

## PRESS RELEASE

France Muséums and the National Heritage Institute launched MuseoPro – A collaborative venture for an innovative training program commissioned by the Department of Culture and Tourism



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MuseoPro was launched on February 15th, at Louvre Abu Dhabi Auditorium. The event was graced by the presence of H.E. Rachida Dati, the French Minister of Culture, who delivered a keynote remark alongside with H.E. Mohamed Khalifa Al Mubarak. Additionally, the launch featured two conferences focusing on heritage enhancement and museum policy in France, marking the beginning of an exciting journey into the program.

### A training program that embraces Abu Dhabi innovative's cultural vision

Recognizing the visionary cultural policy of Abu Dhabi, France Muséums and the National Heritage Institute enthusiastically embrace the opportunity to support the Department of Culture and Tourism in creating the next generation of museum professionals. Through interactive workshops and immersive exhibits, participants delve into the intricacies of museum management and cultural policies.

### A comprehensive training program for Department of Culture and Tourism's (DCT) professionals

Structured around academic rigor, interactive sessions, hands-on trainings, and field-based sessions led by renowned international heritage professionals, MuseoPro offers a meticulously curated 18-month curriculum tailored for DCT participants and will serve as a platform for exchange among industry professionals. The comprehensive curriculum merges theoretical knowledge with hands-on experience, equipping participants with the skills needed to excel in various facets of museum operations. MuseoPro is divided into two phases:

The first phase called "Fundamentals", will be launched at the end of February 2024 and will run until June 2024, provides an exploration of museum organizations, and pivotal moments in art history intertwined with local narratives. It also offers an exciting opportunity to enhance expertise in documenting cultural heritage. From collecting information to the utilization of images, participants will delve into a comprehensive methodology that ensures a robust understanding of preserving and showcasing cultural treasures.

A second phase of specialization will cover the following topics regarding the profile, the experience and the career plan of the participants (from July 2024 to June 2025):

- Conservation and exhibition of artefacts
- Collections management, inventory, and registrar
- Interpretation and audience management
- Artworks or cultural heritage acquisitions and risks
- Libraries and books management
- Scientific and natural collections
- Management of cultural institutions: strategies and policies

Rita Aoun-Abdo, Executive Director Cultural sector, Department of Culture and Tourism said « This strategic collaboration not only solidifies our long-term partnership but also serves as a catalyst for capacity building among DCT experts, specifically those engaged in conservation, research, collection management, curation, museum education, archaeology, art, and natural history. At DCT, we firmly believe that preserving and protecting the tangible and intangible heritage of the Emirate demands nothing less than excellence in training and exposure for cultural heritage experts.»

Hervé Barbaret, CEO of France Muséums, and Charles Personnaz, Director of National Heritage Institute, said "Developed in collaboration with France Muséums and the National Heritage Institute, this new training program initiative marks the first of its kind in the GCC region, focusing exclusively on the challenges and evolving landscape of heritage and museums. Tailor-made for DCT employees, this training program aims to foster diverse ideas, policies, and institutions to promote Saadiyat Cultural District."

## About France Muséums

As an international museum consultancy, France Muséums supports museum and heritage projects of all sizes, from conception to completion. Whether creating new cultural venues or transforming existing museums, we bring to those in charge of museums and heritage sites worldwide a know-how and a network of experts and museums unique in the world.

From initial strategic planning to implementation, programming and capacity building strategy, our multidisciplinary team of over 40 experts and the network of partners we can mobilize, cover all stages of project implementation.

The museum's challenge is to guarantee the strength of the link between the public and the works of art. Putting collections at the service of a rigorous and interesting scientific and cultural proposition; ensuring a visitor experience anchored in this relationship to the artwork and mobilizing all the means of mediation; making the museum an institution that shines and inspires: France Muséums helps its clients to fully seize these challenges. We see the museum as a fundamental player in the construction of an open, enlightened and tolerant citizenry. By showcasing works of the mind, museums raise awareness of cultural, environmental, and social issues.

France Muséums was born of an extraordinary collective adventure: the creation in Abu Dhabi of the first universal museum of the 21st century. Over the years, we have steadfastly partnered with the Abu Dhabi Department of Culture and Tourism and Louvre Abu Dhabi to working diligently to foster the growth of this region into a pivotal hub of culture and knowledge.

## About The National Heritage Institute

The National Heritage Institute (INP) is a higher education institution of the French Ministry of Culture specializing in the training of heritage professionals. It has 30 years of experience in the training in a same institution of various heritage professionals. The INP is positioned at the heart of the whole

network of French institutions, scientific labs, universities and cultural administrations devoted to heritage.

Depending on the chosen speciality, INP trains all the French ecosystem of professionals working in museums and all institutions related to archaeology, archives, scientific and natural heritage, historical monuments and inventory.

The initial training at INP is designed to train high-level curators (18 months) and conservator-restorers (5 years, master level). The INP pedagogical approach is recognized at national and international level. It has been rewarded in Europe and in China.

Each year, more than 700 external professionals are selected by INP to share their best practices and expertise. Moreover, INP is the n°1 reference in France for the continuing education of all heritage professionals, with approximately 70 short sessions per year welcoming about 1200 participants in total.

Based on solid international cooperations and a wide professional network, INP designs and implements high-level and tailor-made trainings that meet with the specific needs expressed by the different heritage professionals.

## About the Department of Culture and Tourism – Abu Dhabi

The Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) drives the sustainable growth of Abu Dhabi's culture and tourism sectors and its creative industries, fuels economic progress, and helps achieve Abu Dhabi's wider global ambitions. By working in partnership with the organisations that define the emirate's position as a leading international destination, DCT Abu Dhabi strives to unite the ecosystem around a shared vision of the emirate's potential, coordinate effort and investment, deliver innovative solutions, and use the best tools, policies and systems to support the culture and tourism industries.

DCT Abu Dhabi's vision is defined by the emirate's people, heritage and landscape. We work to enhance Abu Dhabi's status as a place of authenticity, innovation, and unparalleled experiences, represented by its living traditions of hospitality, pioneering initiatives and creative thought.

For further information about MuseoPro, contact:

[presse@francemuseums.fr](mailto:presse@francemuseums.fr)

[communication@inp.fr](mailto:communication@inp.fr)