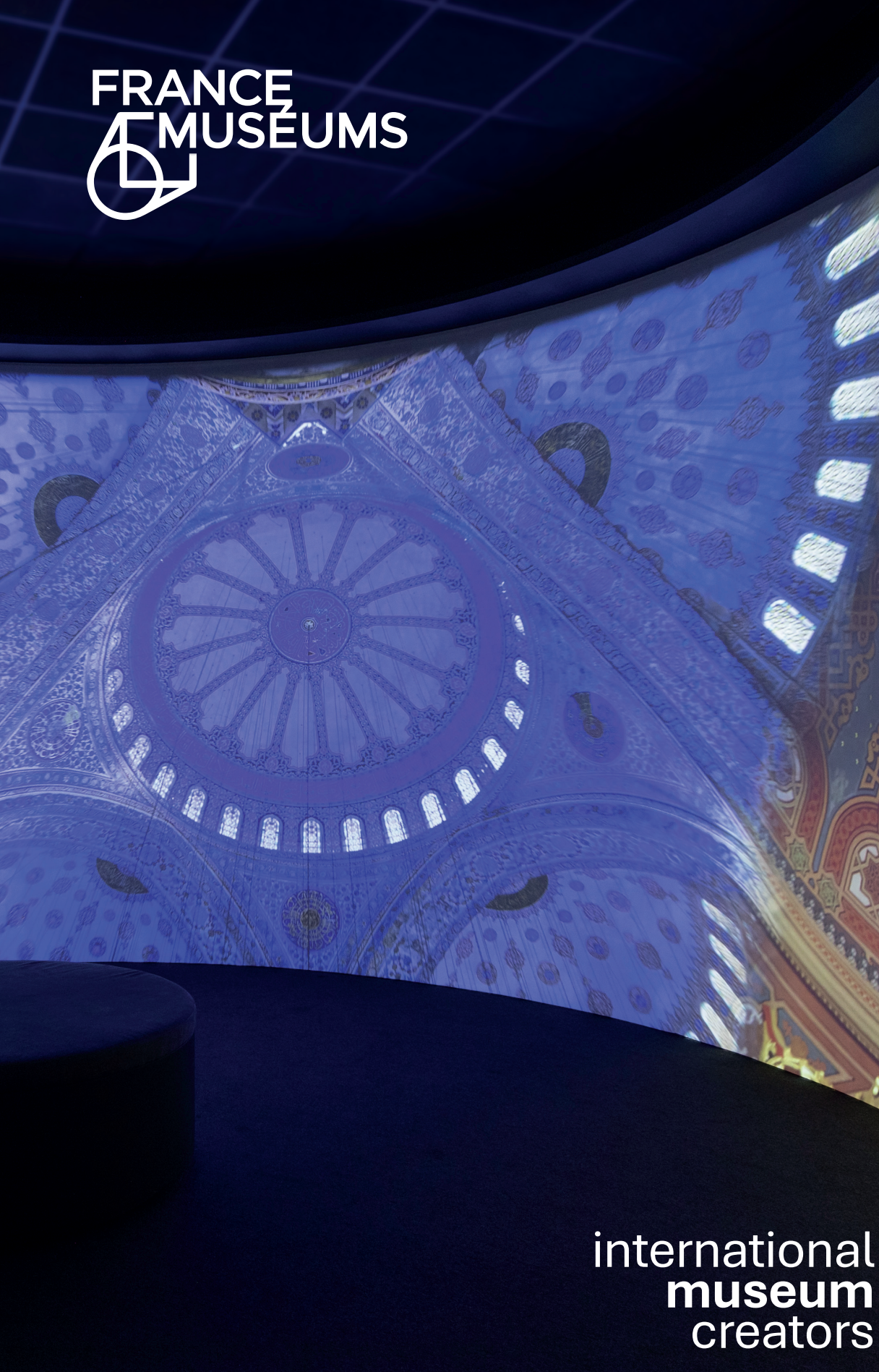


FRANCE
MUSEUMS



international
museum
creators



Our Vision

**Building meaningful interactions
between artworks and visitors
through memorable, accessible,
and sustainable experiences.**



Our Mission

France Muséums is an **International Museum Consultancy** that supports museum and heritage projects of all sizes, from conception to completion.

We support decision-makers in defining, planning, and implementing their cultural vision and strategy, enabling them to navigate complex challenges and seize new opportunities.

Your Goals

You are creating a **museum**, revitalising a **heritage site**, planning a **landmark event**, shaping a **tourism strategy**, training **your teams**, managing **collections**, or enhancing **visitor experiences**. We are here to support you.

Through a collaborative approach, our team co-creates solutions that reflect your ambitions, engage your audiences, and bring your project to life.

Born from *a collective venture*

Our inception originated nearly **twenty years ago** to manage the creation and development of **Louvre Abu Dhabi**. Since then, we have developed methods and honed our expertise to the benefit of **cultural and museum projects worldwide**.

This unique perspective makes us an **ideal partner for museums** looking for expertise that goes beyond theory to actionable and impactful outcomes, from strategy to operations.



Visitors

People are at the heart of every successful museum or cultural project.

By focusing on the visitors' needs, experiences and engagement, we create projects that foster meaningful and lasting connections to encourage them to return.

Story

A museum's success lies in its ability to generate engagement through dynamic and inspiring narratives.

We work alongside museum teams to craft a compelling vision that brings their stories to life, fosters deeper understanding between audiences and art, while also ensuring lasting relevance.

Place

A museum is more than a building – it is a transformative place rooted in its community.

By focusing on innovative and accessible design, we create spaces that become vibrant hubs for learning and discovery while ensuring operational efficiency.



Mobilising *a multidisciplinary team...*



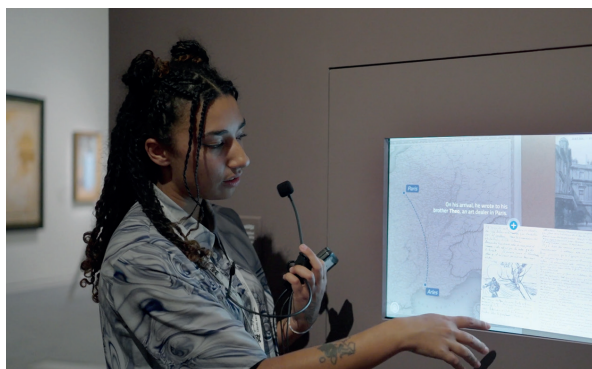
+40
team

+15
languages
spoken

+20
international
exhibitions

France Muséums brings together leading museum and cultural experts as required by each project mission, from our in-house team and our network in order to offer the most effective solutions.

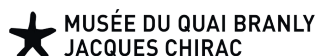
Fluent in several languages — including English, French, Spanish, Italian, German, Greek, Arabic, and Turkish, our team has worked in over 30 cultural institutions worldwide. This unique expertise ensures that every solution we develop is rooted in real-world practice.



we are museum & artwork experts
curators & storytellers
project managers
strategists
programming experts
conservation & collection managers
exhibition developers

...and an unrivaled museum 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.



Providing *integrated* expertise

CULTURAL AND MUSEUM STRATEGY

Ensuring a clear museum strategy, mission and vision that align with the institution's ambitions, serving as a guiding principle for all present and future decisions.

- Positioning, mission and vision
- Benchmarking, contextual analysis, market analysis, opportunities and threats analysis
- Strategic and museum master plans
- Feasibility studies

CONTENT DEVELOPMENT AND STORYTELLING

Crafting visitor-centric and accessible storytelling through a research-led approach aligned with the curatorial vision of the institution.

- Interpretative strategy and plans
- Educational content and tools
- Research and curatorial frameworks
- Storytelling and writing
- Exhibition, public, and education programming
- Digital education tools: strategy and assistance

MUSEUM PROGRAMMING AND DESIGN MANAGEMENT

Developing functional programmes and spaces that align with operational requirements while being tailored to the architecture and exhibition design.

- Project planning, development and execution
- Implementation plans and project roadmaps
- Stakeholder management
- Functional programmes
- Exhibition design, architecture review and assistance
- Exhibition designer and architect competition management
- Annex space planning: artwork storage, educational spaces and other
- Owner's representative, quality assurance

EXHIBITION AND CULTURAL EVENT DEVELOPMENT

Creating and organising impactful exhibitions and public programmes are at the forefront of curatorial practices.

- Planning, development and delivery of exhibitions
- Artwork loans, shipping, logistics and installation management
- Coordination of publications production
- Conference and symposium development, planning and implementation
- Turnkey exhibitions including full concept development and creation

BUSINESS AND OPERATIONS PLANNING

Providing operational and business planning support, including operational costs and risk assessments to ensure key success factors are met throughout the project's lifespan.

- Investment analysis and strategy
- Business plans
- Operational plans
- Cost assessments
- Risk assessments
- Staffing structure development and staff career paths
- F&B, ticketing, retail, museum services plans
- Exhibition and museum processes

CAPACITY BUILDING

Fostering growth by developing impactful learning, skill-building, and knowledge-sharing programmes for museum, arts and culture professionals.

- Training plan, programme development and implementation
- Participative workshops, trainings, externships development and implementation
- Mentorship programme development and implementation
- Stakeholder and community engagement facilitation and workshops

AUDIENCE STRATEGY

Delivering clear visitor objectives, analysing potential audiences in the catchment area, and driving project success in achieving audience development and retention.

- Audience research
- Audience definition, personas and segmentation
- Audience development plans
- Visitor experience plan
- Audience accessibility analysis and recommendations

CONSERVATION AND COLLECTION MANAGEMENT

Ensuring long-term care, access, and security of collections through the development of adapted conservation, collection policies and procedures.

- Conservation policies and procedures
- Collection management strategy, policies and procedures
- Emergency preparedness plan development and review
- Collection storage and handling practices

FOCUS

Capacity building

Training plan,
programme
development and
implementation



Launch of the MuseoPro training programme, Louvre Abu Dhabi, UAE

Workshop management for the National Museum, New Delhi, India



Participative workshops,
trainings, externships
development and
implementation

Training and skills transfer are key elements in the DNA of France Muséums. We **support project leaders** in building a **training policy** tailored to their needs and their territory.

Our experts put their know-how at your service to set up **comprehensive support plans** or **one-off training courses**.

Our network of renowned institutional partners enables us to offer **quality programmes** in the fields of **museum management**, **museum training** and **art history**.



Workshop management for the Indonesian

From **conception to completion**, we create compelling exhibitions and events that **bring stories to life** and **amplify the voices of leading experts**, artists, and cultural figures.

Our team supports curators, designs innovative, **comprehensive and accessible displays**, and manages all aspects of logistics, ensuring seamless and impactful cultural experiences.



Dubai Expo: Les Rencontres France Muséums, Dubai, UAE



Dragon & Phoenix: Centuries of Exchange between Chinese and Islamic Worlds Exhibition, Louvre Abu Dhabi, UAE

Planning, development and delivery of exhibitions



Monnaies & Merveilles Exhibition, Monnaie de Paris

FOCUS
*Cultural event
development*

Developing *impactful projects*



**1. Museum of Sufi Arts
and Culture**
Chatou, France

2. Paris Mint (Monnaie de Paris)
Paris, France

3. Bastion Saint-Antoine
Geneva, Switzerland

4. Heritage sites
Nîmes and Orange, France

5. City of Menton
Menton, France

6. Patiño Foundation
*La Paz and Cochabamba,
Bolivia*

**7. Ghana Museums
and Monuments board**
Ghana

**8. Museum of Three Thrones
and Black Divinities**
Aného, Togo

across the world

9. Louvre Abu Dhabi
Abu Dhabi, United Arab Emirates

10. MuseoPro Training Programme
Abu Dhabi, United Arab Emirates

11. Yuge Yugeen Bharat National Museum
New Delhi, India

12. Indonesian Heritage Agency
Jakarta, Indonesia

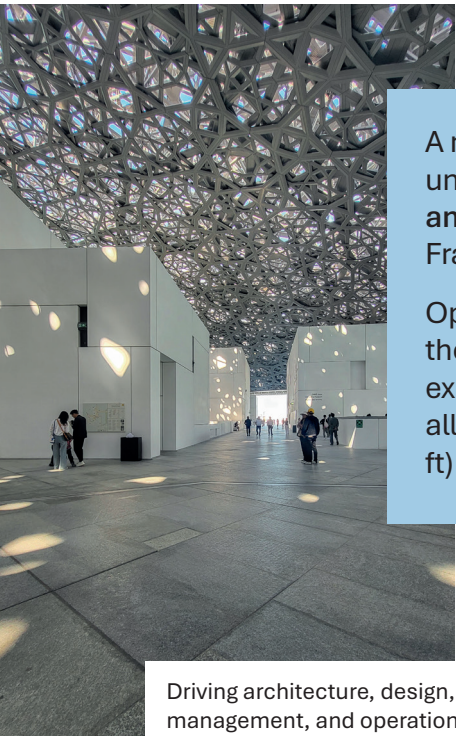




Conceiving a museum narrative



Organising the conservation and exhibition of a universal collection



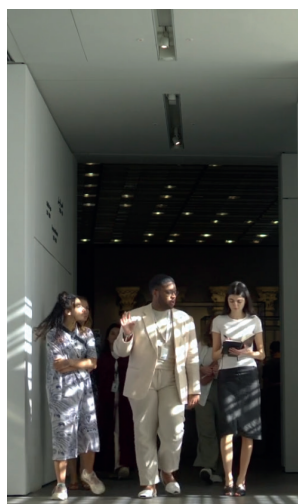
Driving architecture, design, building management, and operational decisions

A multifaceted and radically innovative project with a universal vision of art, Louvre Abu Dhabi is **the most ambitious global museum** in the Arab peninsula and France's largest cultural project abroad.

Opened in 2017, it houses a collection of several thousand works of art of which **700 artworks** are exhibited, including approximately **250 French loans**, all within an iconic **24,000-square-metres (250,000 sq ft)** building complex designed by Jean Nouvel.



Creating a Children's Museum



Upskilling the next generation of museum professionals

LOUVRE ABU DHABI

Designing a 21st century *museum*



Designing innovative interpretation tools



Producing international exhibitions

Tailoring our services *to each client*

Our projects include:



project	Advisory Support for Patiño Foundation
place	Cochabamba and La Paz, Bolivia
objectives	Cultural strategy development, budgeting, roadmap planning, and operational tools aligned with the museum transformation programme's ambitions.
services	Cultural strategy, content and storytelling, exhibition and cultural events, programming and design, business and operation planning, audience strategy, conservation and collection



project	Yuge Yugeen Bharat National Museum Ministry of Culture, Government of India
place	New Delhi, India
objectives	Assistance in defining the mission and functional programming with a view to launching the project management competition.
services	Cultural strategy, content and storytelling, programming and design, capacity building, audience strategy, conservation and collection



project	Project Management, Museum of Sufi Arts and Culture
place	Chatou, France
objectives	Complete project management for the MTO Museum of Sufi Arts and Culture in Chatou, which opened in September, 2024.
services	Cultural strategy, content and storytelling, exhibition and cultural events, programming and design, business and operation planning



project	Feasibility study, Museum of the Three Thrones and Black Divinities
place	Aného, Togo
objectives	Concept, business model and discussions with the selected architect for the Museum of the Three Thrones and Black Divinities in Aného.
services	Cultural strategy, content and storytelling, programming and design, business and operation planning



project	MuseoPro Training Programme Department of Culture and Tourism, Abu Dhabi
place	Abu Dhabi, United Arab Emirates
objectives	Launch of <i>MuseoPro</i> , a comprehensive 18-month training programme in collaboration with the Institut national du Patrimoine of France.
services	Capacity building



project	Trainings for Indonesian Heritage Agency
place	Jakarta, Indonesia
objectives	Three-day training workshops and methodological support on preventive conservation, collection management and key recommendations.
services	Capacity building, conservation and collection



project	Trainings for Ghana Museums & Monuments Board
place	Ghana
objectives	Two-day training course on museum themes: interpretation, collections management, exhibition spaces.
services	Exhibitions and cultural events, capacity building, conservation and collection



project	Exhibitions for Paris Mint (Monnaie de Paris)
place	Paris, France
objectives	Exhibition management of <i>Currencies and Wonders</i> (2022) and <i>Money in Art</i> (2023) from design to completion.
services	Content and storytelling, exhibition and cultural events, conservation and collection



project	<i>African Museums Today & Tomorrow</i> Symposium Department of Culture and Tourism, Abu Dhabi
place	Louvre Abu Dhabi, United Arab Emirates
objectives	Three-day Symposium in January 2025 gathering museum professionals from across the African continent.
services	Exhibitions and cultural events



Workshop management for the Indonesian Heritage Agency, Jakarta, Indonesia

"France Muséums provided **several services over a two-year period**. Their **collaborative approach**, adaptability, and deep understanding of cultural institution management ensured **smooth coordination and successful delivery** throughout all phases of the project."

Claire Bay
Chairwoman of the Board of Directors
Museum of Sufi Arts and Culture



Opening of the Museum of Sufi Arts and Culture, Chatou, France

"During this mission, France Muséums conducted **analysis, benchmarking, and strategic cultural planning**. The results achieved fully met our expectations. Their professionalism, attentiveness, and rigor greatly contributed to the project's success."

Laurent Thonon
Strategy and Development Director
Fondation Patiño



Workshop management at the Patiño Foundation, Cochabamba, Bolivia

Creating value through *cooperation*



African Museums Today and Tomorrow Symposium,
January 2025, Louvre Abu Dhabi, UAE

"France Muséums Symposium was **very fruitful**. In my view, it marks the beginning of a new era for **rethinking museum institutions**. Personally, I am deeply grateful to the organisers of this symposium."

Pr. Henry Bundjoko Banyata
Director
**National Museum of the Democratic
Republic of the Congo**

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