



MUSEUM ECONOMICS

POLISH-BRITISH CONFERENCE AND WORKSHOPS FOR MUSEUM EXPERTS

Project under the patronage of the
Minister of Culture and National Heritage of the Republic of Poland

25-26 November 2010 (Thursday-Friday)

The concept of 'museum economics' incorporates the key aspects of museum management: investment, architecture, education, social activities and preservation of national heritage and places them in the context of a widely understood economic model of a museum institution.

Other issues that characterise museums are professional ethics which puts constraints on museums' commercial activities, the obligation to preserve the national heritage and the educational mission as well as a new way of thinking about public property.

Objectives of the project:

- specifying museums' social-economic capital, defining creative industries relating to museums, showing museums as institutions that generate revenue and identifying ways to generate the revenue
 - identifying investments which are likely to bring about measurable outcomes in the context of museums' economic functioning (e.g. digitalisation and computerisation)
 - specifying ethical issues that accompany the commercialisation of museums.
- Defining a boundary between acceptable commercialisation and a museum's cultural mission

Organisers:

- Cardinal Stefan Wyszyński University in Warsaw
- Mazovia Region Centre of Culture and Arts
- Wilanow Palace Museum
- UK Trade & Investment (British Embassy in Warsaw)
- Polish National Committee ICOM/UNESCO

Project is partly financed by the Ministry of Culture and National Heritage.

**Ministry of
Culture
and National
Heritage.**

Wilanow Palace Museum

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