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Global #5WomenArtists campaign is rousing success in promoting women artists and raising awareness of gender inequities in the arts

National Museum of Women in the Arts reports record-breaking engagement in its third-year social media campaign for Women's History Month



WASHINGTON—More than 625 national and international cultural institutions from six continents and 36 countries participated in the third year of the National Museum of Women in the Arts' (NMWA) award-winning #5WomenArtists social media campaign. NMWA's year-round mission is to address gender imbalance in the art world, but every March—Women's History Month—the museum has the opportunity to capture the attention of a wider audience to help celebrate women artists.

The campaign asks cultural organizations and individual social media users the question "Can you name five women artists?" It aims to help increase awareness of gender inequality in the art world. Using the hashtag #5WomenArtists, NMWA launched the campaign March 1 on its [website](#) and [blog](#) as well as on the social media platforms [Facebook](#), [Twitter](#) and [Instagram](#). The museum invited cultural organizations and individuals to share information on social media about women artists throughout the month. This year, NMWA asked participants to place a special emphasis on

sharing the stories of women artists of color who often face discrimination based on both race and gender.

In addition to more than 625 cultural institutions, more than 9,000 individuals joined the campaign to promote women artists, garnering more than 4,000 Instagram posts and more than 17,500 tweets. More than 90 individuals and cultural organizations created their own blog posts. This worldwide initiative welcomed participating organizations from Brazil, Estonia, Hong Kong, India, Lebanon, Nigeria and the United Arab Emirates, among others.

“We are thrilled with the increased number of participating organizations and countries for this year’s #5WomenArtists campaign,” said NMWA Director Susan Fisher Sterling. “We thank all of the cultural organizations and social media users who joined us in this initiative. By helping spark conversations around the globe about gender parity in the arts, we and many others have collaborated to increase awareness of this important issue.”

NMWA shared information about women artists, including biographies, quotes and infographics tagged with #5WomenArtists, and asked other organizations to join them in highlighting work by women in their collections and exhibitions. Among the numerous participating institutions were the Metropolitan Museum of Art; National Gallery, London; National Museum of African American History and Culture; Smithsonian Latino Center; Institute of American Indian Arts; Asian Art Museum; Arab American National Museum; Gallerie Uffizi; Guggenheim Bilbao; Migration Museum and Museo Frida Kahlo.

National Museum of Women in the Arts

The National Museum of Women in the Arts ([NMWA](#)) is the only major museum in the world solely dedicated to championing women through the arts. With its collections, exhibitions, programs and online content, the museum seeks to inspire dynamic exchanges about art and ideas. NMWA advocates for better representation of women artists and serves as a vital center for thought leadership, community engagement and social change. NMWA addresses the gender imbalance in the presentation of art by bringing to light important women artists of the past while promoting great women artists working today. The collections highlight painting, sculpture, photography and video by artists including Louise Bourgeois, Mary Cassatt, Judy Chicago, Frida Kahlo, Shirin Neshat, Faith Ringgold, Pipilotti Rist, Amy Sherald and Élisabeth Louise Vigée-LeBrun.

NMWA is located at 1250 New York Avenue, NW, Washington, D.C. It is open Mon.–Sat., 10 a.m.–5 p.m. and Sun., noon–5 p.m. Admission is \$10 for adults, \$8 for visitors 65 and over and students, and free for NMWA members and youths 18 and under. Admission is free the first Sunday of each month. For information, call 202-783-5000, visit [nmwa.org](#), [Broad Strokes Blog](#), [Facebook](#), [Twitter](#) or [Instagram](#).

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NMWA Social Media Handles

Broad Strokes Blog ([blog.nmwa.org](#))

Facebook: WomenInTheArts (<https://www.facebook.com/womeninthearts>)

Twitter: WomenInTheArts (<https://twitter.com/womeninthearts>)

Instagram: WomenInTheArts (<http://instagram.com/womeninthearts>)

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