

MUSE
MUSEUMS & EXPOS

| **LIVING CULTURE** |

LIVING CULTURE

MUSE is a cultural consultancy and project development company for museums, exhibitions, theme parks, and other cultural spaces.

MUSE SPECIALISES IN CULTURAL CONSULTANCY AND IN THE PLANNING, PRODUCTION AND IMPLEMENTATION OF EXHIBITION SPACES



EVENTS AND EXHIBITIONS



MUSEUMS AND THEMED ENVIRONMENTS



CULTURAL CONSULTANCY



CULTURAL HERITAGE CONSERVATION



ARTISTIC PRODUCTIONS



CREATIVE INDUSTRIES



We were created in response to the growing challenges currently faced by cultural institutions, which are placing ever greater demands on their staff and are increasingly looking for new organisational, financial, management, and communication models that are more creative, flexible, and multidisciplinary.

We work in partnership with institutions and their staff, creating immersive cultural experiences while focusing on their objectives and mission.

We have a vast network of renowned professionals, both at home and abroad, enabling us to create the synergies required for finding optimal solutions with respect to reaching new audiences and fostering loyalty.

Our solutions are:

- > made up of individual and integrated services (turnkey);
- > personalised, distinctive, functional and memorable;
- > tailored to the customer and their objectives.



2015

ANGOLA PAVILION

MILAN . ITALY
EXPO MILANO 2015

BEST PAVILION
Class Expo Pavilion Heritage Awards

SPECIAL AWARD
World Class Association Of Agronomist (WWA) Class Expo Pavilion Heritage Awards

SILVER AWARD FOR BEST THEME DEVELOPMENT
Bureau of International Expositions (BIE)

Arc Vision Prize
WE - Women For Expo Awarded to architect Paula Nascimento, a member of the team responsible for the Angola Pavilion architecture and design project



2015

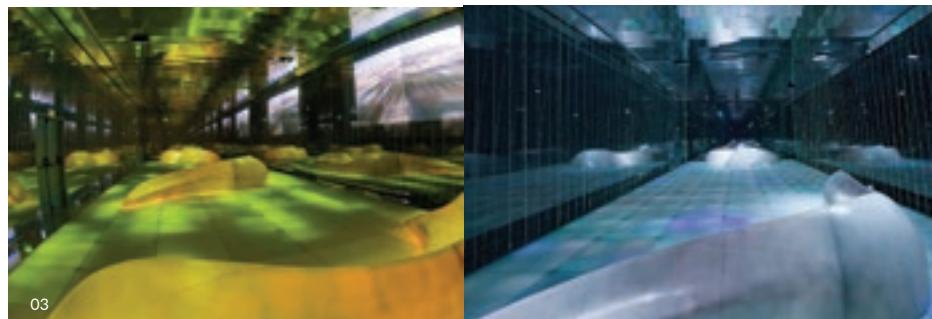
MUSEU DO FC PORTO BY BMG

PORTO . PORTUGAL . 2013

Innovation and Creativity Prize 2015 from the Portuguese Museology Association



AWARD-WINNING PROJECTS



2013
SAN TELMO MUSEUM
SAN SEBASTIAN . SPAIN . 2011
DESIGN ARCHITECT JUAN PABLO RODRÍGUEZ FRADE
EMYA 2013 - European Museum of the Year
Special Recommendation

2009
LA ALMOINA ARCHAEOLOGICAL CENTRE
VALENCIA . SPAIN . 2007
DESIGN ARCHITECT JOSÉ MARIA HERRERA
2nd Place - EMYA 2009 - European Museum of the Year
Special Recommendation

2008
UNITED ARAB EMIRATES PAVILION
ZARAGOZA . SPAIN . EXPO ZARAGOZA 2008
DESIGN ARCHITECT JOAN SIBINA
Gold Medal - Best Design and Quality Content
Category B Pavilions

2008
SAUDI ARABIA PAVILION
ZARAGOZA . SPAIN . EXPO ZARAGOZA 2008
DESIGNED BY OLGA SUBIRÓS
Silver Medal - Best Design and Quality Content
Category C Pavilions

2008
KUWAIT PAVILION
ZARAGOZA . SPAIN . EXPO ZARAGOZA 2008
DESIGNED BY SERGI RIPOLL & PAU VILANOVA
Public Award

2007
GAVÀ MINES ARCHAEOLOGICAL PARK
BARCELONA . SPAIN . 2007
National Architecture Prize from the Generalitat de Catalunya to Architect Dani Freixes and Associates.
Tourism Diploma for promoting tourism from the Generalitat de Catalunya
Nominated for EMYA 2008 - European Museum of the Year

2007
BARCELONA MUSIC MUSEUM
BARCELONA . SPAIN . 2007
Projects and Exhibitions Prize 2007 from the Associació de Museòlgs de Catalunya, awarded to architect Dani Freixes and Associates.

MUSEUMS AND EXHIBITION ENVIRONMENTS

Whether it is a museum in a new building or an exhibition in a restored space, **our specialists** have a wealth of experience in architecture, engineering, museology and design.



DESIGN AND THEMING

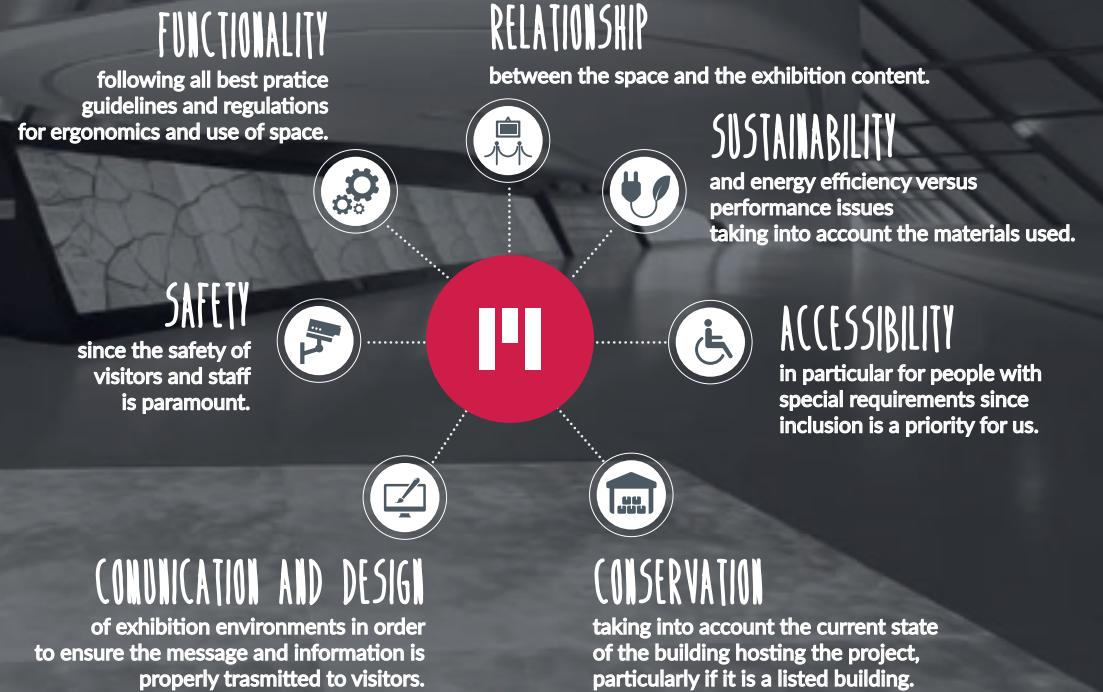
Using the instructions and objectives presented, we carry out all the work required to make your vision a reality. We develop personalized design proposals that are adapted to each situation, and the thematic and exhibition objectives.

PROJECT PROPOSAL

Our specialists gather all the necessary information for preparing the project proposal. Regardless of the scope of the work, our proposal is always the fruit of a robust and informed study. Our proposals offer strategies for museographical actions and solutions that guarantee the sustainability of the museum or exhibition, specially in terms of maintenance, operation and programming.

Angola Pavilion Project
Expo Milano 2015, Italy

DESIGN, ARCHITECTURE AND CONSTRUCTION



RESEARCH AND CONTENT PRODUCTION

For each project, our team of specialists can develop all types of content. The way we express the message we want to transmit is of the utmost importance. Whether it is through words, images, sound, or even multimedia and interactive content, everything must be meticulously selected and produced.

DISPLAY MEDIA

There are many different types of exhibitions and approaches, from the more contemporary to the more traditional, and display media are chosen in accordance with these two parameters. However, they are also determined by factors such as the need for reuse (e.g. for temporary exhibitions), requirements of the public, etc. MUSE produces all types of display media.

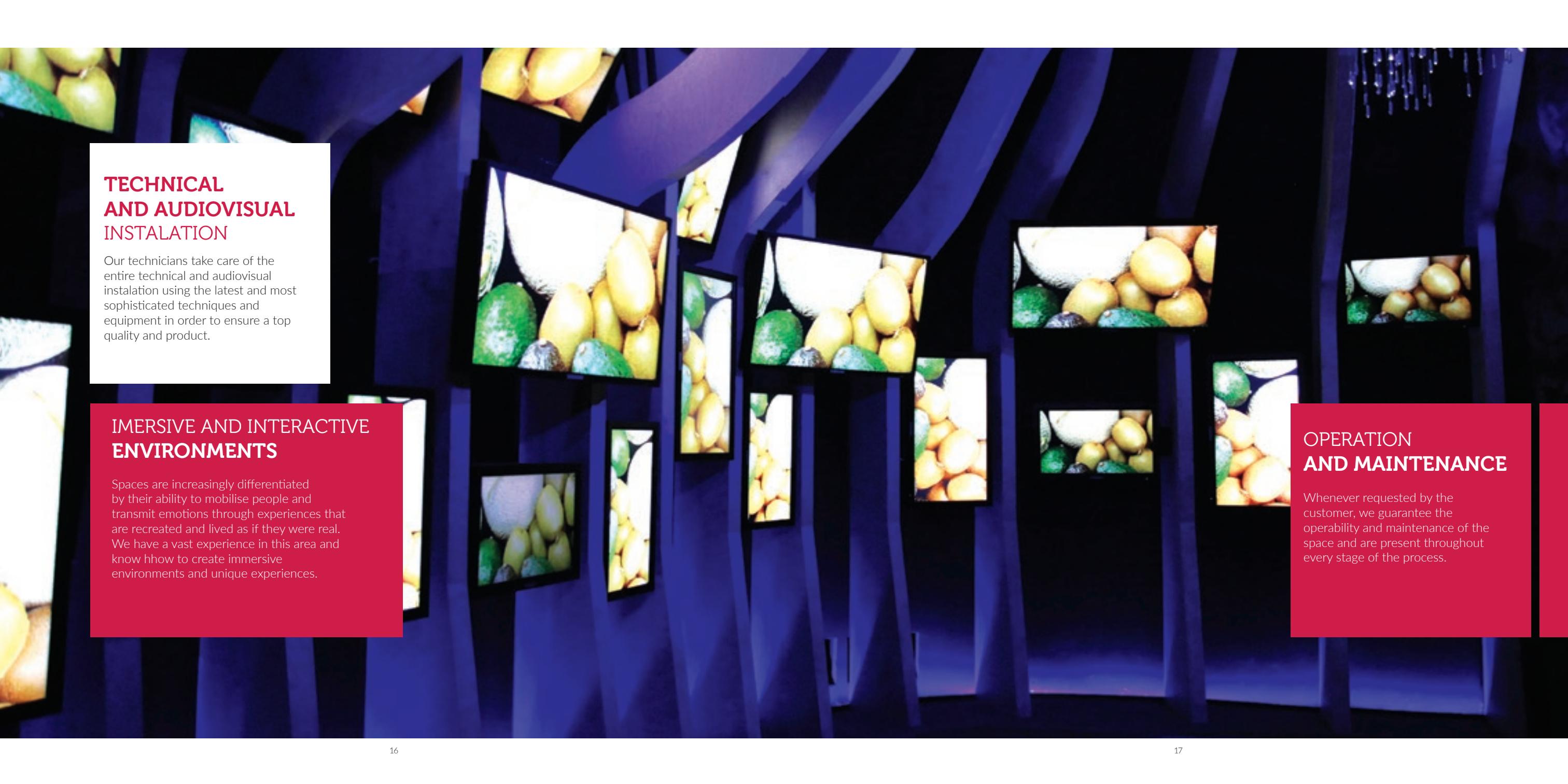
3D, 4D AND 5D AUDIOVISUAL PRODUCTIONS

Our professionals work with the latest technology to produce films in the most recent formats. The audiovisual resources in an exhibition can be extremely varied, from a small screen integrated into the set design to immersive spaces and environments with the latest technology, as well as sound design, videomapping, and holography projects (virtual theatre).

United Arab Emirates Pavilion at
Expo Zaragoza 2008, Spain



Angola Pavilion at Expo Milano 2015, Italy



TECHNICAL AND AUDIOVISUAL INSTALATION

Our technicians take care of the entire technical and audiovisual instalation using the latest and most sophisticated techniques and equipment in order to ensure a top quality and product.

IMERSIVE AND INTERACTIVE ENVIRONMENTS

Spaces are increasingly differentiated by their ability to mobilise people and transmit emotions through experiences that are recreated and lived as if they were real. We have a vast experience in this area and know hhow to create immersive environments and unique experiences.

OPERATION AND MAINTENANCE

Whenever requested by the customer, we guarantee the operability and maintenance of the space and are present throughout every stage of the process.



CULTURAL CONSULTANCY



MUSE STANDS OUT IN THE NATIONAL AND INTERNACIONAL MARKET

as a strategic and operational consultancy company that carries out studies, projects and programmes involved with planning, development, investment, innovation, and the valorisation of territorial assets and opportunities in the areas of culture, science and technology.

CULTURAL CONSULTANCY

FOR SPECIFIC INTERVENTIONS AND INTEGRATED PROJECTS, **WE PROVIDE WIDE-RANGE CULTURAL ADVICE** AND OUR SPECIALISED PROFESSIONALS ARE ABLE TO OFFER THE FOLLOWING SERVICES:



Bridge Pavilion at Expo Zaragoza 2008, Spain



Extreme Water Pavilion at Expo Zaragoza 2008, Spain

FUNDING CONSULTANCY

MUSE assists in the establishment of funding strategies and in applications for national and international funds that are compatible with the vision and mission of the organisation. We also develop technical support services and round-the-clock monitoring for the implementation phases of projects and programmes.

CULTURE

CULTURAL PLANNING, DEVELOPMENT, AND VALORISATION, AND ARTISTIC PRODUCTION.

ESTABLISHMENT AND IMPLEMENTATION of plans to attract investment.

ATTRACTING CULTURAL PATRONAGE, support and sponsorship.

DIRECT ADVISE on the sustained creation of partnerships and business consolidation.

ANALYSIS AND DIAGNOSIS for the management of cultural projects.

PLANNING AND MANAGEMENT of projects and territorial interventions.

OPERATIONALITY through applications for financial instruments aimed at investment in art and culture.

PROFITABILITY SOLUTIONS for cultural and artistic projects

CONTINUOUS PROCUREMENT of business opportunities.

IDENTIFICATION OF THE MAIN SOURCES AND METHODS OF FUNDING, both existing and planned with respect to investment in culture, heritage, and cultural and creative industries:

› Artistic production projects, private investment and/or financing;

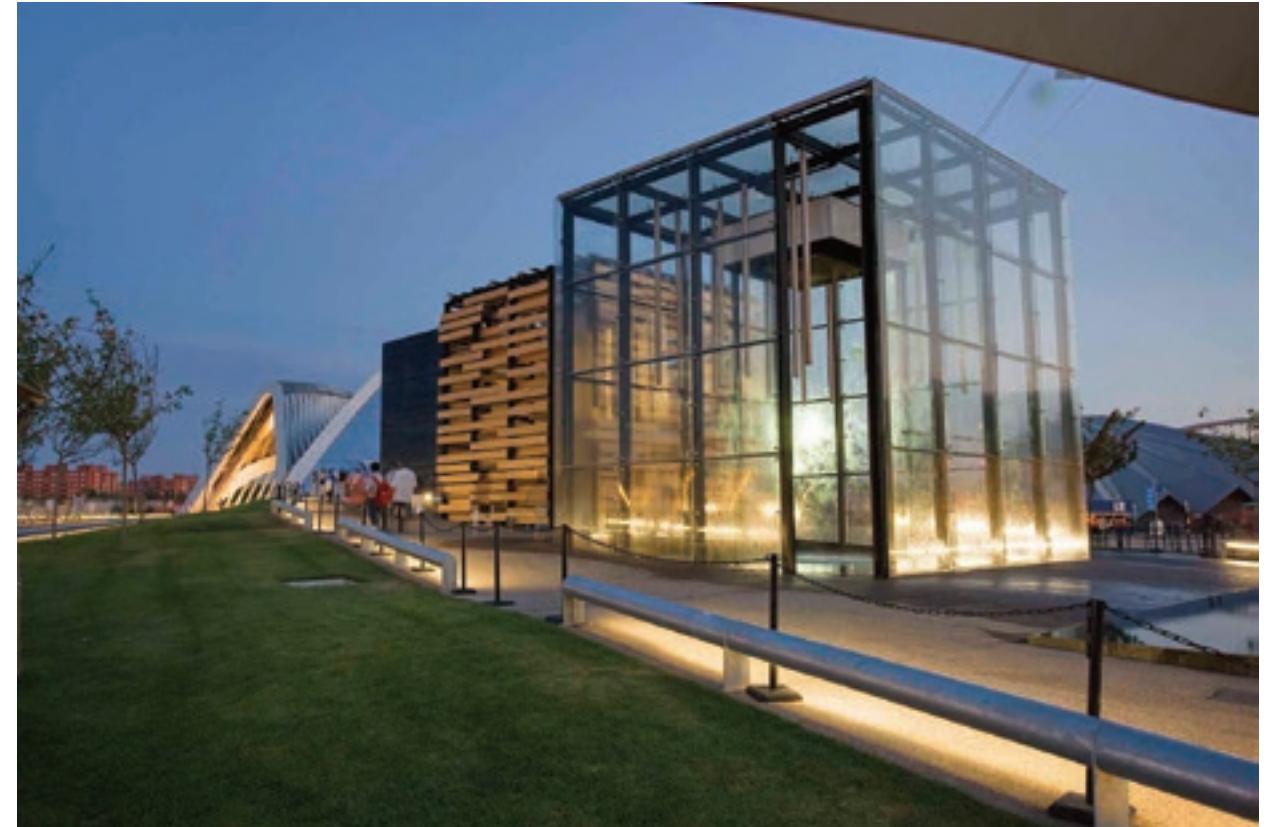


Barcelona Music Museum, Spain

Identification of the main opportunities, sources and methods of funding, both existing and planned, with respect to investment in scientific research, development and innovation projects, integrated into the national scientific and technological system.

DIFFERENTIATING FACTORS

- › International strategic and operational know-how;
- › Multi-skilled and multi-faceted;
- › Contacts with institutional and economic agents and partners in international markets;
- › Territorial, institutional and business esilience.



Bridge Pavilion at Expo Zaragoza 2008, Spain

VIABILITY AND SUSTAINABILITY STUDIES

Before carrying out any project, it is essential to analyse the environment in order to clearly identify any constraints. This analysis must not only apply to the external context but also to the institution's internal situation, reflecting on the project's impact on structures and operations.

The services that MUSE can offer include: analysis of the socio-economic context of the institution, survey of the potential and limitations of the project, analysis of the requirements for project design and implementation proposals, and determination of the human, financial, and material resources necessary for carrying out the project.



La Almoina Archaeological Centre, Spain

CONSERVATION OF CULTURAL HERITAGE

MUSE provides services in the area of cultural heritage conservation, specially the fitting out of buildings of architectural, historical, and cultural value or buildings that are listed or in the process of being listed under Law on Cultural Heritage. A strategy for revitalising and optimising cultural spaces involves providing cultural and tourism services for these facilities, such as museums and exhibition environments. Many museums and cultural institutions have privileged locations in buildings of great architectural value. These can also serve as alternative venues for events such as meetings, lectures, shows, cinema showings, and corporate functions. In this way, the institution can obtain additional revenue streams, as well as access potential audiences and strengthen ties with existing ones.

VISITORS SURVEYS

Visitors surveys are essential for gaining knowledge about the community and determining a programme that is best suited to attaining loyalty and also gaining new audiences. By promoting an analysis of resource management and the impact of programmes and services, visitors surveys enable an institution to:

- › **Identify** the needs and demands of current and potential audiences;
- › **Determine** the various socio-cultural profiles of visitors;
- › **Adapt** and improve services and programmes;
- › **Learn about** the preferences, expectations, and satisfaction ratings of visitors with respect to content, space, and additional services.



Bridge Pavilion at Expo Zaragoza 2008, Spain

COMMUNICATION AND MARKETING

COMMUNICATION DESIGN AND STRATEGY:

› We devise the complete corporate and visual identity, stationery, printed communication media (design and production of catalogues, brochures, leaflets, stickers), and a media and merchandising plan.

WEB AND MULTIMEDIA COMMUNICATION:

› **Communication Design:** we devise the complete corporate and visual identity, stationery, communication media and digital marketing.

› **Content:** production of communication content, such as catalogues, programmes, schedules, institutional and promotional videos and image recording, among others.

› **Web and Multimedia:** we feel that an up-to-date and coherent presence on the internet is now an essential communication tool. The services we provide include the design and implementation of websites, digital marketing actions, newsletters, interactive and mobile applications, podcasts and management of the social networks presence, among others.

PROGRAMMING SUPPORT

Using visitors surveys, MUSE assists with the preparation of annual work and cultural programming plans, always looking to maximise resources and follow the objectives outlined by the institution. Working closely with institution staff, MUSE can offer training, develop specific programmes aimed at diverse audiences and provide supporting material for activities.



MANAGEMENT SUPPORT

Cultural institutions now face numerous challenges. Alongside the pressure to present quality, relevant, and significant offers is the growing demand for quantitative and measurable results. Staff are expected to have additional skills that offer fall outside their training. New work, organisational, and management models are becoming necessary to respond effectively to these challenges. MUSE has dedicated a large part of its activities to the cultural sector, assisting with and responding to these challenges.

We provide management and organisation support services in several fields:

- › **Funding strategies** and fundraising support (crowdfunding, cultural patronage, sponsorship and support);
- › **Management plans** for human, material, and financial resources;
- › **Assistance with the implementation** of management solutions and administrative, technical, and safety procedures, among others.



Angola Pavilion at Expo Milano 2015, Italy

TECHNICAL TRAINING AND DOCUMENT MANAGEMENT

MUSE works alongside customers to develop training programmes that are tailored to the needs of the institution. These programmes are provided by accredited trainers whose methods are adapted to each situation and objective.

EDUCATIONAL SERVICES

The educational services foster links between the public and museums or cultural spaces, creating fulfilling experiences that encourage regular visits in a non-formal educational setting. Working closely with institution staff, MUSE can offer training, develop specific programmes aimed at diverse audiences, and provide supporting material for activities.



LONDON | BARCELONA | LISBON | SÃO PAULO
CASABLANCA | LUANDA | MILAN



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