A world of culture
with doors wide open
The Abbonamento Musei card gives users free access to the Region’s cultural activities, anytime they wish – the first initiative of its kind in the Country.

The card brings together the historic-artistic wealth of the territory and exhibits in one single network, to the benefit of Cardholders. Museums and collections, monuments and parks, temporary exhibitions — the card allows Cardholders to visit every cultural venue, free of charge, for one entire year.

First coined in Turin and Piedmont, in over twenty years Abbonamento Musei achieved vast commercial success, with a pool of 300 thousand people, and is now ready to open to new possibilities.
How to promote a love for culture

The card comes from a vision: promoting the museum network, simplifying the access to its various venues, and thus foster the citizens’ consumption of culture.

Today Abbonamento Musei is a virtuous example in the Country and in Europe for the promotion of the land and its cultural heritage. Its role is to link together the many active venues across the territory, so as to enable a common strategy in the choices offered.

Cardholders can choose from a comprehensive range of experiences in the whole region, and of the highest quality. The card includes also temporary network-affiliated exhibits during the year, thus providing an ever changing range of possibilities to Cardholders.

The number of visits per year for Cardholders, well above the average number of museum visits pro capita in Italy, is the clear sign of the success and social function of the project.

HOW IT WORKS

The Card is valid for 365 days and can be purchased or renewed at any time throughout the year. The Cardholder has the right to access at no added cost and without limitation the venues and exhibits part of the network. The list of venues includes museums, historic manors and halls, monuments, parks, public and private collections.

ADDITIONAL REWARDS

Cardholders enjoy special discounts for theatres, music venues, cinemas, and museums in other regions. They can choose events from a calendar of initiatives and reserved guided visits.
A card towards new possibilities

A successful and innovative model to replicate, the Abbonamento Musei experience moves on to other regions and expands its network of venues.

The Card was born in 1995 from an idea of the City of Turin. As a result of over twenty years of activity, an increasingly larger number of venues and promotion initiatives, the project was able to transform the relationship between the public and the museums of the region—which are now seen as part of one single network. Every year subscriptions to the card in Piedmont provide significant financial resources towards culture, with a turnover of around 5 million Euro, which is redistributed for the most part to the cultural organizations engaged in the territory.

With its launch in Milan and Lombardy, Italy’s most populated region, Abbonamento Musei takes its first steps in new territories. It is the demonstration of a commitment towards a constant growth and prospects in Italy, an activity that includes a wide range of conventions with museums in various cities (Rome, Venice, Genoa...) open to Cardholders.
The types and ease of access of the Abbonamento Musei offers have, since the very start, reached a varied spectrum of the general public in terms of age, social class, and interests, all sharing an interest for culture.

It is a highly loyal community: the majority of Cardholders (about 55%) choose to renew their card year after year.

1996 / 2016
A diverse and loyal audience
Each Cardholder has a reason

01 — A love for art

“It’s still one of the best investments in culture”

02 — To always discover something new

“Just renewed: a new year of exhibits and museums to see is on!”

03 — The quality of the initiatives presented

“Ever since we got a card we’ve discovered a world of beauty”

04 — Because it’s engaging

“This is brilliant, so many opportunities in my region!”

05 — Because it’s worth it

“The money spent for Abbonamento Musei is money well spent”

06 — For the territory

“As you get to know your land you love it and respect it more”

07 — For the freedom of choice

“This way I am always committed to go see something new!”

Comments from Facebook
Make a gift of a year of opportunities

A Card is more than a useful tool and a way to save on passes: it gives the freedom to experience a world of opportunities, a constant source of inspiration on ways to spend free time.

The Abbonamento Musei Card has for many become a Christmas tradition, a gift for any season, birthdays, and celebrations.

Abbonamento Musei is the perfect present for anyone: a valuable object that will accompany the days of those you love for a whole year.

A GIFT WITH MANY REWARDS, IDEAL FOR EVERYONE, ALWAYS APPRECIATED — FOR SINGLE INDIVIDUALS OR COMPANIES.

Receiving a Card means receiving the pleasure of culture and infinite possibilities to access museums, exhibitions, and venues, suitable to every taste — early and contemporary art, nature and architecture, science and history — and ever changing activities.

Inspiring, convenient, of great cultural value, the Card is ideal as a gift to employees, clients, and members, or for corporate welfare initiatives. Abbonamento Musei offers special corporate packages with personalised offers and significant discounts.
A Card to discover the territory

With cultural assets and initiatives spread out in cities and small towns, Abbonamento Musei is the best incentive to **explore the land around you, with day trips and visits**, and thus experience the region in its fullness.

Castles, parks, gardens, historic mansions and halls, archaeological sites. The cultural resources made available to Cardholders harvest the **vast array of cultural heritage** and natural wealth of Italy.

With a territory full of open doors and possibilities, no tool is more effective than Abbonamento Musei in organising tours, excursions, or day trips to the city, the countryside, and neighbouring towns. Every week a Cardholder has the opportunity to **choose new destinations among those proposed** and enjoy the beauty of the region. The Card is a boundless source of “tourism at home” — be it for a day trip or a weekend.
An ever more engaged audience

Abbonamento Musei works every day in informing and engaging an audience of over 300 thousand visitors and readers, following a strategy coordinated over several media.

Lettera dei Musei is the four-monthly magazine meant for Cardholders, with information on the new museum activities and exhibits, commentaries, and a complete calendar of special visits.

Web, newsletters, and social media. On the abbonamentomusei.it website and on social media, anyone who is interested (whether a Cardholder or not) can find out the latest news on the museums’ initiatives. The conversation is particularly active on Facebook, where the Turin and Piedmont page counts more than 25 thousand users.

Special events. In addition to the various reserved initiatives, such as guided tours and exclusive visits, Abbonamento Musei organises meetings and events to reinforce a direct relationship with Cardholders.