

# HOW TO STRUCTURE FRUITFUL COLLABORATIONS WITH EMERGING MARKETS

Francesca Polo, Executive Director



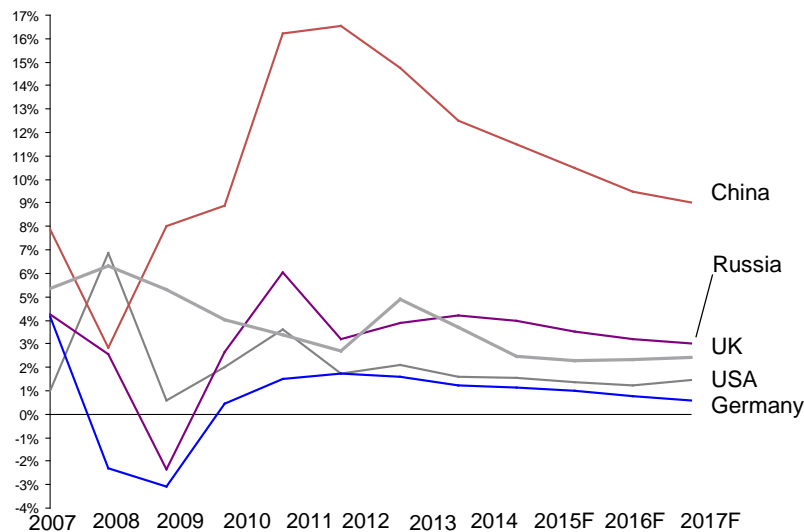
# DIFFERENT MARKETS FOR TEMPORARY EXHIBITIONS

## Established markets:

- Have been producing exhibitions for decades
- Plan exhibitions strategically to highlight their permanent collection
- Can provide inhouse expertise to research and exhibit heritage
- Show a steady growth in visitor numbers

## YoY growth of 5 largest countries by museum visitor numbers

Source: Euromonitor



## Emerging markets:

- Are still defining their temporary exhibitions strategy
- Are offer still acquiring items for their permanent collection
- Rely mostly on outsourced expttrise to research and exhibit
- Show aggressive YoY growth in visitor numbers

# ENTERING THE MARKET: THE MIDDLE EAST



Under Construction 2016:

## Louvre Abu Dhabi

260,000 sq ft

- Construction cost: \$ 90 million - \$ 115 million
- \$525 million (USD) was paid by Abu Dhabi to be associated with the Louvre name
- US\$253.5 million will be paid for various special exhibitions. 4 exhibitions per year for 15 years
- \$747 million (USD) will be paid in exchange for art loans, special exhibitions and management advice



Under Construction 2016:

## National Museum of Qatar

430,000 sq ft

- Construction cost: US\$434 million
- The director, Sheikha Amna bint Abdulaziz bin Jassim Al-Thani will need advice as she has not previously run a museum and needs to fill their space
- QM has spoken to Vastari about having gaps in their museums' schedules that they did not fill because they could not find appropriate exhibitions



Opened in 2007:

## NYUAD Art Gallery

- Mostly funded by the UAE government
- Admission to the Art Gallery is free and open to the public
- Most of the gallery staff is not local

# CULTURAL EXCHANGE: CHINA

2015 UK- China Year of Cultural Exchange showcases the best of British culture in China and of Chinese culture in the UK.

This exchange was formally announced when Premier Li Keqiang visited the UK in June 2014 and comprises two phases.

The UK season in China runs from March to July and is led by the Cultural and Education Section of the British Embassy and the Chinese season in the UK is led by the Chinese Ministry of Culture and runs in the second half of the year.



*“Our goal is to promote works of art from Chinese collections to the global art world, increase international cultural exchange, to let the world understand more about Chinese culture”.*

-China Cultural Relics Protection Foundation, Cultural Ministry of China, January 2015

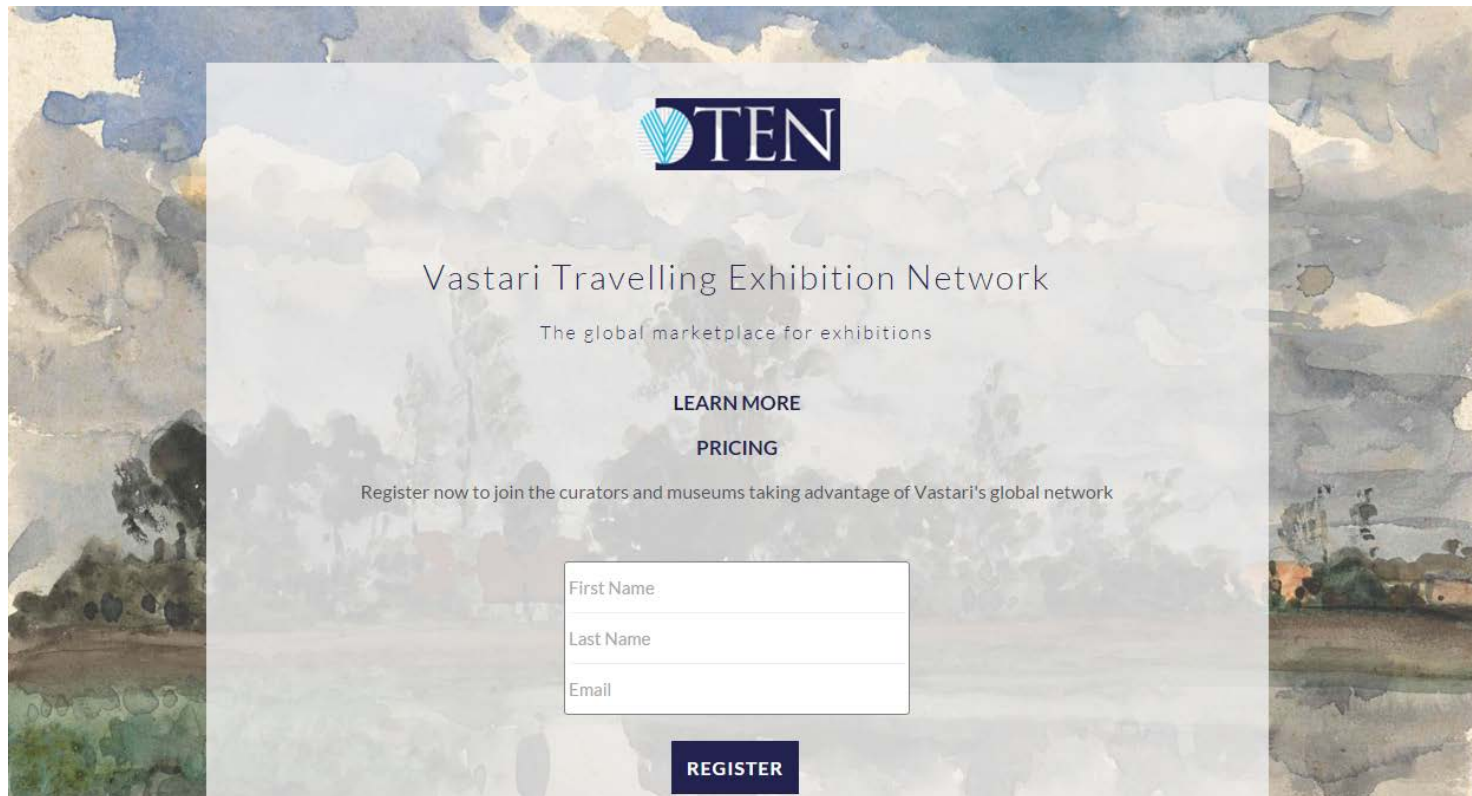


**中国文物保护基金会**  
China Cultural Relics Protection Foundation

# HOW TECHNOLOGY CAN HELP THE TRANSITION

- Connecting on a global scale
- Content distribution to targeted audience
- Market and source specific expertise
- Create a more diverse exhibition programme
- Build a network based on common interests
- Transparency in the different business models on the market



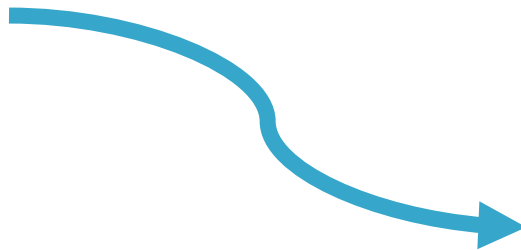


- Market place for travelling exhibitions
- Global outreach
- Interdisciplinary platform
- Includes private collections
- Analytics to define a development strategy for travelling exhibitions
- Access to expertise (next release)

# SELLING EXHIBITIONS

The Vastari Travelling Exhibition Network system members can register an unlimited number of available exhibitions using the following criteria:

- Image (jpg) and/or full proposal (pdf)
- Title
- Artist(s)
- Short Description
- Past Venues & Sponsors
- Number of Exhibits / Space Required
- Past Attendance Figures
- Explanatory & Support Material Available
- Languages
- Restrictions
- Price



The screenshot shows a digital listing for an exhibition. At the top is a poster for 'MING: THE GOLDEN EMPIRE' featuring a golden dragon on a blue background. Below the poster are three icons: a checkmark for 'AVAILABLE', a document for 'VIEW PDF', and an envelope for 'CONTACT'. The title 'MING: THE GOLDEN EMPIRE' is centered below the icons. The listing includes several paragraphs of text: a quote from The Financial Times, a quote from The Telegraph, a detailed description of the exhibition's content and history, and information about the curatorial partners. At the bottom, there are sections for 'Artist(s)', 'Past Venues & Sponsors', 'Number of Exhibits and/or Exhibition Space Required', 'Past Attendance Figures', 'Explanatory & Support Materials Available', and 'Languages'.

**MING: THE GOLDEN EMPIRE**

*A rich often startlingly beautiful collection of artworks and artefacts* [The Financial Times](#)

*A dynasty brought to life* [The Telegraph](#)

Following highly successful presentations in Edinburgh and Amsterdam, **Ming: The Golden Empire** is now available for international tour from 2016. **Ming: The Golden Empire** is a stunning touring exhibition which tells the story of one of the most famous periods in Chinese history. After successfully overthrowing the great Khans of the Yuan Dynasty, Zhu Yuanzhang founded the Ming dynasty in 1368. Ming, literally translated as 'brilliant', was a long and stable dynasty which saw great societal transformation and the birth of a burgeoning consumer culture. The Ming period was one of technological advancement, revolutionary social reform and a thriving culture of literature and arts. Some of the world's greatest structures, the Great Wall of China and the Grand Canal, were restored to the condition that is still seen today and the Forbidden City, the best preserved monument in Chinese traditional architecture, was constructed.

Presenting the rich and extensive collections of Nanjing Museum, this major exhibition reaches beyond the iconic blue and white porcelain to reveal extraordinary treasures, from everyday objects once belonging to ordinary Ming subjects to rare and luxurious artefacts of the Imperial Court. **Ming: The Golden Empire** illustrates the dynasty's greatest artistic achievements and explores the social, military and architectural developments that have marked the Ming era as the Golden Age of ancient China.

Collection: Original Ming artefacts from China, including an exceptional number of national treasures  
Curatorial partners: Nanjing Museum, China

**Artist(s)**

**Past Venues & Sponsors**  
National Museums Scotland, United Kingdom, De Nieuwe Kerk Amsterdam, the Netherlands

**Number of Exhibits and/or Exhibition Space Required**  
600 to 1000 sqm

**Past Attendance Figures**  
Figures soon available

**Explanatory & Support Materials Available**  
Exhibition book with collection presentation available

**Languages**  
English and host language

# BUYING EXHIBITIONS

The system allows members to search for available exhibitions by:

- Object type
- Keyword
- Artist name



★ Miró: Le Meraviglie



★ Dürer: rinascimento inciso



★ Medical Xylography



★ The Richard Harris Collection



★ The Rules of the Game 2008 - 2014



★ Science and Splendour: Treasures from the court of King



★ Picasso-genio tra segno e forma



★ Chagall: il sacro inciso





# HOW TECHNOLOGY CAN HELP DEVELOP A BETTER EXHIBITION PROGRAMME

Share available exhibitions proposals and monitor analytics to:

- Put together a more succesful exhibition programme
- Test the market and source potential partners for an exhibition proposal
- Define the best strategy for collaborations based on track record
- Access information about other institutions to evaluate for potential collaborations



# QUESTIONS

