

Case Story

Client: **Pro Arte et Natura Foundation (PAN)**

Period: **1994**

The Task

- Developing and implementing communications concept,
- Handling press relations,
- Conducting fundraising activity,
- Organizing events.

Measures

- Overall organization of international conference **Symposium I: Historical Painting of the 19th Century in Central and Eastern Europe. Cultural Heritage, a Common Responsibility**, and coordinating connected temporary exhibition of the selected paintings of **Gyula Benczúr** in the Ernst Museum, Budapest;
- Organizing summer workshop with the participation of contemporary artists and art historians;
- On-going fund-raising activity;
- On-going media relations: developing and distributing press materials, handling press contacts, follow-up, media monitoring and analyses.

Results

- Established wide exposure and recognition of the objectives of PAN,
- Press coverage supported the realization of the objectives of PAN, instrumental in the process of the restoration of values part of Hungarian cultural heritage, neglected during the one party system.