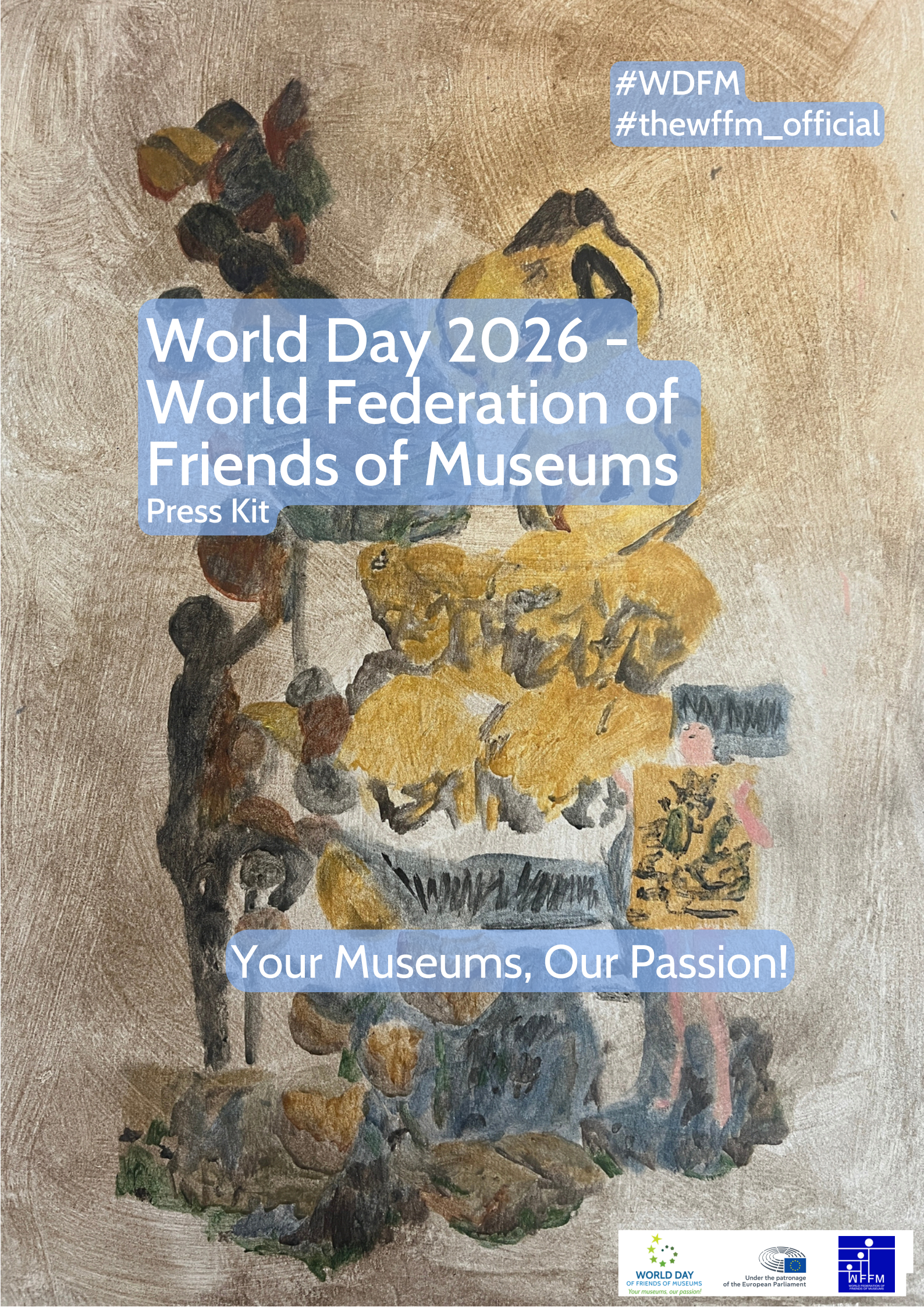


An impressionistic painting in warm tones of yellow, orange, and brown. It depicts a group of people in a landscape. In the upper left, a person is seen from behind, looking towards a group of people in the center. The central group includes a person in a yellow garment and another in a dark garment. To the right, a person in a yellow garment is visible. The background shows a landscape with trees and a body of water. The overall style is loose and expressive, with visible brushstrokes.

#WDFM

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World Day 2026 - World Federation of Friends of Museums

Press Kit

Your Museums, Our Passion!

Editorial

By Italo Scaietta, President of the WFFM

On Sunday, October 11, 2026, the World Federation of Friends of Museums (WFFM) will host its World Day of Friends of Museums under the theme “**Your Museums, Our Passion!**”

After three editions organized at the European level since 2023, this event is taking a new step forward with its **first global scope**: federations and associations of Friends of Museums from beyond Europe will take part alongside countries that have historically been involved.

In this press kit, you will find **examples of the activities** proposed this year by member associations, as well as a look back at previous editions.

Friends of Museums associations **support museums and help preserve the cultural heritage** they contain. Together, we **represent museum-goers worldwide**, and today, we **celebrate the connection between museums and the visitors** who bring them to life.

I wish you all a wonderful Friends of Museums Day!



World Day of Friends of Museums 2026: “Your Museums, Our Passion!”

Press Release



On October 11, 2026,

the first edition of the **World Day of Friends of Museums** is taking place around the world.

This year, countries are participating on several continents: Argentina, Australia, Belgium, Burkina Faso, Canada, the Czech Republic, France, Germany, Greece, Italy, Lebanon, Luxembourg, New Zealand, Norway, Portugal, Romania, South Africa, Spain, Switzerland, the United Kingdom.

Under the theme, “**Your Museums, Our Passion**,” more than 200 Friends of Museums associations will hold events in museums. Activities include guided tours, art mediation, lectures and round tables with art historians and cultural experts, drawing classes, workshops and more.

Some **activities** proposed:

- Romania – Bucharest: Pallady & Friends (part of the National Museum of Art of Romania): a themed tour examining artistic friendships, influences and exchanges.
- France – Bourgoin-Jallieu: From 3 to 18 October, annual Arts Fair. The fair will showcase the work of 40 artists, including six sculptors. A variety of techniques will be on display, including painting, sculpture, tapestry painting and embroidery.
- New Zealand - Wellington: The Photographer in the Museum competition invites visitors of all ages to capture their favourite object or space within Te Papa in a printed photograph. Faultline Chorus will then perform for one hour.

Young Friends sections from 18 to 35 year-old are organizing their own events such as scavenger hunts in Germany. The public will have questions to answer or paintings to find. The public will have the chance to win a small prize or receive a reduced membership option.

“Through the love and passion “Friends of Museums” groups dedicate daily, they ensure that museum heritage remains a living, vibrant force in modern society.”

Italo Scaietta, President of the World Federation of Friends of Museums

A full press kit, including the official logo and high-resolution images can be downloaded [here](#).

Founded in 1975, the World Federation of Friends of Museums is a global organization uniting associations and individuals dedicated to supporting museums and cultural heritage.

Learn more: www.thewffm.org. [@thewffm_official](https://twitter.com/thewffm_official)

Press Contact

Charlotte Cuny - Communications Manager - communication@thewffm.org



Under the patronage
of the European Parliament



World Day of Friends of Museums 2026

October 11



This **first edition** forms part of the ongoing internationalization of European Day of Friends of Museums with the participation of countries outside Europe: **Argentina, Australia, Burkina Faso, Canada, Lebanon, New Zealand and South Africa.**

To celebrate the global community of **two million** enthusiasts, the World Day follows the European Day, which began in 2023, and is held on the **second Sunday of October** each year. The goal of this day is to celebrate and highlight the Friends of Museums by holding events on a common theme in each association's respective country on the same day.

Under the theme "**Your Museums, Our Passion!**", this day will be an opportunity for Friends of Museums to showcase the actions they carry out throughout the year to share their passion and contribute to their museums' influence.

20 countries involved

200 participating associations of Friends of Museums in the World

2nd Sunday of October

2 million museum-goers represented



Under the patronage
of the European Parliament

Two official posters - World Day of Friends of Museums 2026

Two versions exist: a yellow one and a blue one.

Press outlets are also welcome to use these visuals to illustrate their coverage of the event.

The high-resolution files are available [here](#).



A selection of events organized by The World Federation of Friends of Museums

Romania – Bucharest:

- Pallady & Friends (part of the National Museum of Art of Romania) – a themed tour examining artistic friendships, influences and exchanges, beginning with the relationship between Theodor Pallady and Henri Matisse.
- The Friendship Garden (ages 4–7): a creative workshop inspired by the colours, flowers, and objects in Pallady's artistic universe, culminating in a collective installation in the museum garden.
- Pallady Detectives (for ages 8–12): an interactive treasure hunt involving a special 'Museum Friend Passport', which invites children to discover artworks, objects and stories throughout the museum and garden.

France :

- Bourgoin-Jallieu: From 3 to 18 October, the Friends of the Musée de Bourgoin-Jallieu are organising the annual Arts Fair. There will be a preview on 3 October and a private 'Artists and Sponsors' evening on 10 October. The fair will showcase the work of 40 artists, including six sculptors. A variety of techniques will be on display, including painting, sculpture, tapestry and embroidery.
- Pont-Aven: Guided tours organised by the Friends of the Pont-Aven Museum and the Young Friends will focus on the acquisitions made by the Friends.



- New Zealand - Wellington: The Photographer in the Museum competition invites visitors of all ages to capture their favourite object or space within Te Papa in a printed photograph. Faultline Chorus will then perform for one hour. Recognised internationally as one of Wellington's most vibrant women's barbershop harmony choruses, this group brings four-part a cappella singing to life through performance, competition and community engagement.

Friends of Museums: Transmitters of Culture

Sharing the values upheld by the museums they support, Friends of Museums act as **transmitters of culture**, building bridges between museums and society in all its diversity.

Through the work of their volunteers — acting at local, national and international levels — they contribute to the **cultural development** of their museums, particularly through active acquisition policies. Their initiatives go far beyond heritage preservation, transforming museums into lively, accessible places that meet the needs of contemporary visitors.

One of the major commitments of these associations is to **make culture accessible to all**.



Young Friends of Museums: Involving New Generations



“Our Young Friends are always finding creative ways to engage with and support our museums and galleries, I can’t wait to see what our Young Friends dream up next!”
Megan Batty, Young Council Coordinator

Young Friends sections offer a welcoming environment where young people aged 18 to 35 can **create and organize their own cultural activities** with the support of the associations. Young people become not just consumers but **active partners of the museum**.

Presentation of the World Federation of Friends of Museums



Objectives and Mission

The main mission of the WFFM is to **foster international cooperation among associations of friends of museums** to promote mutual understanding, exchange information, and share best practices. .

History and International Recognition

The World Federation of Friends of Museums (**WFFM**) is an international non-profit organization promoting **cooperation among associations of friends of museums worldwide**. It was founded in 1975.

The WFFM is a **privileged partner of ICOM** and was recognized in 1989 by UNESCO as a Non-Governmental Organization (NGO). The Federation's members now represent more than **2 million Friends of Museums**.

Executive Committee 2026

President - Italo Scaietta

First Vice President, Europe - Mediterranean & Africa - René Faure

Vice President Asia-Pacific - Shinhan Kim

Vice President North America - Marie Sénécal Tremblay

Vice President South America - Marta Alvarez Molindi

Secretary General - Anne Asserson

Treasurer - Bruce Bolton

For more information

World Federation of Friends of Museums website (WFFM):

www.thewffm.org

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Credits

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WORLD DAY
OF FRIENDS OF MUSEUMS
Your museums, our passion!