

PRESS RELEASE - 05/03/2024

France Muséums is expanding its activities internationally

France Muséums is expanding its international footprint with significant projects, notably collaborating with the Indian government on the future National Museum of India in New Delhi. Building on its legacy of promoting French museum and heritage proficiency overseas for the creation of Louvre Abu Dhabi project, France Muséums expands its influence with key initiatives worldwide.

Noteworthy for leading the promotion of a cultural heritage project in Bolivia and the development of the tourism and cultural offer for the Simón I. Patiño Foundation, as well as partnering with the Institut National du Patrimoine to develop a professional training program, MuseoPro, for the employees of the Department of Culture and Tourism – Abu Dhabi.



New Delhi, Inde – April 22, 2024. From left to right: Emmanuel Lebrun-Damiens (Counsellor for Education, Science and Culture / Country Director, French Institute in India), Amandine Roggeman (Cultural Attachée - Embassy of France / French Institute in India), Vincent Saulier (Project Manager - France Muséums), Hervé Barbaret (CEO - France Muséums), Aurélien Lechevallier (Director General for Global Affairs and Cultural and Economic Diplomacy – Ministry for Europe and Foreign Affairs), Thierry Mathou (French Ambassador to India), Ashish Goyal (Addl General Director, National Museum), Madan Mohan (Section Officer, Ministry of Culture, GoI), Vintee Sain (Exhibition Director, National Museum), Jivan Bachhav (Deputy Secretary, Ministry of Culture, GoI).



France Muséums, at the forefront of French museum expertise

France Muséums is a key player in promoting French museums and heritage expertise, providing comprehensive support for the design of museum projects, project owner support for their operational implementation, and technical services. France Muséums offers comprehensive support, catalyzing museum development globally.

France Muséums brings together some of France's leading experts to support those in charge of museums and heritage sites in all key areas: initial strategic planning, programming, and production of visitor journeys, collections management, visitor experience, training and capacity building, and sustainable management of museum projects.

Hervé Barbaret, Chief Executive Officer of France Muséums, *"A museum is a bearer of values. Access for all to artworks, creative freedom, cultural diversity, and the hybridization of cultural projects are all factors of attractiveness and empowerment. France Muséums, as a unique entity, crafts proposals that respect local contexts and cultures, while championing high-level French museum expertise without imposing a standardized model."*

France Muséums' support in India

Specializing in creating and transforming complex museum and heritage projects, France Muséums, supported by the French Ministry of Europe and Foreign Affairs, embarks on a collaborative endeavor with the Indian government. Tasked with a consultancy mission for establishing the forthcoming National Museum in New Delhi, the project was initiated on Monday, April 22. The Joint Working Group on museums convened, graced by the presence of key figures including Aurélien Lechevallier, Director General for Global Affairs and Cultural and Economic Diplomacy (Ministry for Europe and Foreign Affairs), Thierry Mathou, French Ambassador to India, and Govind Mohan, General Secretary of the Indian Ministry of Culture.

The launch of this project follows reciprocal commitments made by the highest authorities of both states, Indian Prime Minister Narendra Modi and French President Emmanuel Macron, on the occasion of the French national holiday on July 14, 2023, in Paris and - reciprocally - the Indian national holiday on January 26, 2024, in Delhi.

As part of the 'central vista' urban project, the Indian government plans to repurpose the historic North and South blocks in central New Delhi, transforming them into the future National Museum. Spanning nearly 120,000m², this museum project stands as a testament to India's rich 5,000-year history.

France Muséums will provide methodological support to develop a feasibility study, paving the way for the operational launch of this groundbreaking project.

France Muséums in Bolivia

France Muséums is also operating in Bolivia, supporting the Simon I. Patiño Foundation in promoting its cultural heritage. Three of its sites, located in La Paz and Cochabamba, are exceptional witnesses



to Bolivian history, and have been the subject of a strategic study that has led to the design of ambitious scenographic concepts. France Muséums is also working on a program to develop and harmonize the tourist and cultural offer of two sites, both renowned as natural and architectural jewels. Co-constructed with the Foundation's teams, these concrete orientations place history and visitors at the heart of a unique and inclusive experience.

[Learn more about the project](#)

France Muséums extends its cooperation with the United Arab Emirates

France Muséums and the National Heritage Institute launched MuseoPro, a comprehensive Training Programme for Culture and Museum Professionals, with the presence of H.E. Rachida Dati, the French Minister of Culture, alongside with H.E. Mohamed Khalifa Al Mubarak, Chairman of Department of Culture and Tourism – Abu Dhabi (DCT), and its Undersecretary, H.E. Saood Abdulaziz Al Hosani. This program marks a new stage in the trusted relationship between the United Arab Emirates and France. Anchored in the 2007 Intergovernmental Agreement, which underscores France Muséums' dedication to imparting museum expertise and facilitating skills transfer and capacity building, MuseoPro stands as a complementary endeavor to the ongoing support rendered by France Muséums to Louvre Abu Dhabi.

The 18-month MuseoPro training program is tailored to enhance the skills and expertise of DCT professionals in managing, developing and promoting the forthcoming museums within Saadiyat Island's Cultural District. Combining theoretical courses and practical on-site workshops led by international heritage experts, this program is divided into two training phases:

The first phase called "Fundamentals" was launched at the end of February 2024 and will run until June 2024, provides an exploration of museum organisations, and pivotal moments in art history intertwined with local narratives.

The second phase, known as the specialization phase, will last 12 months (from July 2024 to June 2025) and will include more technical modules tailored to each professional field and the specific needs of the participants.

[Read the dedicated press release](#)

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.

For further information on France Muséums, contact:

presse@francemuseums.fr