

The image shows the interior of the Centre Pompidou, a high-tech building with an exposed structural framework. A glass-enclosed walkway is visible on an upper level. In the foreground, two abstract sculptures are placed on a grey tiled platform. The background features a panoramic view of Paris, France, under a clear blue sky. The overall color palette is dominated by blues and greys.

THE CENTRE POMPIDOU STRATEGIC DIRECTIONS

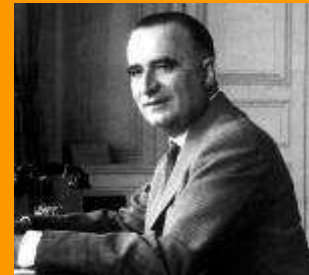
A visionary concept

“

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

A large popularity

→ **Third cultural institution** in France in number of visitors :

N° 1	Musée du Louvre	7,5 million visitors
N° 2	Eiffel Tower	6,5 million
N° 3	Centre Pompidou	5,3 million
N° 4	Cité des Sciences	3,4 million
N° 5	Musée d'Orsay	2,9 million

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

A strong identity

- **Dedicated** teams
- A **name recognised** around the world
- A unique **multi-disciplinary character**, that has since inspired all major museums



An extraordinary success

A leading institution

- 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 exceptional building

- 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**

A new environment

Growing competition



- 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.



A new environment

A new relationship between society and contemporary art

- 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.



A new environment

Multinational context

- 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

A blurred image

- 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

Out of touch

- 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

A poorly understood offer

- 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

The background of the slide is a photograph of a modern building under construction. The structure is heavily encased in white metal scaffolding. A prominent red banner or awning is visible on the left side. In the lower right, a billboard is partially visible, featuring two men in suits and the name 'JEAN HÉLON'.

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

Highlight
our assets

1

Clarify
our offer

2

Renew
our proposals

3

Be a **global**
player

4



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

An aerial photograph of a city square, likely in Paris, showing a mix of historic stone buildings with mansard roofs and a modern white architectural structure with curved elements. The square is paved and has some trees and people visible.

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

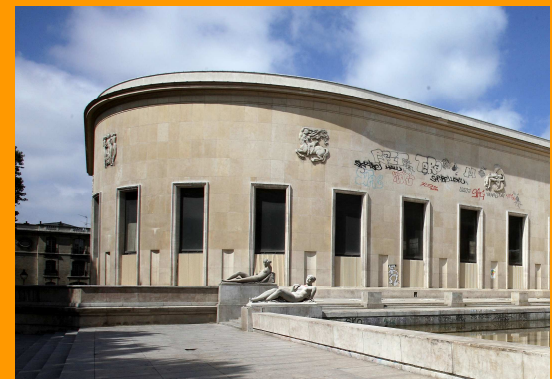
- Think on a global scale
- Strengthen links with emerging scenes: China, India, Latin America, Africa, Eastern Europe, etc.
- Strengthen our networks in the United States and in Japan

**Seven
strategic
projects**



The Centre Pompidou-Alma

- 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.**

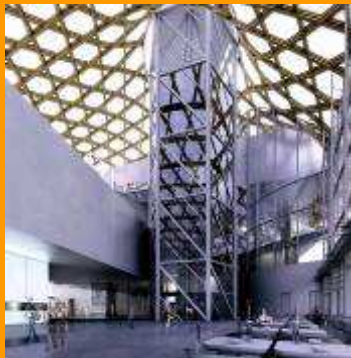
A Major Exhibition on India

- 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

- 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

- 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.





A dedicated space for teenagers

- 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.

The image shows the interior of the Centre Pompidou, a modern art institution. The space is characterized by its exposed structural elements, including large white columns and a complex network of pipes and beams. A glass-enclosed walkway is visible on an upper level. In the foreground, two abstract sculptures made of dark, textured material are placed on a light-colored tiled platform. The background features a panoramic view of a city, likely Paris, under a clear blue sky. The overall atmosphere is one of industrial modernism and open space.

Centre Pompidou: a dedicated art institution