



## Icherisheher (Azerbaijan)

### Museum from Home

During this unprecedented closure, the Icherisheher Administration remains in contact with the community by digital means and offers a host of online resources. The Old City Museum Center - a structural division of the Administration of the State Historical-Architectural Reserve Icherisheher - has launched a unique project with the hashtag #MuseumFromHome.

The main goal of the #MuseumFromHome campaign is to promote Azerbaijan`s historical and cultural heritage during this global crisis. Further, the project aims to educate young people and organize interesting leisure activities for all generations. As part of the #MuseumFromHome campaign, The Old City Museum Center has screened documentaries, videos, 3D and 2D animations about the Shirvanshahs' State on social networks.

Additionally, the Old City Museum Center has launched a new challenge, #ValideyinleriQoru (Protect Parents), within the hashtag #EvdeQal (Stay Home). As we know, the older generation is currently the group most at risk. They are the ones most in need of support and love now.

In addition, there are online sales promotions of traditional art and craft goods produced at the Icherisheher Center for Traditional Arts under the local brand "Dastan"; as well as broadcasts of performances by the Marionette Theatre on TV and the Internet (Youtube/ Facebook and Instagram Pages).

**Type of initiative:** Creating or improving the digital access to heritage (when physical access is impossible)

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### THE OWHC'S RESPONSE TO THE CORONAVIRUS PANDEMIC (COVID-19)

The Organization of World Heritage Cities (OWHC) wishes to support its member cities by gathering and sharing all the actions implemented by local and regional governments around the world.

To share your city's best practices, you can complete the [FORM](#) available on the OWHC website. All your initiatives will be published in the special section [www.ovpm.org/covid-19](http://www.ovpm.org/covid-19).