



XHIBITION

# Tel Aviv Museum of Art

Tel Aviv Museum, one of Israel's leading artistic institutions, presents outstanding exhibitions throughout the year and hosts top international artists. The museum wished to increase the awareness to its international exhibitions and strengthen its position as an international level museum.

Through an international PR campaign, targeting art and culture publications and media outlets, as well as travel-focused publications, the exhibition "Elmgreen and Dragset: Powerless Structures" gained massive coverage and attention from the global media, as well as from the art world, attracting visitors to the museum.

**Total Viewership: 58,327,955**  
**Monthly Viewership: 14,581,989**



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