

## CULTURAL COLLABORATIONS

# Inside the Centre Pompidou and Fliggy's Livestream Partnership

Min Chen / January 18, 2021



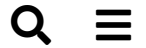
To stay connected with its Chinese audience, the Centre Pompidou opened its galleries to some 10,000 viewers in a two-hour livestream event co-hosted by Fliggy. Image: Wikimedia

On December 14, 2020, Fliggy's globe-spanning virtual tourism series – which has already spotlighted the Louvre, the British Museum, and most recently, [London's Natural History Museum](#) – made a stop at the Centre Pompidou for an interactive livestream tour. The two-hour event saw more than 10,000 visitors gather for a guided circuit around the museum's galleries and rooftop, followed by the requisite exit through the gift shop. It marked the French institution's first livestreaming effort and a key piece of its [China-focused strategy](#).

Since 2018, the Pompidou has been actively engaging Chinese tourists in its bid to boost its international profile. "We're very well-recognized in the Europe and U.S. markets, but were absent on the Chinese one," says Barbara Prieto-Lavault, the museum's Head of International Audience Development. To that end, the museum launched its Weibo and WeChat accounts, and established a Shanghai outpost, the [Centre Pompidou x West Bund Museum](#) project, among other activations.

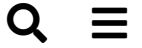


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The livestream opened with an introduction from Serge Lasvignes, President of the Centre Pompidou. Image: Centre Pompidou

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## Staying connected with China

After we launched the Pompidou in Shanghai, we decided to focus our marketing tools on the Chinese market. This is why we decided to launch our Weibo and WeChat accounts two years ago. We also launched a Mini Program on WeChat that replaces the former traditional divide. It features masterpieces in our permanent collection – Picasso, Chagall, Kadinsky, all the works that were on the livestream – and a Mandarin audio guide.

## Centre Pompidou's partnership with Fliggy

We decided to part with Fliggy after watching their livestream events with the British Museum, Prado, and the Louvre. We saw it as a really great opportunity for us to maintain contact with Chinese public. When we posted about the livestream on WeChat, it gained 4,000 views and it's one of the top posts on our WeChat.

The tour featured commentary by a Mandarin-speaking guide and the museum's staff including Christian Briend, Chief Curator of the Modern Art Collection. Image: Centre Pompidou

## The livestream tour

We wanted to give viewers a really personal experience, which is why we decided to feature the big rooftop that is normally closed to the public. It's the most beautiful view of Paris because you're in the heart of the capital and you get a 360-degree view. We finished the tour at our boutique because

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By Jiayi Li



## Initiatives in the pipeline

We might continue to partner with bigger companies such as Alibaba to keep a link with the Chinese market. We're also working on something specific that we could sell on WeChat, like a paid livestream tour with a guide from the Centre Pompidou.

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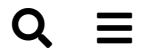
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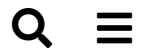


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