



FRANCE  
MUSEUMS

INTERNATIONAL  
**MUSEUM**  
CONSULTANCY



# FRANCE MUSÉUMS

## INTERNATIONAL MUSEUM CONSULTANCY

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**Museums face complex challenges.** As places where our historic heritage is preserved and where artworks are showcased, their scientific and cultural dimensions are fundamental. They play an important educational, social and economic role, and they are drawn into debates on key social issues. Some of these issues concern them directly, while others lie outside their scope - but they are questions that no museum can avoid: inclusiveness, sectarianism, restitution, climate change, and so on.

**The museum of tomorrow** is a hybrid, welcoming, radiant, exacting, enjoyable and scholarly place. It is a complex system that requires cutting-edge expertise of a kind offered by France Muséums.

**Set up to bring together French national museums** to work on the pioneering Louvre Abu Dhabi project, France Muséums capitalises on this unparalleled experience, using its expertise and that of its partner network to run international museum- and heritage-related projects.

**HERVÉ BARBARET**  
CEO, France Muséums

# FRANCE MUSEUMS

**15**  
YEARS'  
EXPERIENCE

*As a renowned international museum consultancy, France Muséums designs and carries out world-class museum and heritage projects.*

**+35**  
STAFF

**20**  
PARTNER  
MUSEUMS &  
INSTITUTIONS

**12**  
INTERNATIONAL  
EXHIBITIONS  
PRODUCED  
SINCE 2017

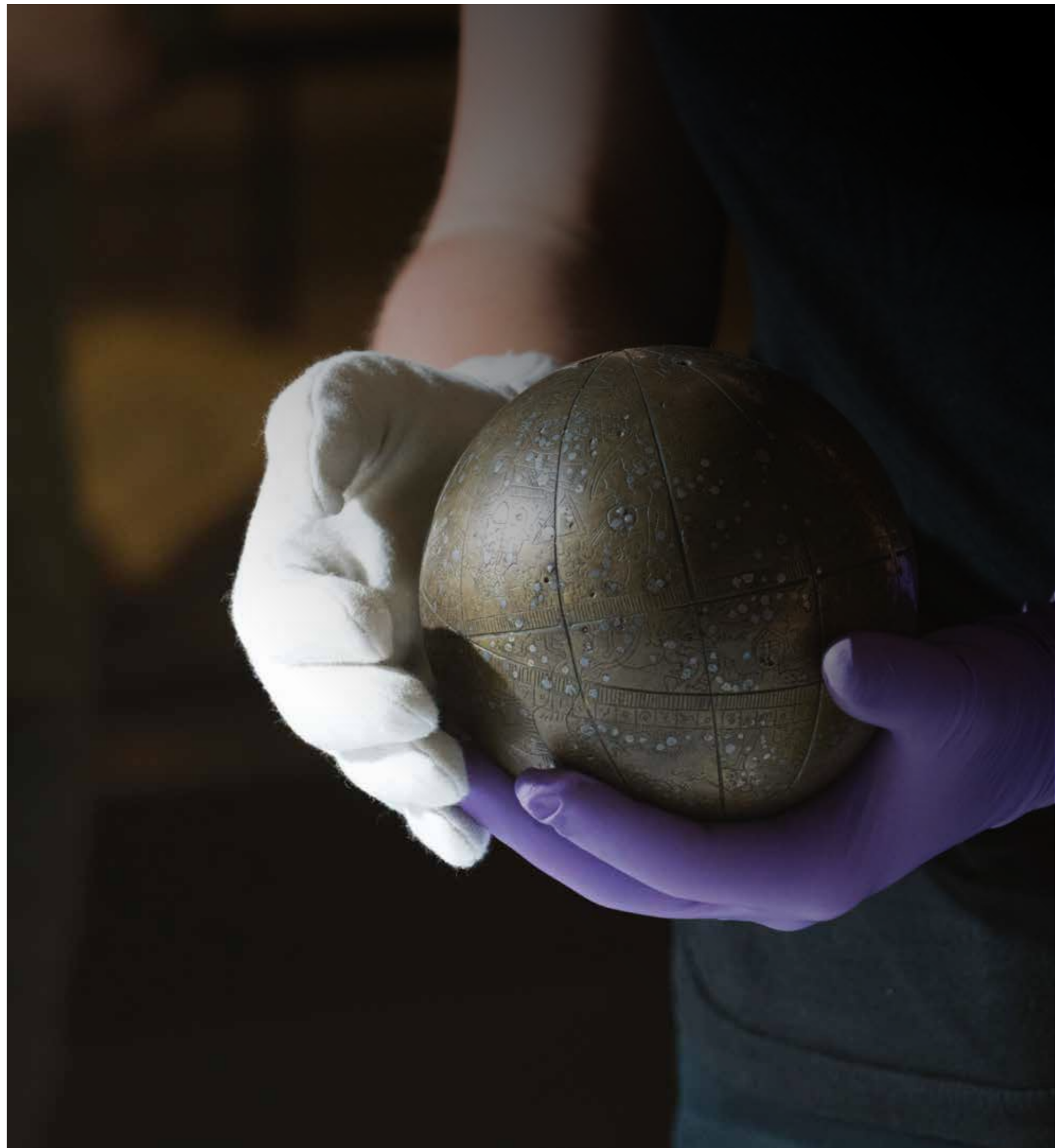
**150**  
TRAINING  
COURSES  
PROVIDED  
ANNUALLY

**Our story began in 2007** with a groundbreaking collective venture: the creation of the first universal museum of the 21<sup>st</sup> century in the Arab world, the Louvre Abu Dhabi.

**Whether creating new cultural venues** or transforming existing museums, our bespoke methodology and robust network of renowned French museums and international partners allow us to provide museums and heritage sites with state-of-the-art solutions.

**Each of our projects** offers unique storytelling and a memorable visitor experience based on high-quality content and design at every stage.

**Our fully integrated approach** allows us to develop highly successful cultural projects in an effective, process-driven and streamlined way.



# OUR CORE EXPERTISE

*Our unique strength lies in our ability to craft each stage of the work process to fit our client's needs.*

From the concept development stage to the programming, design and production phases, we strive to offer high-quality 360° services based on our vision of art, storytelling, the visitor experience and sustainability.

## STRATEGY & PLANNING

Assessing markets and developing innovative and sustainable scenarios

- **Opportunity** assessment and master plan
- **360° feasibility** studies and strategic planning
- **Audience** research and marketing strategy
- **Sustainable** design and environmental strategies

## CONCEPT & PROGRAMMING

Using storytelling to make artworks more meaningful

- **Content** programming
- **Visitor** experience design
- **Interpretative** design
- **Collection** design and acquisition strategy
- **Architectural**, technical, and functional programming

## PRODUCTION & PROJECT MANAGEMENT

Running international exhibition projects and operational planning

- **Galleries** and exhibitions
- **Production** of contemporary artworks
- **Publications**
- **Inclusive** educational programme
- **Immersive** mediation devices

## COLLECTION MANAGEMENT

Proven expertise in artwork management and conservation

- **Inventory** and digitalization
- **Setting up** and managing storage facilities
- **Organising** and coordinating restoration work
- **Preventive** conservation policies and emergency plans

## TRAINING & SUPPORT

Providing museum professionals with support and guidance

- **Organisational** strategy, HR policy & career paths
- **360° training** programmes on museum-related skills
- **Technical** training on museum practices
- **Art history** courses

# A ONE-OF-A-KIND NETWORK

Since its creation, France Muséums has built an unrivalled network of public and private partners throughout the world and established valuable and mutually beneficial synergies with its clients.

Based on the purpose and objectives of each project, we bring together leading experts from our in-house team and our network in order to offer the most effective solutions.

MUSÉE GUIMET  
 MUSÉE DU QUAI BRANLY  
 - JACQUES CHIRAC  
 BIBLIOTHÈQUE  
 NATIONALE DE FRANCE  
 RMN - GRAND PALAIS  
 MUSÉE DU LOUVRE



CHÂTEAU  
 DE VERSAILLES  
 MUSÉE RODIN  
 MUSÉE D'ORSAY  
 CENTRE POMPIDOU  
 MUSÉE DES  
 ARTS DÉCORATIFS



... AND MANY MORE



# OUR PROJECTS

Since 2007, France Muséums has managed the entire creative design process and developed the exhibition programming for the Louvre Abu Dhabi Museum.

This has been one of the largest and most innovative projects on today's international museum scene, and we are proud of helping to create a world-class museum. As an international museum consultancy, France Muséums supports the strategies of museums and heritage sites and strives to fulfill their individual requirements. We develop innovative, efficient and sustainable strategic solutions tailored to meet all of our clients' operational needs.

## LOUVRE ABU DHABI

Department of Culture and Tourism of Abu Dhabi

Abu Dhabi, United Arab Emirates

2007-2022

### DESIGNING THE NARRATIVE FOR A 21<sup>ST</sup> CENTURY MUSEUM

The narrative concept developed by France Muséums and its partners is embodied by a robust curatorial approach to visitor information, highly engaging interpretative design and an exciting visitor experience.

Instead of segmenting museum collections based on techniques, materials or geographic areas, the permanent exhibitions offer a uniquely decompartmentalised reading of art and history. They take visitors on an aesthetic journey from Antiquity to the present and foster dialogue between artworks from different cultures and civilisations.

### DESIGNING AND PRODUCING INTERNATIONAL EXHIBITIONS

Since the pre-inaugural exhibition of the Louvre Abu Dhabi, "Birth of a Museum", France Muséums has supported the institution by designing innovative international exhibitions in partnership with French museums that reflect the global scope of the Louvre Abu Dhabi and respond to specific local challenges.

## MONNAIE DE PARIS MUSEUM

Monnaie de Paris (Paris Mint)

Paris, France

2021-2022

France Muséums is working with the Monnaie de Paris on the design and production of the exhibition "Currencies and wonders", a round-the-world tour in 80 currencies, curated by Bérénice Geoffroy Schneider.

This exhibition is in line with the Monnaie de Paris Museum's 2024 strategic plan, which aims to enhance its identity and brand by combining its historical expertise with an innovative approach to the visitor experience.



## AMPHITHEATER & ROMAN HERITAGE SITES IN NÎMES

Edeis Group

Nîmes, France

2021

In partnership with Roland Berger Strategy Consultants, France Muséums supports the Edeis group, which operates cultural and heritage sites under licence, such as the amphitheater and two Roman heritage sites in Nîmes, France - Maison Carrée and Tour Magne.

France Muséums has carried out a complete critical analysis of Edeis' operation project: content programme, space planning, visitor experience and tourist strategy, footfall evaluation, business model, operational roadmap.



# OUR UNIQUE VALUE PROPOSITION

*France Muséums brings four distinctive core principles to each project, forming the pillars to our value proposition.*

## OUR TRADEMARK STRENGTHS

For each project we lead and manage, we leverage trademark strengths in order to support global and local cultural ecosystems:

- **Access to an unrivalled network** of renowned French museums able to provide outstanding artworks, synergies and experiences.
- **State-of-the-art storytelling** supported by immersive environments and careful identification of artworks.
- **Compelling visitor experiences** designed exclusively by the France Muséums team.
- **Sustainable solutions** at every stage and for each project component.

## A VALUE-BASED APPROACH

Because each museum is unique and shares culture in its own way, agility and adaptability are at the core of everything we do.

France Muséums promotes a universal vision of art and culture that is expressed via the creation of meaningful connections between cultures, civilisations, artworks and audiences.

Adapted to any museum's location, size or specialisation, our creative framework and approach allow us to address all of its needs while maximizing its potential.

Our greatest asset is our expertise in the field of the arts combined with our international outlook. Our work for the Louvre Abu Dhabi showcases our ability to lead and manage international projects encompassing multiple dimensions and challenges.

## A FORWARD-THINKING METHODOLOGY

This is a new and unprecedented era for museums and cultural institutions. It is characterized by an ever-increasing need to be both engaging and relevant to the general public via innovative digital features, compelling storytelling and immersive experiences for all types of audiences.

A museum forms part of a multidimensional cultural system, and we believe that the arts, culture, tourism and regional strategies are all closely intertwined. To be sustainable, today's museums have to take all these factors into account while offering exciting experiences to local, national and international visitors.

Our in-depth understanding of the museum sector allows us to run museum projects seamlessly and effectively. We design highly relevant solutions and manage multi-faceted projects, helping museums to fully realise their potential.

## 360° MODEL-BASED SERVICE

As an international museum consultancy, we provide a 360° modelbased service from concept development to implementation, that includes concept development, programming and design. We develop bespoke creative solutions and manage operational aspects (building management, collection management, exhibition production, etc.).

An array of proven skills forms the basis for our model-based service offering. We take great pride in having a multi-talented team of experts who bring their expertise and passion to every task, delivering a high level of efficiency and curatorial relevance to all the projects we undertake.

Our track record, passion and experience make us into trusted partners throughout the project's life cycle, from the inception phase to the final implementation of museum and heritage projects.





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# LET'S STAY IN TOUCH

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