A visionary concept

"I passionately want Paris to have a cultural institution [...] that is both a museum and a creative centre, where art, music, cinema, literature, audiovisual research, etc... would come together."

Georges Pompidou
An extraordinary success

- Large popularity
- Strong identity
- Leading institution
- Exceptional building
An extraordinary success

Third cultural institution in France in number of visitors:

<table>
<thead>
<tr>
<th>No. 1</th>
<th>Musée du Louvre</th>
<th>7.5 million visitors</th>
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</thead>
<tbody>
<tr>
<td>No. 2</td>
<td>Eiffel Tower</td>
<td>6.5 million</td>
</tr>
<tr>
<td>No. 3</td>
<td>Centre Pompidou</td>
<td>5.3 million</td>
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<tr>
<td>No. 4</td>
<td>Cité des Sciences</td>
<td>3.4 million</td>
</tr>
<tr>
<td>No. 5</td>
<td>Musée d’Orsay</td>
<td>2.9 million</td>
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</tbody>
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Figures 2005

An institution loved by the public: a positive image for three-quarters of visitors (source: 2006 survey on Centre Pompidou visitors)
An extraordinary success

Dedicated teams

A name recognised around the world

A unique multi-disciplinary character, that has since inspired all major museums
An extraordinary success

- Size of the collection
- Number and quality of the exhibitions
- Number of users of the Bpi (Public Library of Information)
- The music centre Ircam’s excellence and capacity for innovation
- Educational activities available for children
- Programmes for the performing arts, cinema and conferences
- Editorial excellence
An extraordinary success

An astonishing, magical building that immediately conveys a very strong image

Unique location in the heart of Paris
A new environment

- Growing competition
- Digital revolution
- A new relationship between society and contemporary art
- A new status for creation
- International context
Thirty years ago, the Centre was virtually alone in providing access to modern and contemporary art.

Today many venues offer access to contemporary art, contemporary art is everywhere, and international competition is growing.
A new environment

The digital revolution

- Digital technology as a new cultural frontier:
  - new cultural economics,
  - new forms of creation,
  - new means of addressing the public.

- Digital technology as a way towards free access.
Early 1970s: a divorce between society and artists.

Thirty years later: a new desire for contemporary art.
A new environment

A new status for creation

- A civilisation based on intelligence and innovation in which the vitality of artistic creation takes a central role.

- A nation’s openness to artistic creation mirrors its ability to adapt to a new era.
Early 1970s: the domination of New York in the art world.

Today, a globalised art scene.
Our weak points

- Blurred image
- Out of touch
- Poorly understood offer
Our weak points

- Institution seen as cumbersome and complex
- Impression of a gap between the institution and the artists
- Institution accused of not being committed enough and of promoting «official art»
Our weak points

- An institution seen as less audacious than in the past
- The latest in creation does is too often absent from the Centre.
- The programme gives the impression of playing catch up instead of being a trend setter.
Our weak points

Feeling of confusion and misunderstanding about the programme

The programme sometimes appears as a result of constraints rather than actual choices.

Insufficient showcasing of the museum within the whole
Strategy

→ Update our missions
→ Reassess our priorities
→ Focus on Key projects
Our missions

- Strengthen the relationship between society and creation
- Participate in writing the history of art of the 20th and 21st centuries
- Support the French art scene throughout the world
- Be a key player in cultural decentralisation
Our missions

Strengthen the relationship between society and creation

- Assert our social and political responsibility
- Diversify our public, in particular towards young people
- Make the most of our ideal location in the heart of Paris
- Be a meeting place for the public and contemporary art
Our missions

- Participate in writing the history of art of the 20th and 21st centuries

- Carry out in-depth research into the history of modern and contemporary art

- Renew the presentations of our collections and temporary exhibitions to offer new information and experiences

- Provide access to vast documentary resources and archives
Our missions

Support the presence of French art scene throughout the world

- Particular responsibility towards the French art scene
- Unique assets:
  - scientific reputation of the museum
  - know-how in terms of exhibitions
  - capacity to be present internationally
  - strength of our image
- A long term commitment towards artists
Our missions

Be a key player in cultural decentralisation

→ From the start, the Centre wanted to be a «centre for decentralisation» (Robert Bordaz).

→ This imperative is the result of our mission to be an interface between France and its artists.

→ The museum, the Bpi and Ircam must now position themselves as resource centres.
Priorities

1. Highlight our assets
2. Clarify our offer
3. Renew our proposals
4. Be a global player
1st Priority

Highlight our assets

→ Maintain the standard of the museum and library collections
→ Regularly re-arrange the permanent collection
→ Increase the number of travelling exhibitions
→ Highlight Ircam’s repertoire
2nd Priority

Clarify our offer

- Define a clearer temporary exhibition strategy:
  - exhibitions on history of art or specific contexts
  - concept exhibitions
  - monographs of living artists

- Strengthen and energise the multi-disciplinary character of the programme
3rd Priority

Renew our proposals

- Be innovative in terms of *exhibition formats and concepts*
- Devise proposals that focus more on the *current arts scene*
- Develop *relationships with artists*, in particular via a policy of commissions
- Make the most of *digital* opportunities
4th Priority

Be a global player

- Think on a global scale
- Strengthen links with emerging scenes: China, India, Latin America, Africa, Eastern Europe, etc.
- Strengthen our networks in the United States and in Japan
Seven strategic projects
Located at the Palais de Tokyo, opposite the Eiffel Tower, the Centre is redesigning an exhibition space, which include four large galleries.

The Centre Pompidou-Alma will concentrate on monographs of living artists.

It will focus the mid-career and confirmed French artists.

It will also present monographs of major foreign artists.
A festival celebrating latest in the arts

- This new multi-disciplinary festival will take place in the «Galerie sud» and also in the forum and the performance and film theatres.

- This event will allow the Centre to showcase the latest trends in the current arts scene in France and worldwide.

- With the opening of the Centre Pompidou-Alma, the «Galerie sud» will no longer be an exhibition space and will instead become a permanent space dedicated to the latest trends in the arts.
In 2010, the Centre will present an exhibition devoted to a fundamental emerging arts scene: India.

This new exhibition concept, which will include a large number of commissions, will help to strengthen the links between artists from both scenes.

In this way, the Centre hopes to represent a spirit of dialogue and openness with emerging scenes.
The Centre Pompidou-Metz will open in 2009.

It will highlight the Centre’s permanent collection through regularly changing exhibitions.

With Metz, The Centre Pompidou will be the first major national cultural institution to decentralise its collections in partnership with the local authorities, in particular CA2M.
The Mobile Centre Pompidou

- The Mobile Centre Pompidou is a 800m² mobile exhibition space.

- Designed by the Centre Pompidou-Metz, the travelling exhibitions be based on the collection.

- Each exhibition will travel to 3 or 4 French regions every year.

- Partnerships will be proposed to the FRAC network and to art centres.
The Virtual Centre Pompidou will offer a significant progress in online culture.

- It will present a rich content via innovative interfaces.
- An interactive web-tv will highlight the variety of the Centre’s collection and programmes.
- Centre Pompidou will intensify its efforts in terms of digitising its collections in order to make them available to the public.
The Centre Pompidou will be the first museum to dedicate a space specifically to teenagers.

This space will offer an original experience of the highest quality based on encounters with artists.

It will particularly focus on disciplines such as video art, digital design, graphic art, fashion, etc.

Teenagers will be able to broadcast their creations on a physical format or in the virtual space.
Centre Pompidou: a dedicated art institution