



Promoting collections through content

	Stories (artuk.org/discover/stories)	Curations (artuk.org/discover/curations)
Requirements	Write copy, send to Art UK Art UK will edit to house style	Create yourself using Curations tool Art UK has no editorial input
Length	800–1,700 words	No limit (each text box has a character limit of 750)
Images	Feature at least 4 artworks from the Art UK database (fewer for 'artwork in focus') You may provide copyright-cleared images that are not on Art UK*	Choose any image from Art UK You may upload copyright-cleared images that are not on Art UK*
Traffic	22% of Art UK traffic (2021)	3% of Art UK traffic (2021)
Timing	Editors will fit into content schedule, with your guidance	You may publish any time
Presence on Art UK	Linked stories show on artist, artwork, venue, region, topic, learning pages as well as stories section	Linked Curations show on venue and region pages as well as Curations section
Promotion	Social media, newsletter, homepage Promoted more than Curations Art UK will tell you when a story goes online	Social media, newsletter Promoted less than stories Please tell Art UK when a Curation is online
Types	Formats particularly suited to collections: <ul style="list-style-type: none"> • Exhibition in focus • Artwork in focus • Being... (staff profile) Also: <ul style="list-style-type: none"> • Feature (about anything, e.g. local history) • Collection in focus (more suited as an introduction) • Artist in focus 	Curations can be made as a Showcase (a big image per page) or as a Storyline (all artworks in a line). There is room to add text at the beginning, in between, or next to each image. The default, basic view is Album (a grouping of artworks with room for an introduction). When making any Curation, you may flag it as an ' Exhibition ' – made in conjunction with, or as a replacement for, a real exhibition in a venue.
Examples	Promoting exhibitions: <ul style="list-style-type: none"> • Female artists and flowers • Brutal beauty: the outsider art of Jean Dubuffet • The neglected history of Black mariners • Six highlights from the exhibition 'Dreams and Nightmares' at The Higgins Bedford Tied to ecommerce/artist: <ul style="list-style-type: none"> • Brian 'Freddy' Foskett: photographing jazz legends Staff profile: <ul style="list-style-type: none"> • Being... Adam Duckworth, Education Demonstrator at the International Slavery Museum Collection introduction (joins Art UK): <ul style="list-style-type: none"> • Artistry unfurled: treasures from The Fan Museum • Glyndebourne: a vibrant opera and theatre archive 	Promoting exhibitions: <p>Showcase</p> <ul style="list-style-type: none"> • Reflections: The light and life of John Henry Lorimer (1856-1936) - Front of House Choices • British Migrant Artists Storyline <ul style="list-style-type: none"> • Reframing the Wild: Humans, Animals and Art c.1750 – 1950 • The Glasgow Boys and Girls • Charles H. Mackie: Colour and Light (15 May – 10 October 2021) Collaborative staff picks: <ul style="list-style-type: none"> • Edinburgh: Our City • Joan Eardley – Perth Museum & Art Gallery