



a|NY

Guidelines

Welcome to Artifact|NY! Artifact|NY is a social media campaign designed to promote the permanent collections of New York State museums. The campaign will feature images of artifacts from permanent collections and the fascinating stories behind these artifacts. Created by Archivist Media in NYC and sponsored by the Museum Association of New York (MANY) in Troy, Artifact|NY will provide an expanded audience for New York State Museums across five social media platforms: Twitter, Facebook, Pinterest, Tumblr, and Instagram.

Being featured on Artifact|NY is easy! All that's required is a description of your museum's artifact, a short paragraph on the artifact's main point of interest, and a high-quality image (3000 pixels wide in .jpg format) of the artifact.

For example, let's say Leonardo da Vinci's *Mona Lisa* is the artifact you've chosen to submit to Artifact|NY. After providing a brief description of the artifact (name, date, etc.), you would briefly explain what makes the artifact so interesting. This story or point of interest should explain the significance of the artifact and provide greater insight into its meaning—in essence, it should present the viewer with something we wouldn't know just by looking at it. In the case of the *Mona Lisa*, this could be the theory that da Vinci painted features from his own self-portrait into the face of the woman he depicted. Following your short paragraph, attach a high quality image of the artifact and an additional image if it's integral to your story—for the *Mona Lisa* this could be da Vinci's self-portrait or the underpainting that was reconstructed in 2015.

To guide you in the submission process, please visit the [Artifact|NY Submission Form](#). Thank you for your interest in Artifact|NY—we look forward to your submissions!

EXAMPLE



The *Mona Lisa* was painted by Leonardo da Vinci from c. 1503 until nearly the end of his life in 1519. He began painting the *Mona Lisa* in Florence, Italy. The painting is currently held in the Louvre in Paris, France. Evidence has been uncovered that indicates that da Vinci painted features from his own self-portrait into the face of this woman (possibly Lisa Gherardini.) Historians still debate whether or not da Vinci in fact modeled *Mona Lisa*'s face with his own masculine features.

