

SCHOOL OF ART

Spring 2023

SEM 2 2023/2024

MSM/ARH 391
Monday 14h00-16h55
Salle Camus
3 credits
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MUSEUMS TODAY : MISSIONS AND CHALLENGES

I. COURSE DESCRIPTION

Today's museums are challenged in many ways : They have got to collect and pass on a common heritage for a broad community, reflect the diversity of cultures and identities, handle the restitution of objects stolen in times of wars and colonization, play economic and diplomatic roles, lead scientific research, include new technologies and pop culture, and contribute to critical thinking and citizenship... To explore these issues, this course will combine 1) the study of press articles, movies and museums' online resources that will be discussed in class, 2) meetings with artists and museum professionals who will share their working experience, 3) a project in partnership with the Musée Granet where the students will gain an experience as organizers of cultural events, exhibition guides or visual artists promoting their own works.

II. COURSE OBJECTIVES

- To present the functioning of museums and the professions that they cover.
- To expose the main issues facing museums.
- To analyze the political use of art and culture in today's society.

III. LEARNING OUTCOMES

From the time the students finish the course, they should be able to:

- Explain the different ways in which museums are managed today.
- List the various museum departments and describe their functions.
- Present, illustrate, and debate the major challenges museums are facing today.
- Present, illustrate, and debate the different roles that museums represent for the society.

IV. INSTRUCTIONAL METHODS AND ACTIVITIES

- Discussions based on texts and online medias
- Lectures
- Oral presentations
- Field studies
- Professional experience in partnership with the Musée Granet

PREREQUISITE REQUIREMENTS

- Two semesters of composition classes
- One course of several aesthetics or visual analysis

V. PRIMARY TEXTBOOKS AND MATERIAL

Books

- Macdonald, Sharon, *A companion to Museum Studies*, Wiley-Blackwell Editions, 2006.
- Bautista, Susana Smith, *Museums in the Digital Age. Changing Meanings of Place, Community, and Culture*, Altamira Press, 2014.
- Murphy, Bernice L., *Museums, Ethics and Cultural Heritage*, 2016.
- Falk, John H., *Identity and the Museum Visitor Experience*, Routledge, 2009.

Articles:

- Ballestrem, Agnes; von Imhoff, H. C.; McMillan, Eleanor and Perrot, Paul N., ' The Conservator-Restorer : A Draft Definition of the Profession ' , in *The International Journal of Museum Management and Curatorship*, 1984.
- Caldwell, Niall G., ' The Emergence of Museum Brands ' , in *International Journal of Arts Management*, Vol. 2, No. 3 (SPRING 2000), pp. 28-34, HEC - Montréal - Chair of Arts Management.
- Graebner, Seth, ' The Louvre Abu Dhabi: French Universalism, Exported ' , in *L'Esprit Créateur*, 2014.
- Plaza, Beatriz; Tironi, Manuel; Haarich, Silke N., ' On Some Challenges and Conditions for the Guggenheim Museum Bilbao to be an Effective Economic Re-activator ' , in *European Planning Studies* Vol. 17, No. 11, November 2009.

Movies:

- Clooney, Georges, *Monument Men*, Smokehouse, Studios de Babelsberg, Fox 2000 Pictures, Columbia Pictures 2014

VI. EVALUATION AND GRADING

Attendance in class and participation	25%
Midterm exam	25%
Final Exam	25%
Oral Presentation	25%

1) There will be two exams during the semester (mid-semester and end of semester) where the students will have to answer questions or write essays. They will each constitute 25% of the final grade, or 50% in total.

2) One oral presentation will be given by each student during the course. It will be based on a slide show made by the student who will present a specific subject and the issues related to it. It will constitute 25% of the final grade.

VII. ATTENDANCE

- Students are required to attend all classes. Attendance will be part of the final grade.
- Unexcused absences have a negative impact on the final grade. Each unexcused absence above two will **lower the final** grade by a half-letter grade.
- Excused absences = absences linked to IAU excursions; sickness (a medical certificate is **required**); emergencies.
- You **MUST** email the instructor in case you are going to miss a class or arrive late.
- More than **15-minute** late arrival = **absence**
- More than **15-minute** early departure = **absence**

IMPORTANT RULES

- Cellphones are NOT allowed in class.
- You are NOT allowed to leave the classroom during lecture time .

GRADING SYSTEM

A	95-100%
A-	90-94%
B+	88-89%
B	84-87%
B-	80-83%
C+	78-79%
C	74-77%
C-	70-73%
D+	68-69%
D	64-67%
D-	60-63%
F	59-0%

VIII. WEEKLY SCHEDULE

WEEK 1	Presentation of the syllabus and introduction to the course. What is a museum? What is it for? How does it work?
WEEK 2	Visit of the Musée Granet's permanent exhibition and the Modern Art Jean Planque collection. <i>Readings:</i> Macdonald, chapter 8
WEEK 3	Visit to the Hôtel de Caumont Art Center in Aix-en-Provence.
WEEK 4	Museums and Identity: Exhibiting our own culture and that of others, part 1. <i>Readings:</i> Macdonald, chapters 10-11
WEEK 5	Museums and Identity: Exhibiting our own culture and that of others, part 2. <i>Readings:</i> Macdonald, chapters 12-13
WEEK 6	Visit to the Museum of European and Mediterranean Civilizations (Mucem) in Marseille
WEEK 7	Behind the scene: How museums preserve and restore artworks and other items ? <i>Readings:</i> Ballestrem
WEEK 8	Museum as Tools for Social Development, Economic Growth, and International Diplomacy. <i>Readings:</i> Caldwell; Plaza; Graebner
WEEK 9	Museums as Seen Through the Eyes of the Cinema <i>To watch:</i> <i>Monument Men</i>
WEEK 10	Museums and Pop Culture. <i>Readings:</i> Macdonald, chapter 16
WEEK 11	The New Technologies : a new Gateway to Art? <i>Readings:</i> Bautista, chapter 2
WEEK 12	Visit to the Digital Immersive Experience at "Le Fabuleux musée" of the Fabulterie in Marseille
WEEK 13	Museums and their Publics: Challenges and Experiences. <i>Readings:</i> Falk, chapter 1

IX. FIELD-STUDIES

Field studies are mandatory. They are an integral part of courses.

- Visit of the the Musée Granet collection and the Jean Planque Modern Art collection in Aix-en-Provence.
- Visit of the Hôtel de Caumont Art Center in Aix-en-Provence.
- Visit of the Museum European and the Mediterranean Civilizations (Mucem).
- Visit of the Digital Immersive Experience at "Le Fabuleux musée" of the Fabulerie in Marseille.
- Other field studies may take place at the time of the course.