

## **Second day : 27 January 2010/10:00–17:00**

Moderators : Martine Robert (Les Echos), Guy Boyer (Connaissance des Arts), Francis Ampe (urbanistic engineer)

### **Coordination and summary**

10:00-10:30

Bringing together and coordinating those involved in cultural policies

**Anne Grumet**, Advisor to the Deputy Mayor responsible for culture in Lyon/ **François Deschamps**, Director of Cultural Affairs for Haute-Savoie and of the Departmental Office for Cultural Activities.

What are the issues in cultural policy today? If one can use this image, the answer is ‘transverse horizontality’. What this could mean is breaking down barriers, cooperating, persuading cultural authorities to work together in the areas that they have in common, rather than competing. The main outcome of this would be to make it clear that culture goes along with the development of any town.

10:30-11:15

Design and achievement of a policy for cultural events: Lille

**Thierry Lesueur** General Coordinator for Lille 3000/**Laurent Dréano**, Director of Culture/**Luc Doublet**, Chair of the Tourist Office

First of all, how do we avoid an anti-climax after the success of Lille 2004, European Capital of Culture? Next, how do we turn a policy for events with a cultural basis into a great popular celebration? And lastly, how do we persuade the economic powers-that-be to get involved and active? Lille grasped culture enthusiastically and turned it into an image of economic and tourism development. A textbook case.

11:15-11:45

How tourism reinvented the *favela*

**Licia Valladarès**, Professor of Sociology, University of Lille

In India, in South Africa, in Brazil, *favelas* have become the fashion, so much so that visiting them is a rapidly-growing tourist attraction. Licia Valladarès has written a major work on this subject: *La Favela d'un siècle à l'autre* (The *Favela*, from one century to the next), and presents a methodical analysis of this mysterious form of urban settlement. She brings out its commercial, political and sociological aspects. An imaginary place is created that is favourable to the kind of tourism that sees itself as “adventurous”, that is in search of an alternate way of life that is in some way “mythological”.

11:45-12:15

What is meant by a town that is playful and surprising?

**Stéphane Juguet** is an anthropologist, founder and director of the research company ‘What time is it?’ He is putting forward the idea of a “pop-up” city, based on the idea of the kind of book which, when opened, causes imaginary architecture to pop up, architecture in which you could be the hero. A magical and fantastic city, full of surprises, but, at the same time, a truly real city with its practices and its “user’s guide” spaces that make you think of Georges Perec. A city in which rules and surprises could get mixed up.

Discussion

## Analyses

14:00-16:00

Museums seeking publics/A comparative analysis of policies

Marketing! Rates! Opening Hours! Socio-professional categories! Children! Pensioners! BRIC! Not to mention the under-50 housewife who wants something to take her away from the telly...!

Marketing. Sometimes thought of as a dirty word in the world of culture which looks back to the good old days when museums and their near-empty galleries were the meeting place for real enthusiasts only. Obviously, this is an exaggeration.

Getting to know your publics, adjusting to the way they live, offering them information and know-how, charming them with exhibitions where Philippe de Champaigne is quite happy to appear alongside Tarzan and Marilyn Monroe... Or why not really go mad and set out to find a new kind of public using a new kind of museum?

Four presentations that are as varied as they could be, focusing on what is meant nowadays by a policy on the public. Why it is strategic and why it involves museums as a whole.

14:00-14:30

A major Paris museum: the Quai Branly Museum

**Cécile Dumoulin**, head of mediation

14:30-15:00

A major museum in the provinces: Lille's Palais des Beaux Arts

**Alain Tapié**, Chief Conservator for Heritage and Director

15:00-15:30

A private museum: the Musée Maillol in Paris

**Olivier Lorquin**, President

15:30-16:00

A new museum about to open: Louvre-Lens

**François Vaysse**, Director of Public relations at the Louvre and **Christian Berger**, Assistant Director of the Regional Tourism Committee for Nord Pas de Calais

General Discussion

16:30-17:15

The Promises of the Cinema (and of Television)

The impact of filming on attendance at cultural sites

**Olivier-René Veillon**, General Director of the Ile de France Film Commission

**Patrick Lamassoure**, General Director of Film France

Museums, châteaux, monuments, cities and their characteristic quarters... The cinema, which is the urban art form *par excellence*, has made use of them from the outset. Whilst the story behind certain films has always fed the cinema's powers of imagination, filming is also an economic reality of growing importance for places chosen by the cinema and by television too. Numerous studies have shown the impact that this can have on the fame of such places and how it can increase the number of visitors. In France, the Ile de France Film Commission, together with Paris, has seized the lion's share. Film France, the coordinating organisation, is responsible for promoting the whole area and for hosting candidate film-teams. And, as of recently, even filming itself has a system of prizes, with the award of the Atalante Trophies.

Discussion and conclusion