

- **Impact of museums on individuals**

DCMS is currently trying to put a financial value on the benefit to an individual of visiting museums – but can this largely qualitative aspect be measured?

The Museums Summit will debate:

- **The economic value of museums** through a keynote speech and the following discussion
- **The role of the museum in telling a national story** and demonstrating the heritage of a particular culture, through a convened discussion between the directors of two very different international museums
- **The potential for museums to create social change** in a particular region, through talks from individuals with key experience in using museums to help regenerate or maintain UK cities and areas

Current programme:

13.30-14.00 Registration

14.00-14.30 *Measuring the value of culture and museums*

- David Verey, chairman, the Art Fund

14.30-14.40 *Response*

- Lord Browne of Madingley: chairman, Tate

14.40-15.20 *Museums as instruments and consequences of economic change*

Museums can change a region's economic fortunes through tourism and new investment. However, cultural assets can be vulnerable when times get tight. How do we make the argument to protect and develop collections and museums for the public of the future as well as of the present?

- John Kampfner: director, Creative Industries Federation (panel chair)
- Dame Liz Forgan: trustee, the Art Fund
- Graham W. J. Beal: director, Detroit Institute of Arts

15.20-16.00 *Museums, identity and authority*

Museum collections reflect and project the state of the world in which they were founded. How can we learn from international models to create museums which advance a national, local or social story? Who decides the narrative? Should museums try to shape the agenda, or reflect existing understanding?

- Fiammetta Rocco: editor of books and arts, *The Economist* (panel chair)
- Jack Persekian: director and chief curator, the Palestinian Museum, Ramallah
- Wim Pijbes: general director, the Rijksmuseum, Amsterdam

16.00-16.30 Coffee Break

16.30-17.15 Museums and social change

What is the impact of museums on those who visit them? How do we measure that impact? Are new or improved museums the best way to encourage regional regeneration – and if so which models have and have not worked?

- Jane Morris: editor, the Art Newspaper (panel chair)
- Peter Wienand: partner, Farrer & Co
- Maria Balshaw: director, Manchester City Galleries and Whitworth Art Gallery
- Munira Mirza, deputy mayor for education and culture, London

17.15-17.30 Concluding remarks: *Museum values*

- Diane Lees: chair, National Museum Directors' Council
- Will Gompertz: arts editor, BBC

**Art Fund Prize for Museum of the Year Museums Summit, sponsored by Farrer & Co:
*Invaluable? The Value of museums in a world of prices***

Date and time: 9 July 2014, 2 - 5.30pm

Venue: The Sainsbury Wing, National Gallery, London

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About the Art Fund

The Art Fund is the national fundraising charity, helping museums to buy and show great art. Over the past 5 years we've given over £26m to help museums and galleries acquire works of art for their collections and placed hundreds of gifts and bequests, from ancient sculpture and treasure hoards to Old Master paintings and contemporary commissions. We also help museums share their collections with wider audiences through supporting a range of tours and exhibitions, including the national tour of the Artist Rooms collection and the 2013-2014 tours of Grayson Perry's tapestries *The Vanity of Small Differences* and Jeremy Deller's *English Magic*, the British Council commission for the 2013 Venice Biennale. Our support for museums extends to the Art Guide app – the comprehensive guide to seeing art across the UK, promoting a network of over 680 museums and galleries throughout the country, and the £100,000 Art Fund Prize for Museum of the Year – an annual celebration of the best of UK museums, won in 2013 by William Morris Gallery in Walthamstow. We are independently funded, the majority of our income coming from over 108,000 members who, through the National Art Pass, enjoy free entry to over 220 hundred museums, galleries and historic houses across the UK, as well as 50% off entry to major exhibitions.

Find out more about the Art Fund and the National Art Pass at www.artfund.org.