

KEY TRENDS IN 21ST CENTURY MUSEUMS

Σημαντικές Αρχές λειτουργίας των Μουσείων του 21ο αιώνα

Marie Bourke, National Gallery of Ireland mbourke@ngi.ie
Δρ. Μαρί Μπουρκ, Εθνική Πινακοθήκη της Ιρλανδίας



National
Gallery of
IRELAND

The Acropolis, Athens, Greece : Ακρόπολη, Αθήνα, Ελλάδα

How museums need to **change and adapt** to difficult times



SURVIVAL STRATEGY : For the Future of our Museums

Act as a facilitator of change

Adjust and accommodate change –without knowing what the changing pattern of society is going to be – and **you will survive**

The **ability of the museum** to allow itself to **adapt and change** will determine **its future success**

So what is the museum to do?



WELCOME: Is your museum & website Welcoming, Signposted, Accessible, Friendly from the moment the visitor arrives?



National Gallery of Ireland 1854



MANAGEMENT:

Good governance. Trained leaders with clear sense of mission.

PLANNING: a priority in 'all areas' of the museum



Claude Monet (1840-1926) *Argenteuil Basin with a Single Sailboat* 1874. @ NGI

FINANCE-RESOURCES: Museums must be well managed and build sustainable sources of revenue



MUSEUM BUILDINGS: Planning is critical ...
Could the museum use its spaces in a better way?



prove that the museum
needs a new building or
extension... so that galleries
are not closed due to lack of
funds, staff, collection and
visitors

OPPORTUNITIES EXIST:

If museums are creative & inventive in their thinking





VOLUNTEERS & INTERNS:

A motivated volunteer force
with a range of experience
& skills

can help to

create a good experience
for visitors

Welcome graduate interns: –
they are the next generation
of museum staff!

SHARE AUTHORITY: smart museums listen to visitors views on exhibitions and public events – and act on them!



CONSULT: colleagues outside the sector, who might provide training, advice, opportunities and role models



Johannes Vermeer (1632-75) *Woman writing a Letter with her Maid*, c.1670. @ NGI

ACCESSIBLE: museums that open flexible hours & days and wish to become part of the community and a person's lifestyle



INTER-DISCIPLINARY TEAMS: curators, educators, press & marketing, research services, conservators... all working together devising 'effective' exhibitions/events



COLLECTIONS: Good management a priority...

eg quality care & conservation, eg top class storage & security



Roderic O'Connor (1860-1940) La Rose du Ciel, Cassis, 1913. @ NGI

COLLECTIONS:

Visitors want to
See more of your
collections...**why not?**

Be bold - put more of
your collections on
show

Be brave - rotate your
permanent collections



COLLECTIONS: *Create access to culture* - put more collections online so virtual audiences can make their own exhibitions



Caravaggio (1571-1610), *The Taking of Christ*, 1602. @ NGI

(On indefinite loan from the Jesuit Community, Leeson Street, Dublin, who acknowledge the kind generosity of the late Dr. Marie Lea-Wilson, 1992)

EXHIBITIONS: *surprised* that your visitors want **more** temporary exhibitions, short term displays & in-focus shows



Attention! *EFFECTIVE COMMUNICATION & IT:*
Get your message out - optimise **online** resources & social
networking for **all museum** events



EDUCATION:

surveys show
visitors want more
programmes,
events & activities

why?

To
engage and
participate
more in your
museum
on-site &
online



PERSONALIZE: Visitors like **personally guided** tours

Teachers & students want museums to create Apps so they can select 'their' **key works**, and **print info** on 'their' **works**, and a **floor plan** showing 'their' location – **what a gift for teaching!**



Pay Attention TO AUDIENCES:

Children & Families want **fun** in museums & online.

Be bold - create more enjoyable events – grow your **audience** and **your community!**





YOUNG PEOPLE ARE ESSENTIAL:

Use social networking

Drop-in events

Activities they can take part in

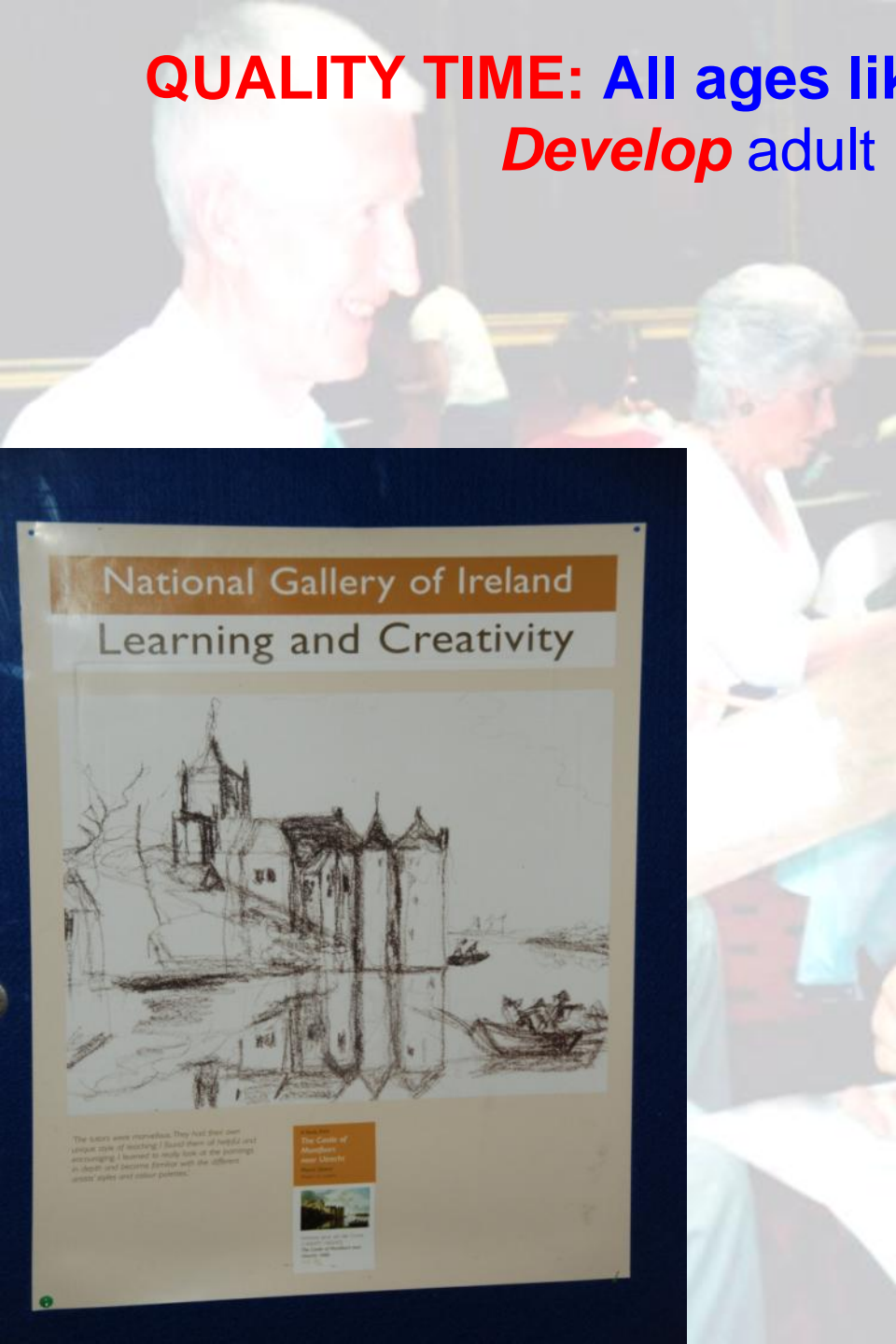
where they **meet other** young people

Make it fun!




QUALITY TIME: All ages like having fun in the museum

Develop adult lifelong learning




National Gallery of Ireland
Learning and Creativity



"The sailors were themselves. They had their own unique style of sketching! I found them all helpful and encouraging. I learned to study how the paintings in Dublin and London describe with the different water rights and colour patterns."

The Grain of
Bread
The Grain of Bread
The Grain of Bread





PARTICIPATION:

A worthwhile visit

For older adults involves

learning something new

with other people

which creates a sense of

wellbeing...

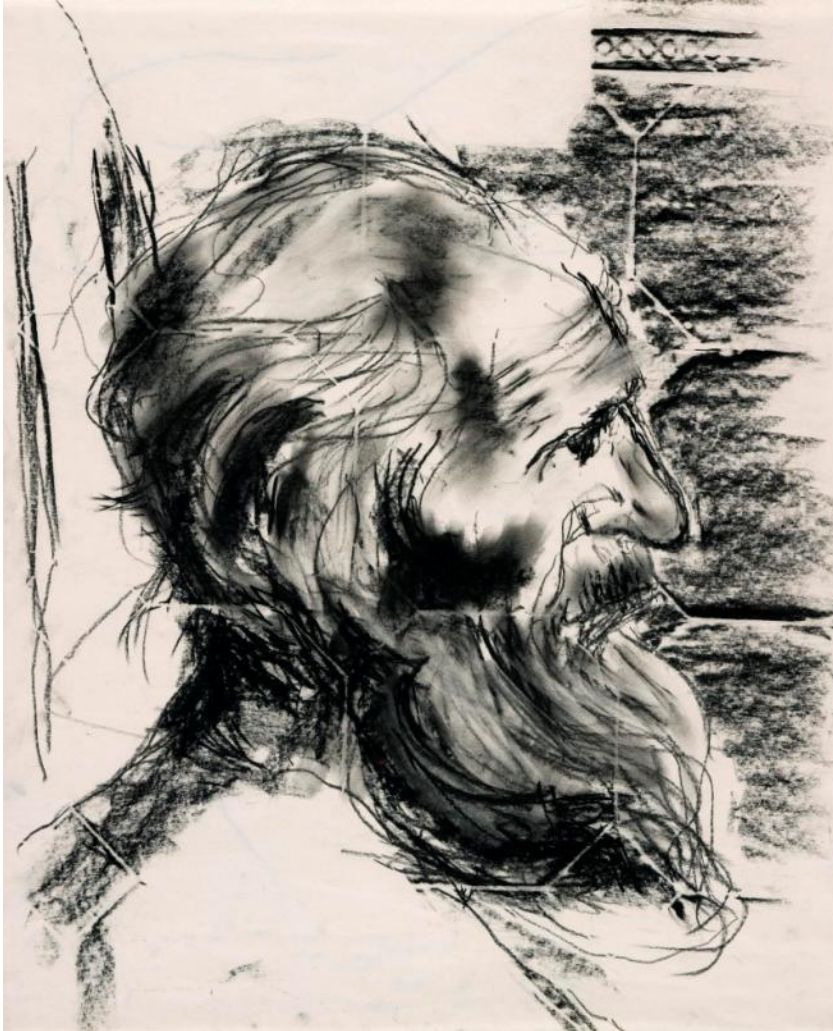
Sound great?

PARTNERSHIPS: help to make friends and integrate the museum into the community - a sensible approach moving into the future



CIVIC PRIDE

Museums can contribute to building
'a better society'



MUSEUMS MATTER: when they provide activities that bring the community into the museum!



National Gallery of Ireland, Millennium Wing 2002

Acropolis Museum, Athens, Greece

Aim to make a person's visit enjoyable and satisfying



Κρατικό Μουσείο Σύγχρονης Τέχνης, Thessaloniki

**Make their visits worthwhile, inspiring and
the most memorable ever**



Key trends for European museums in the 21st Century:

If museums hold collections in trust for the people, the nation. How do we demonstrate they are for the people and for the benefit of the public?

- Museums are now... a combination of the virtual & the physical
- Sustainable eg climate control, energy, collections management...
- Value- social-educational worth & value of cultural tourism to the economy
- Source alternative incomes private & public (state funding declining)
- Maximise commercial roles, online initiatives & social media
- Contribute to society, to the community & to improving people's lives
- Use motivated volunteers (eg older adults); Important to train graduate interns
- Employ displays/events/social media to engage new & repeat visitors
- Museums must be inclusive because they are *for all ages*
- **Be Adaptable & flexible** : **Inventive & creative** : *move with the times*

National Gallery of Ireland www.nationalgallery.ie

National Museum of Ireland www.museum.ie

Irish Museums Association www.irishmuseums.org

Irish Heritage Council www.heritagecouncil.ie

ICOM International Council of Museums <http://icom.museum>

CECA Committee for Education and Cultural Action

NEMO Network of European Museum Organizations www.ne-mo.org

LEM Learning Museum Network Project www.lemproject.eu

LEM



The Learning Museum

GREECE 2013

Ευχαριστώ πολύ

Μαρί Μπουρκ mbourke@ngi.ie