

ABSTRACT

In March of 2020, the Czech Republic was hit by the covid-19 pandemic. This was followed by three waves of forced closures, which limited the activities of museums and galleries and prevented the public from visiting them. The museum presentation has therefore moved to the online sphere, where institutions sought to engage their online visitors with virtual tours, videos, social media communications and other projects. The aim of this diploma thesis was to find out what consequences the forced closures in 2020 had on Prague's museums and galleries and how these institutions managed to adapt in the online world. For this purpose, I chose the methods of a questionnaire survey and an interview. I contacted a total of 64 Prague's museums and galleries, from which I received 32 responses. The results point to far-reaching problems that forced closures have meant for these institutions. Even after reopening, visitor numbers did not return to the state before the covid-19 pandemic broke out. Nevertheless, none of the respondents is in immediate danger of extinction in the near future. The adaptation of Prague's museums and galleries in the online world turned out to be more optimistic. Institutions were able to create a whole range of interesting online projects that caught the attention of their visitors. The problem of internet activities has been their evaluation, for which institutions do not have the necessary experience or comparison with other entities. Although museums and galleries have managed to adapt in the online world, there is still plenty of room for improvement in terms of creating further projects and promoting the institution online.

KEYWORDS

museum, gallery, covid-19, lockdown, forced closure, online, Prague