



The Association's Art History Festival is a free, annual event for the public which celebrates and explores the histories of art, design and architecture showing how these subjects help us to better understand the world around us. The programme consists of in-person and online events offered by individuals and organisations from all parts of the UK over one week in September.

The 2024 Festival will take place between Monday 16 - Sunday 22 September. This year's theme is **Art History: Local to Global**, celebrating art and visual culture that draws inspiration from local history and tradition, that breathes new life into communities as well as art that transcends borders. The Festival, therefore, will show how visual expression and cultural patrimony resonate with certain peoples or locations as well as that which has a more universal appeal over time and geography.

We invite a variety of events including talks, tours, demonstrations, workshops, panel discussions, walks and family events, indeed any format that engages with art and its histories. This year, we are keen to include more participative and discursive events, including family workshops, community-driven and youth art events. These may highlight, for instance, grassroots alliances between artists and local groups, dialogue on social issues (local and global), diaspora art or global treasures.

The 2023 Festival drew over 18,000 attendees; 95% of the participating organisations reported that the Festival brought attention to audiences who might not have been aware of them previously. The programme is here: [Art History Festival 2023](#). Among others, we expect the following to participate in 2024:

Ashmolean Museum	Fitzwilliam Museum	Old Royal Naval College
Athena Art Foundation	Henry Moore Institute	Penlee House Museum
Autograph ABP	Ikon Gallery	Pier Arts Centre, Orkney
BALTIC Centre for Contemporary Arts	Imperial War Museum	Queer Britain
Beecroft Art Gallery	Iniva	RIBA
Ben Uri Gallery	Kelvingrove Art Gallery and Museum	Riverside Museum, Glasgow
British Museum	Kettle's Yard	Royal Institute of Philosophy
Burrell Collection	Leeds Art Gallery and Museum	Science Museum
Christie's Education	Lightbox, Woking	Scottish Society of Art History
Courtauld Institute of Art	MK Gallery	Sheffield Museums Trust
Cyfarthfa Castle Museum and Art Gallery	Morley Gallery	Stills Centre for Photography
De Morgan Foundation	Munnings Museum	Tate
Design History Society	National Galleries of Scotland	The Box, Plymouth
Estorick Collection of Modern Italian Art	National Gallery, London	V&A Museum
	National Portrait Gallery	Wallace Collection
	National Trust	MIMA

Participating organisations and individuals promote the Festival to their networks/audiences via social media, newsletters, listings, websites, etc. In 2023 we reached over 800,000 on Facebook and Instagram. We had 92,000+ impressions with Eventbrite promotional ads; and AHF2023 banner ads featured in 60,500 opens of The Art Newspaper daily newsletter. The Association will use its digital platforms to promote and engage with audiences, including our website, newsletter, Instagram, Twitter, Facebook and YouTube. Our social media platforms have a current combined reach of over 40,000 followers.