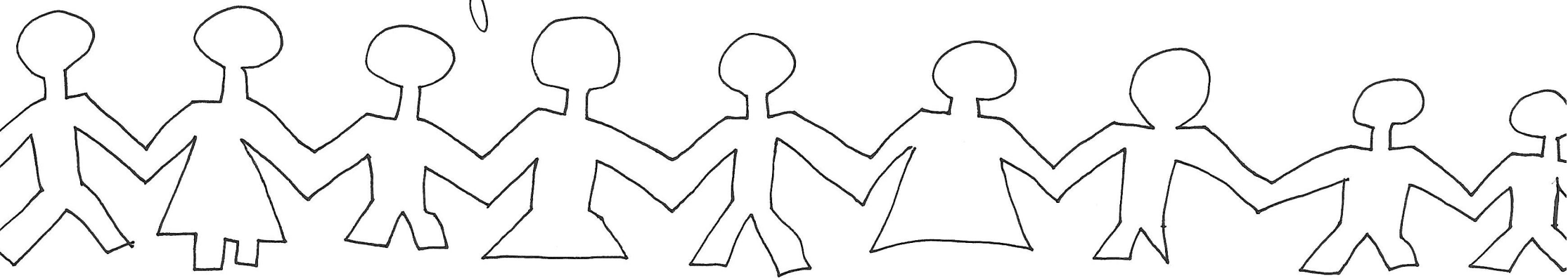


New Museology + Cosmopolitanism

=

"Universal Museums" discourse
coming from Western institutions
to justify the novelty in their
management.



New-York,
70s.

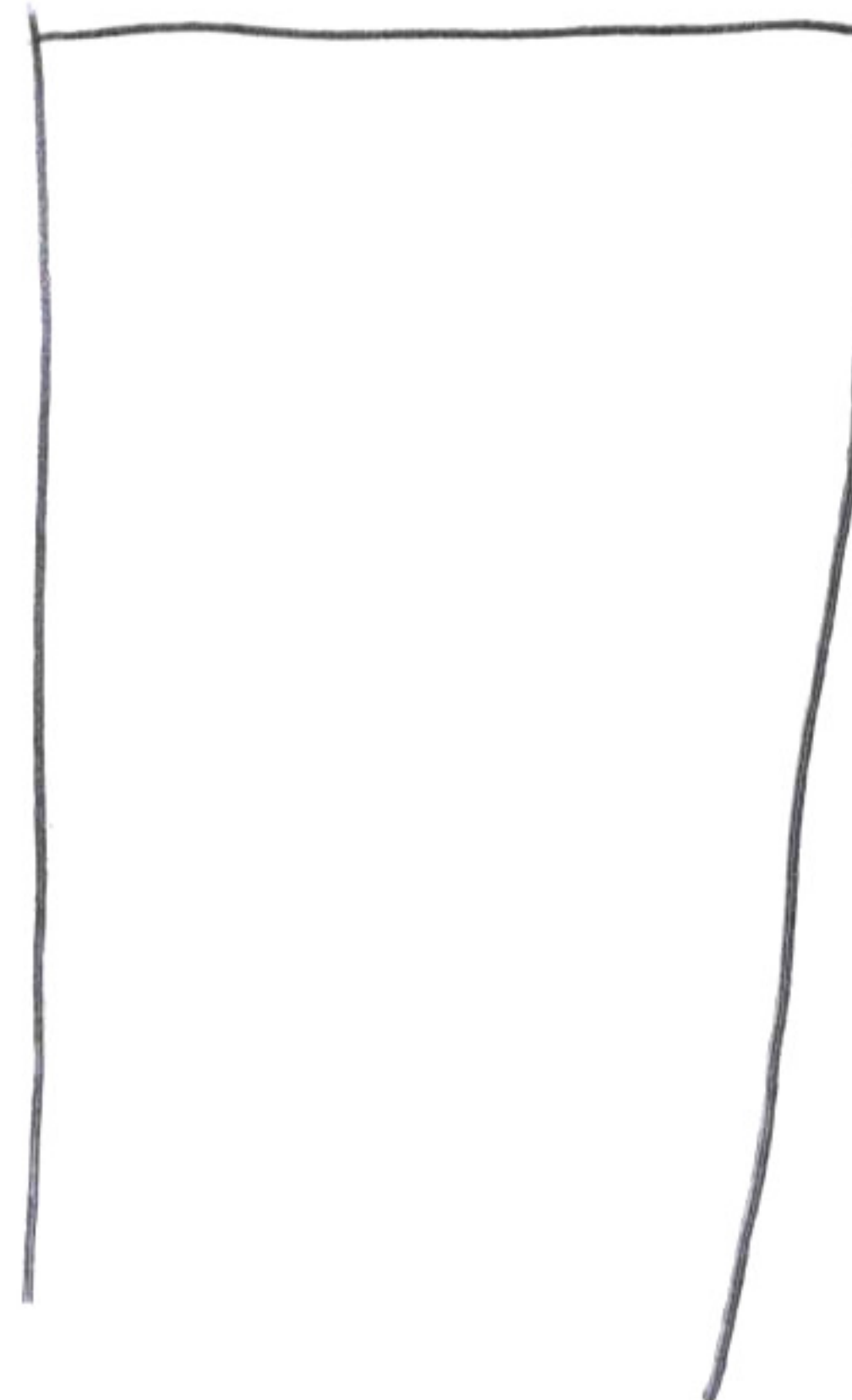
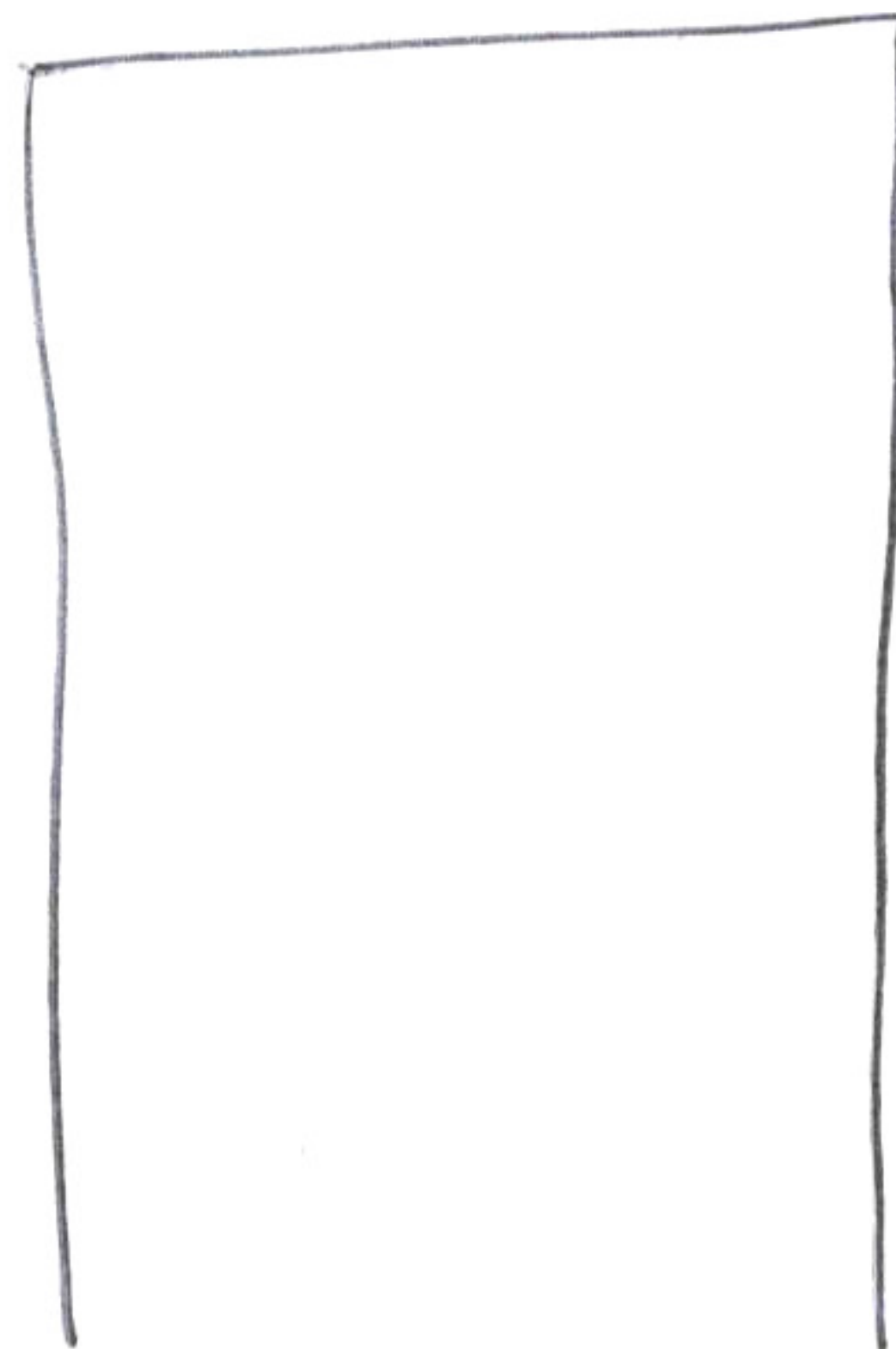
old-school
cinema front

SCREENING: "THE NEW MUSEOLOGY"

what are we
going to see
tonight darling?



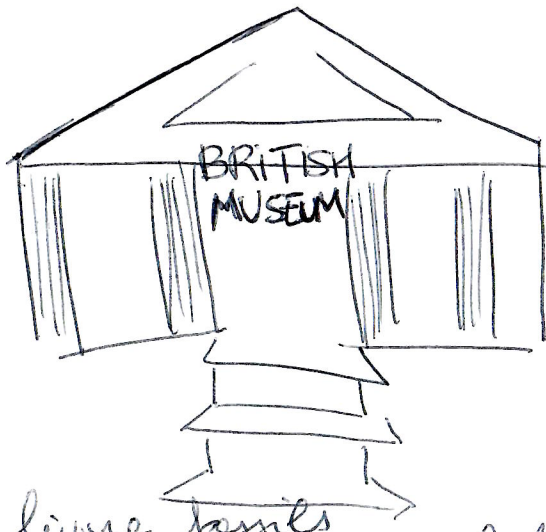
oh this
trendy movie
made by Western writers,
for Western audience!



NEW MUSEOLOGY

BEFORE

"Western museums"



- living fossils
- Educators of the public
- founded by the state
- collections-based
- ethnocentric normative
- narratives of class / nation / empire
- Western institutions

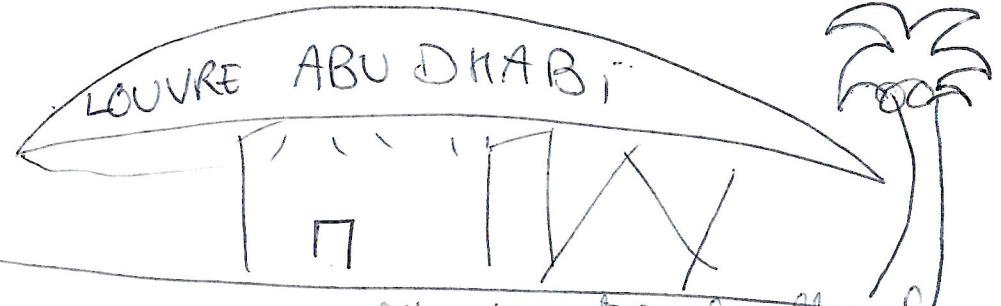
neoliberalism
↑ tourism

populism
market

post-modernism

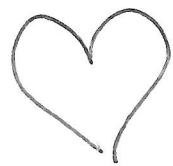
AFTER

"universal museums"



- development of "international cultural franchises"
- external private fundings
- incorporations of marketing / new managerial aspects
- representing a multicultural society
- new diversity in cultural narratives
- diverse audiences
- changed relationship with communities

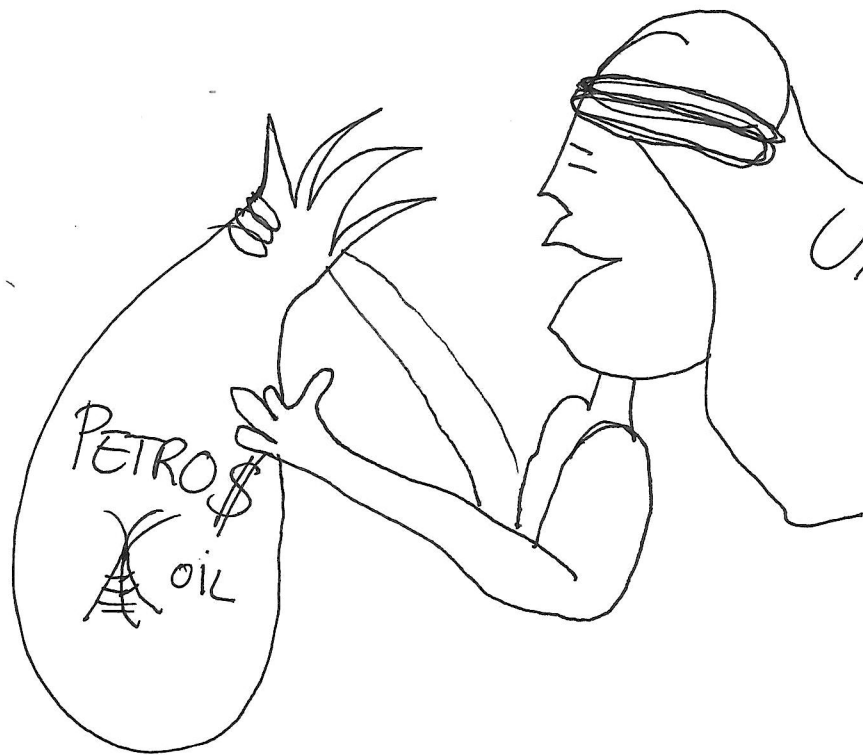




France & United Arab Emirates
a special relationship



French
politician/
bureaucrat



UAE representative

"Oil for Art" 101



oil
↑

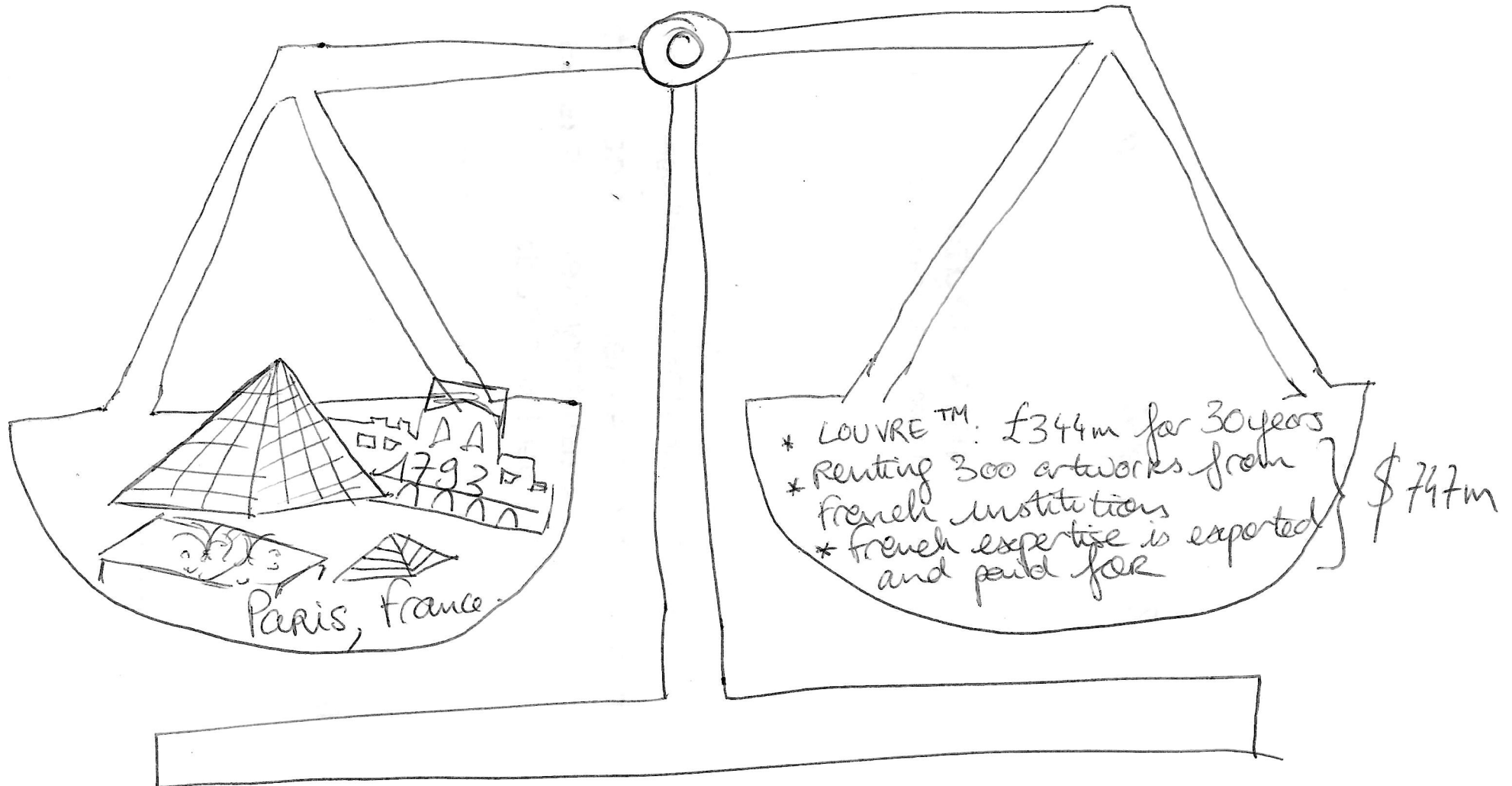


United Arab Emirates



France

\$ THE WEIGHT OF THE LOUVRE \$



The LOUVRE

ABU DHABI TM

On the paper ...

"place of discovery, exchange and education"

"a display based on time, and not space"

"a truly international museum"

"a new institution, not a branch"

"the Emirates imposed no censorship"

"the Louvre Abu Dhabi belongs to the world"

"Abu Dhabi as a cosmopolitan city and cultural hub"

... and in Reality :

! where are the values of liberty and individualism in autocratic Abu Dhabi ?

! Abu Dhabi citizens and "expats" live in a bubble away from a great body of workers ...

! Louvre Abu Dhabi will reinforce the reputation of the city ... not its internal cohesion .

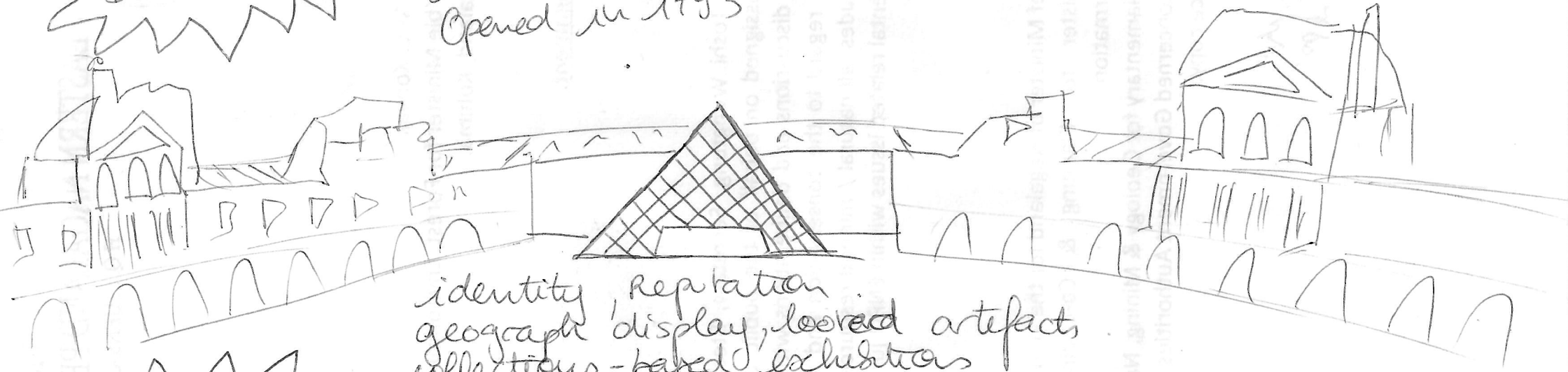
! Curators and trustees are French : where is the Arab perspective ?

! Workers are paid nothing and work over legal hours per day ...

The Louvre makeover.

Louvre palace, built in the 12th century, converted into a castle for Kings 
Opened in 1793

BEFORE



identity, reputation
geograph 'display, loaned artefacts
collections-based exhibitions
state-funded

AFTER

LouvreTM: a brand (but we can't say it)

Exportation: TWO satellites: in Lens (France) and Abu Dhabi
NEW fundraising strategies (private and foreign investments)
GLOBAL competition in the museum world (VS the Guggenheim...)
SUCCESS in the market place (capitalism, Odear capitalism)
VISITORS → "AUDIENCES" // ARTEFACTS → "PRODUCTS"

FRENCH
bureaucrats:

 Sarkozy... Hollande ... and now Macron

 Jean Francois Chernier
("AFM")

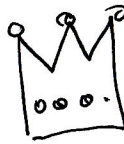
 Jean-Luc Martinez
(Louvre)

 Jean Nouvel
(architect)

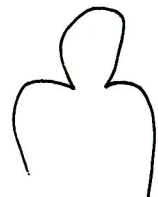
 Daniel Rasate
(Louvre Abu Dhabi)

THEY
ARE
WHITE
MIDDLE/
UPPER
CLASS
MALES
ONLY

UAE / Abu Dhabi

 Al Nahyan:
Royal Family

♀ ! Hissa Al
Dhahiri (museum
expert / Louvre Abu Dhabi)

 Mohammed al
Mubarak (chair
of TCA)

↓
Abu Dhabi Tourism
& Culture Authority

the French cultural landscape :



ENArques

VS



left-wing
intellectuals
& art historians

WE WILL :

- * build a new kind of display because we want to be a universal museum
- * build a cultural bridge between Europe & Middle-East
- * protect the artefacts from destruction (because we are the only ones able to do it)
- * educate people (because we are cool)
- * understand (at least... try) local and new audiences.

So... GO TO HELL HATERS !!!

The stakeholders involved

