind possible restrictions on activities. Therefore, we are more conservative about the visitor flows and income from ticket sales. Strategic funding from the Lithuanian Council for Culture and Vilnius City Municipality should continue. We plan to retain and expand the circle of private sponsors and supporters.

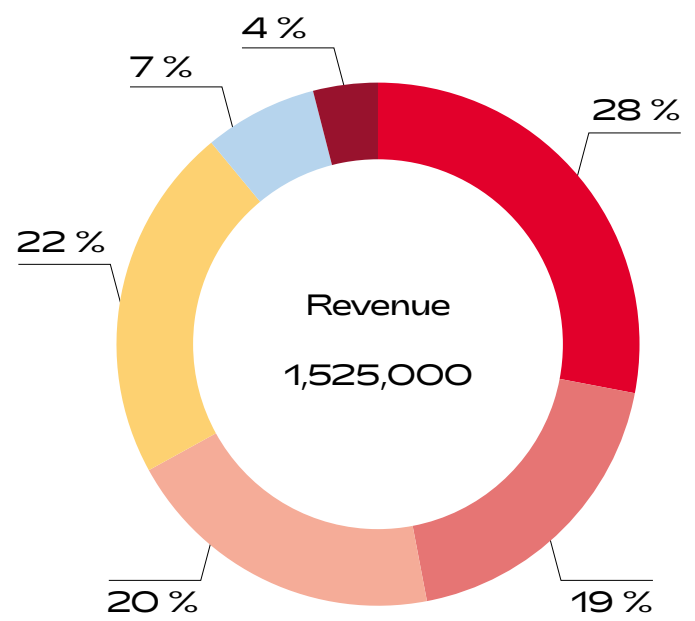
Next year, two major exhibitions are planned. The project with Poland is extremely costly. The artworks will be borrowed from more than 20 museums and brought from five countries. The project also successfully attracted a share of direct support, including the partnership with the Adam Mickiewicz Institute in Warsaw.

BUDGET 2020*

- Exhibitions
- Administration
- Building maintenance
- Other costs
- Communication



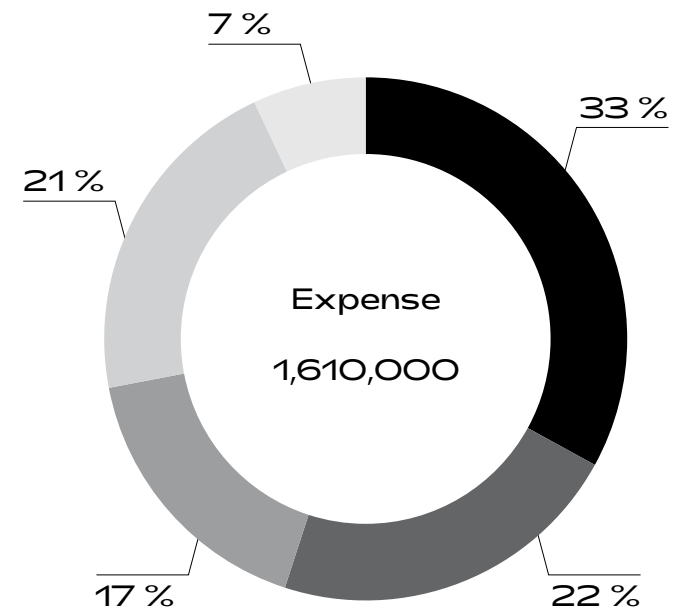
- Ticket sales
- Other activities
- Private sponsors
- State funding
- State measures due to COVID-19
- International support



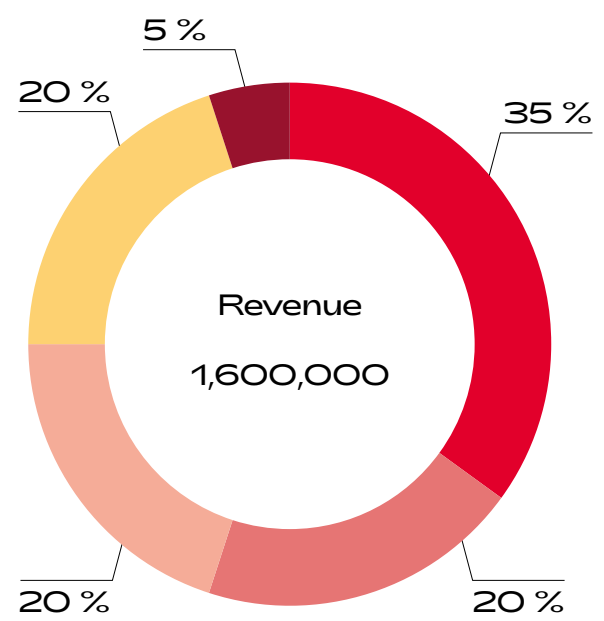
* Preliminary data for December

BUDGET 2020

- Exhibitions
- Administration
- Building maintenance
- Other costs
- Communication



- Ticket sales
- Other activities
- Private sponsors
- State funding
- International support



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As told by Director
of the MO Museum
Milda

We all look forward to 2021 with a hope for a better year, but with understanding that it will not be easy too.

We have ambitious exhibitions ahead at MO Museum. The main and the smalls spring exhibitions were moved from last autumn. The major MO exhibition in 2021 *A Difficult Age. Szapocznikow – Wajda – Wróblewski* will not only present the Polish artists but will also mark a historic moment by bringing back painter Andrzej Wróblewski (1927–1957) who was born and raised in Vilnius. One of the main reasons for this project was understanding of how little this artist from Vilnius is known in Lithuania beyond a narrow circle of professionals and how awkward it still is to talk about the history of Vilnius in the whirlwind of World War II. The exhibition *A Difficult Age: Vilnius, 1939–1949* in the small hall will set the background for this main exhibition.

In autumn, we will host another major exhibition *Celebrate for Change* which will examine what kind of transformations individuals, society or certain groups undergo during the holidays and what role photography plays in this process. Next to the works of the most prominent Lithuanian artists we will also exhibit documentaries about celebrations of subcultures in Lithuania from 1960s to the present day.

We will certainly continue interdisciplinary education that already delivers results such as visual thinking, integrated classes and the development of emotional intelligence. Moreover, with the help of our educators we will continue sharing knowledge about the impact that art has on children's cognitive development. We



will host an exhibition for children *Lake Full of Stars*. It will allow to discover works of art and natural objects in a experiential way through games.

We will also continue cultural education events for adults ranging from *MOrathon* festivals to mindfulness classes.

We will continue fostering the community of MO as well as keeping contacts with other communities. We will definately try to invite people who so far were thinking this place was not for them.

We are happy that the museum attracts different people and that they choose to spend their time here even though they are not experts in art and art was never in the field of their interests.

Museum is a place where dialogue with yourself, your family or friends begins and where a new field of meaning develops. It may be a place for meeting various creators or a place to discover and discuss a variety of issues, ideas and important topics. At the same time, the museum serves as a special context for all those aspects, it may be a place to get away from everyday life, an opportunity to look at things from a distance or different perspective.

Each and everyone one of us has so much more to tell! It is impossible to put all the stories of 2020 into these pages, but we cannot leave some people from the MO team behind as without them the museum would not be what it is. We could not have completed the installation of exhibitions in 2020 without effective supervision of our exhibition architects-technicians. Paulius and his team had to overcome enormous challenges of Why Is It Hard to

Love?, and Dominykas contributed to installation of the exhibition From That Opera. Without our Head Technician Mindaugas no MO event would be possible, he helps us to deal with all the technical issues and allows us to live safely and well. The staff of the ticket office and the MO Shop Virginijus, Goda and Augustė are the first to meet the visitors of the museum. Smiling and helpful they welcomed all visitors of the museum in 2020.

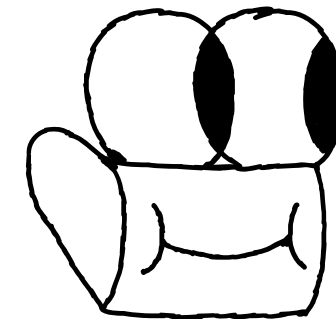
LOOKING FORWARD TO SEEING YOU!

Exhibition Architect-Technician Dominykas
Head Technician Mindaugas
Exhibition Architect-Technician Paulius
Staff of the Ticket Office: Goda, Augustė, Virginijus



A one of a kind! This museum is the full package. The cafe is amazing with a creative and lively selection. The exhibits are small and easily done with an app that describes the pieces and the curators' thinking. I was so surprised and delighted to find something of this quality in Vilnius. Top notch quality and very patron friendly.

The visitor of MO Museum Noel Houghton



To find out
more

Please visit
our website

