

Global Museums and Local Development Strategies

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ABSTRACT

Several changes are occurring throughout the museum world, such as the increasing involvement of the private sector in the fundraising and the management of museums and the dramatic physical extension of leader museums. These are driving museums toward a more entrepreneurial management approach. For instance, museums promote themselves as brand in order to catch audience and to attract public in an international tourist competition. Nowadays, the globalisation of museum is leading to the creation of branches or franchises of the main international museums throughout the world. But who is really driving this trend? Do museums spread branches worldwide as a development strategy? Are museums the only responsible of these schemes? Or do they respond to local request?

Based on a comparison of several branched museums (such as Louvre, Tate, Guggenheim), this paper aims to reveal the role of local authorities in museums branches' development. Indeed, to create cultural flagship is a very common tool in urban regeneration project. As a result, the race toward distinctiveness is becoming hardly competitive. Some cities are requesting to host leader museums' branch or franchise. Museum's brand is considered as a more meaningful than local cultural institution. Is the creation of a famous museum's branch a winning strategy for cities? To what extend branching museums is a tool for branding cities?

Key Words: museum, franchise, brand