



Programme

INVALUABLE? THE VALUE OF MUSEUMS IN A WORLD OF PRICES

On the day of the announcement of the winner of the Art Fund Prize for Museum of the Year 2014, this half-day international conference considers the political, social and economic impact of museums on the world of 2014.

The idea that museums and their collections are 'valuable' underpins all the work of the Art Fund; there is a guiding belief that access to great art for everyone is something worth paying and fighting for. But what kinds of values, precisely, do museums have - and do we need to get better at measuring and demonstrating these? That is what we will explore in our afternoon summit.

We know the price of art: the global art market in 2013 was worth just under £40bn and 20% of this market share belonged to the UK. And we know what governments invest in museums and that in the UK the amounts are falling. We know that sometimes these two factors combine - meaning that museums' abilities to develop and collect art are increasingly constrained. We can calculate the additional income museums bring to the economy, through increased tourism to particular countries and cities and through the generation of jobs and education. We know just how much museums are used: last year saw the highest proportion of adult visitors to museums in the UK - with over half of the population visiting, while globally the number of museums has very nearly doubled in the last 20 years, reaching 55,000 across the world. We can even go as far as trying to put a financial value on the benefit to an individual of visiting museums, as DCMS is currently doing. But this is little but economic data. Ten years ago, in *Capturing Cultural Value*, Demos associate John Holden argued that 'we need a clearer understanding of what Cultural Value might be'. A decade later that need is still present.

The summit will:

- explore the economic value of museums through the keynote speech and the following discussion.
- consider 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.
- debate 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.

**Art Fund Prize for
Museum of the Year
Museums Summit
sponsored by Farrer & Co**

For more information
artfund.org/summit
[#museumssummit](https://twitter.com/museumssummit)

Programme

- 13.30 - 14.00** **Registration**
- 14.00 - 14.05** **Welcome**
Stephen Deuchar, director, the Art Fund
- 14.05 - 14.15** **Introduction**
David Verey, chairman, the Art Fund
- 14.15 - 14.30** **Keynote speech: *The value of museums***
Lord Smith of Finsbury, former secretary of state for Culture, Media and Sport
- 14.30 - 15.15** ***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
- 15.15 - 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, books and arts editor, The Economist (panel chair)
Jack Persekian, director and head curator, Palestinian Museum, Ramallah
Wim Pijbes, general director, Rijksmuseum, Amsterdam
- 16.00 - 16.30** **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 value***
Diane Lees, chair, National Museum Directors' Council
Will Gompertz, arts editor, BBC