

# Museums in Italy

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In 2011 Italy had **4.588 museums**, public and private, open to the visitors

3.847 museums, galleries and collections

240 archaeological areas

501 monuments and monumental areas

A galaxy of more than 4.500 institutions : several were born recently ; they are widespread throughout the country and characterized by great **diversity** in terms of **typology** (museums, galleries, collections, archaeological areas, monuments), **collected objects, size, management.**

## Distribution

In Italy, on a total of 8.092 municipalities, every three towns, there's one that houses at least one museum or a similar institution (2.359, ie 28,3%) : 1,5 museums every 100 km<sup>2</sup> and about one museum every 13.000 inhabitants.

# Distribution

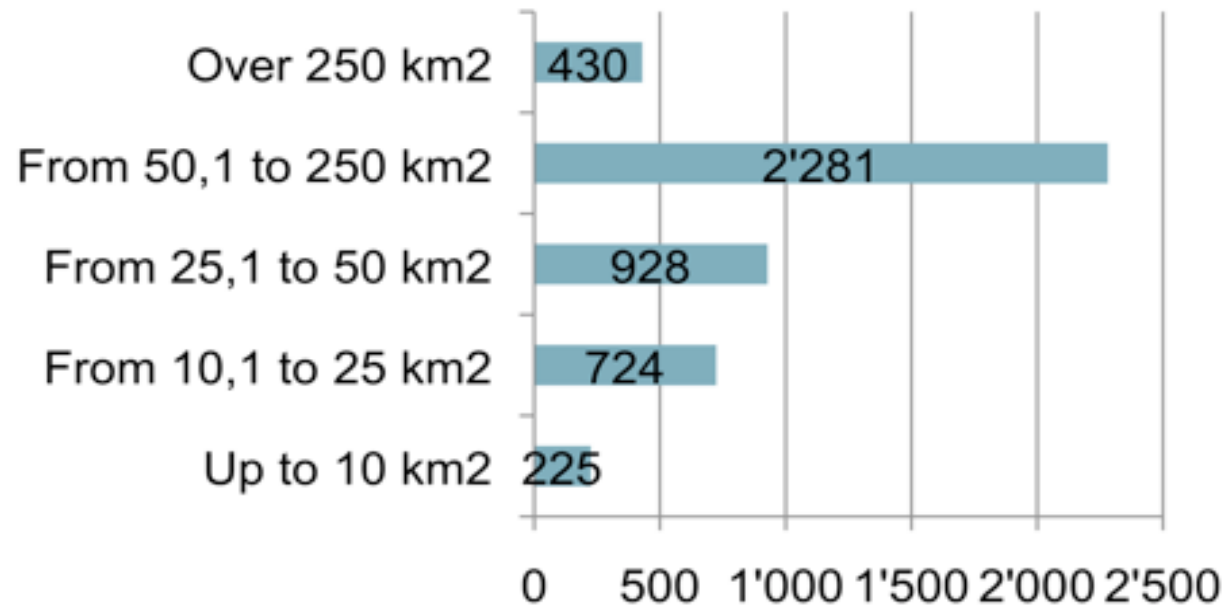
10,8% museums are located in 12 cities with more than 250.000 inhabitants.

An average of 41 museums for every main city centre (Turin, Milan, Venice, Verona, Genoa, Bologna, Florence, Rome, Naples, Bari, Palermo and Catania).

In particular, 4,8% museums (over 200) are located in Rome, Florence and Venice - capitals of national and international cultural tourism.

# Territorial Distribution

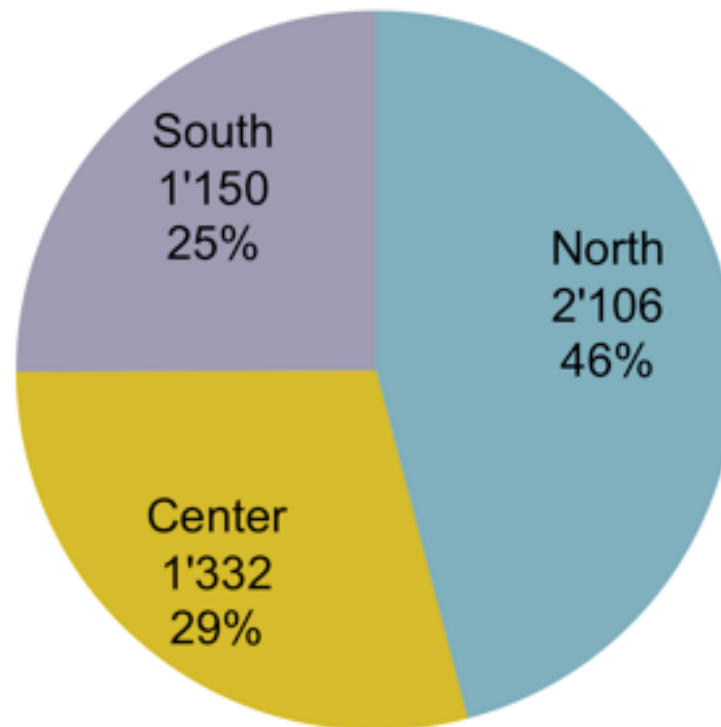
**Museums distribution by municipalities dimensions**



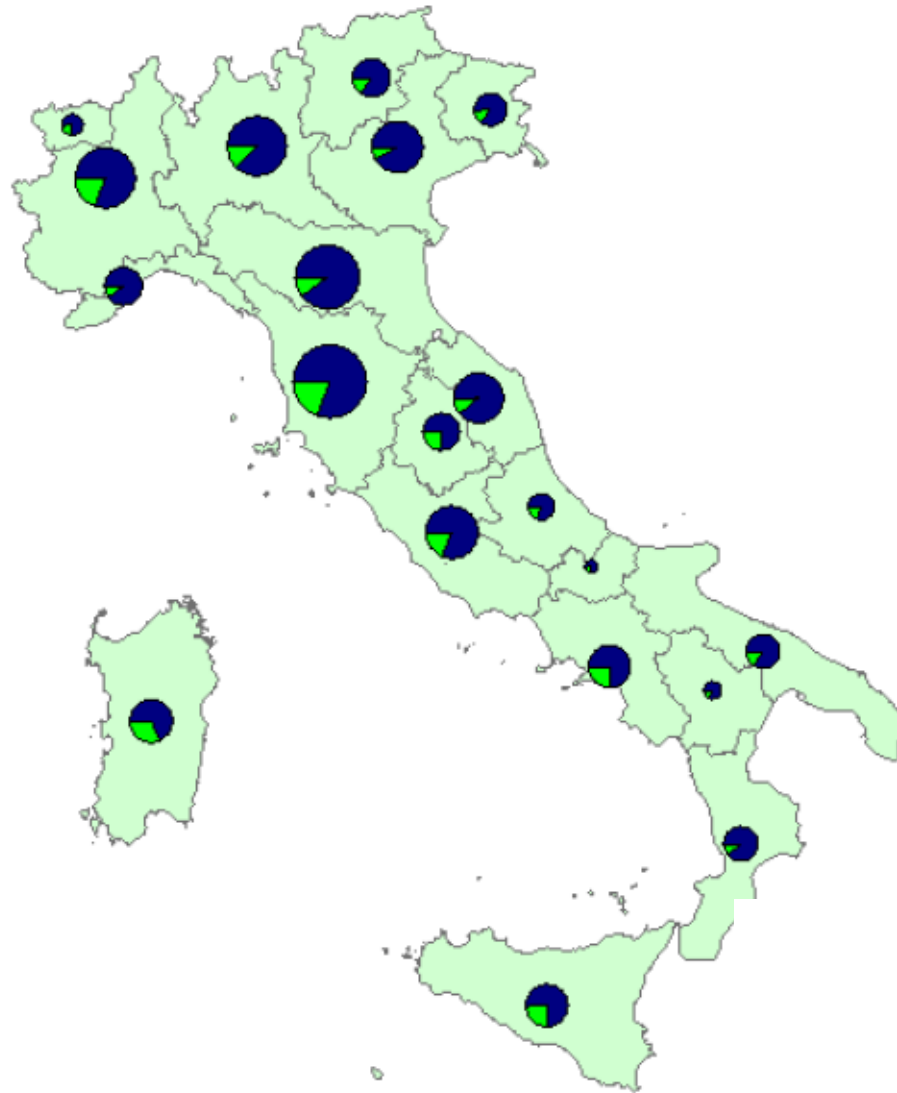
- 49.7% museums are based in 1.609 municipalities sized between 50,1 and 250 km<sup>2</sup> ; the average of museums per city is 1,4
- 20.2% are located in municipalities sized between 25,1 and 50 km<sup>2</sup> (with an average of 0,5 museums per city).

# Territorial distribution

- Regions with the largest number of museums are Tuscany (550), Emilia-Romagna (440) and Piedmont (397).
- 52,1% of archaeological areas are based in Southern Italy and on islands (Sicily and Sardinia).
- 48% of museums and 43,1% of monuments are located in Northern Italy.



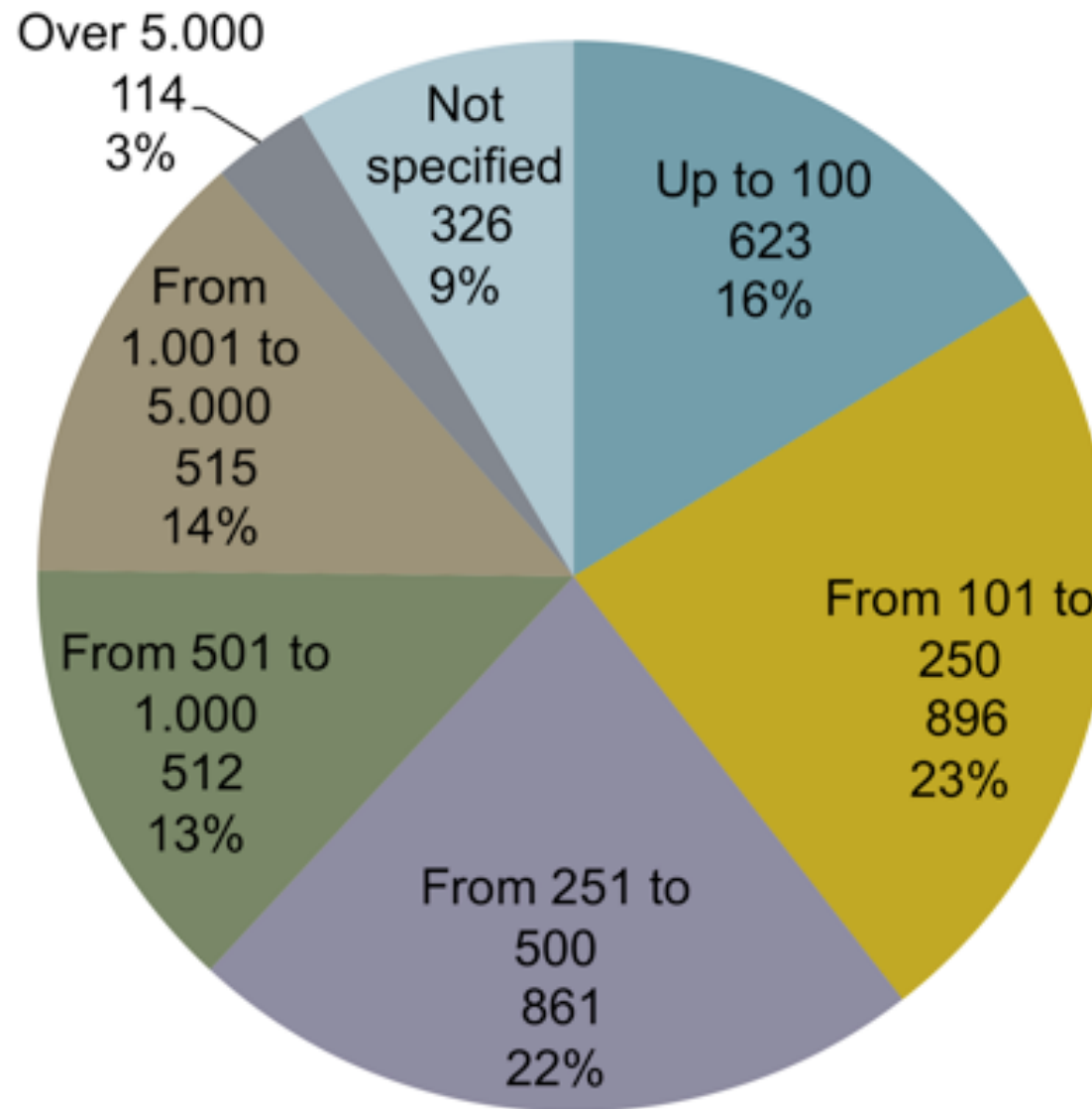
# Territorial Distribution



Typologies:

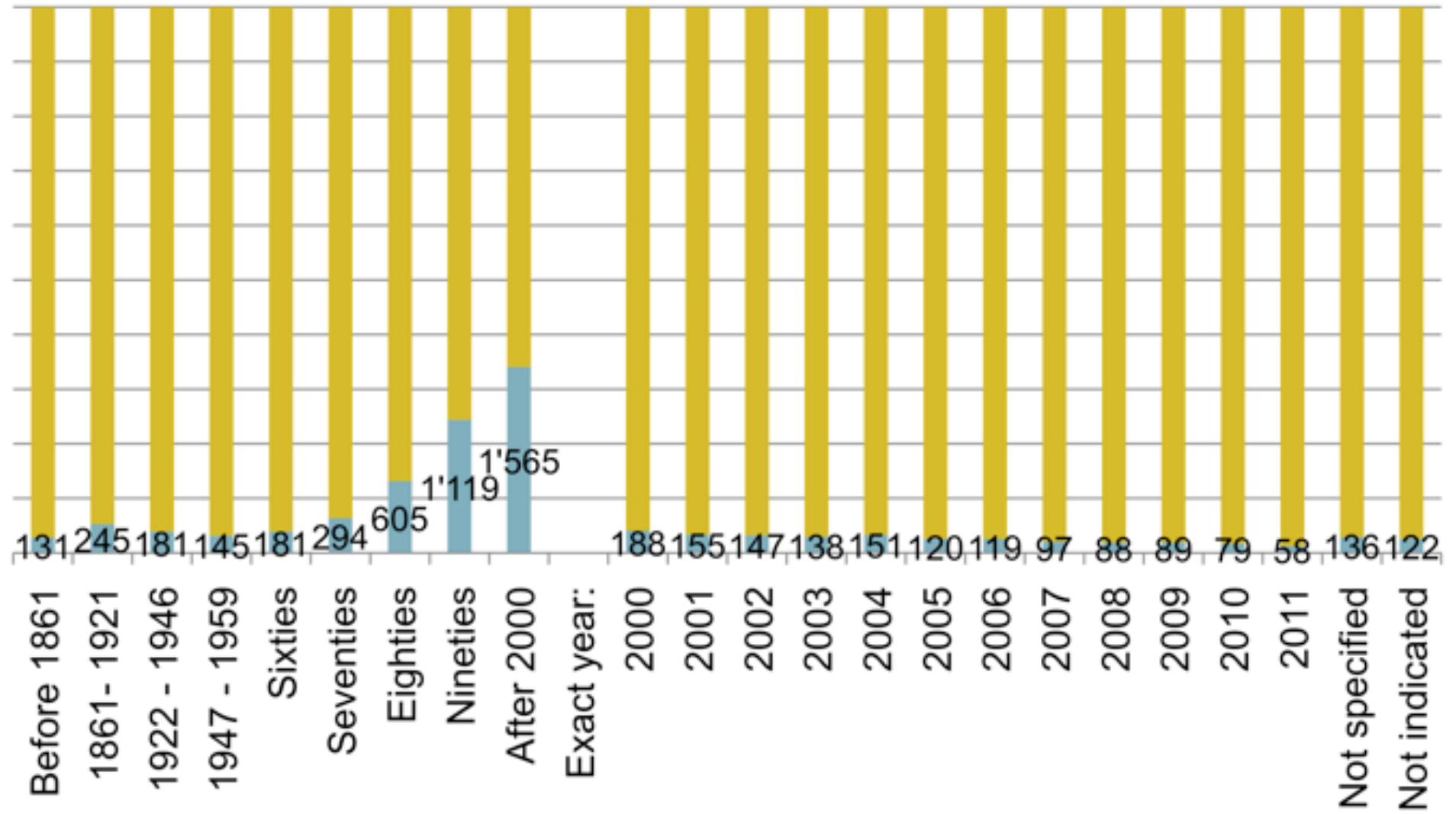
- Museums and galleries
- Archaeological areas and monuments

## Dimensions (m<sup>2</sup>)

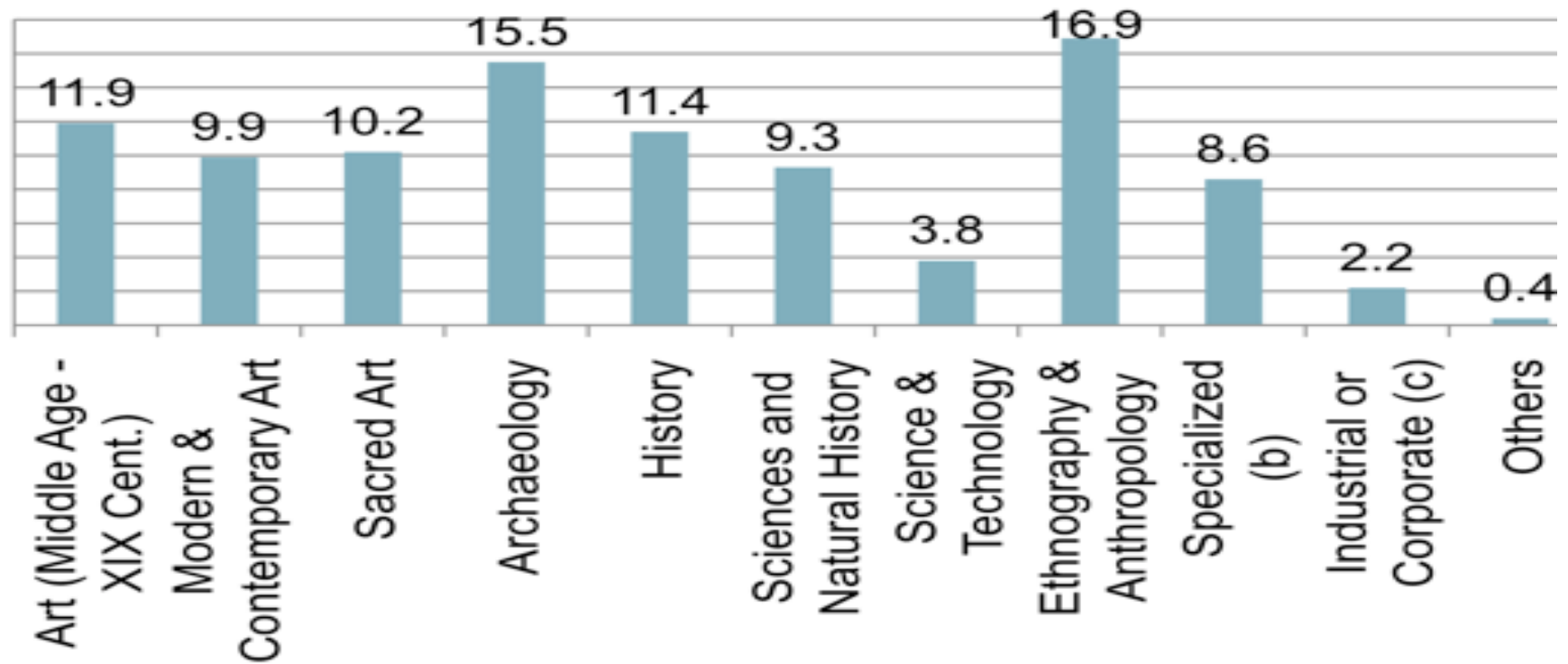




## Birth: Opening Year

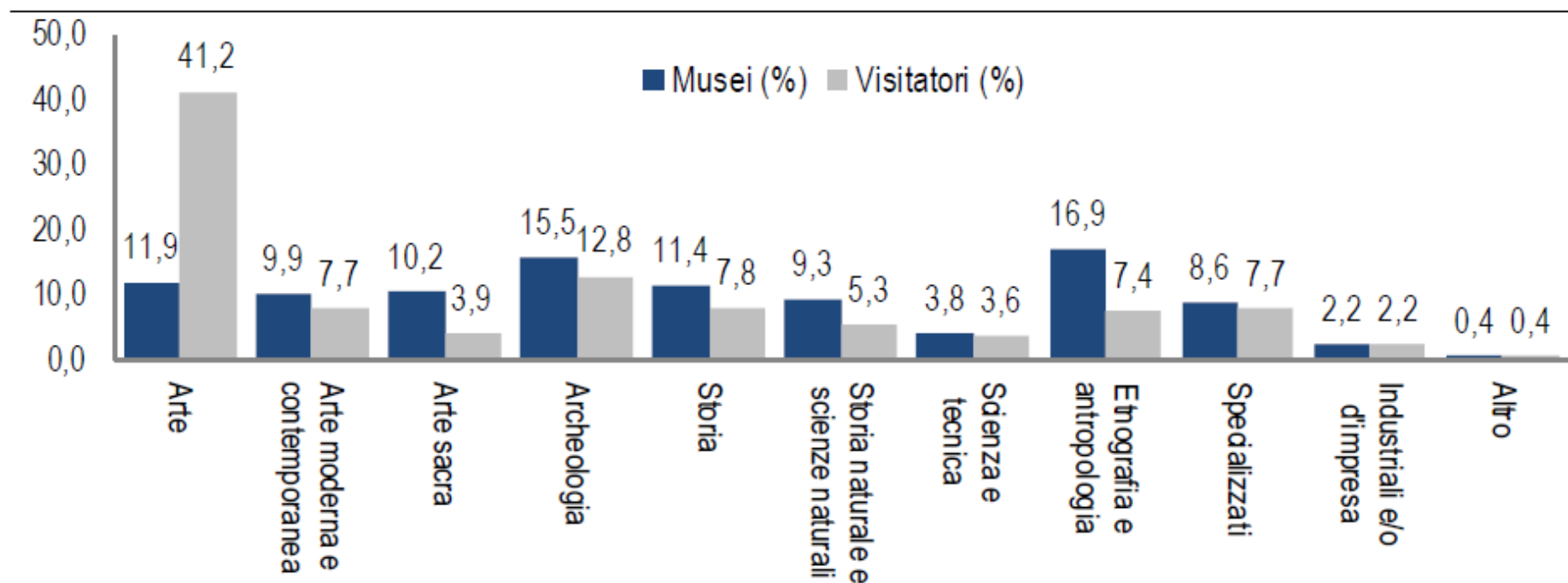


# Collections

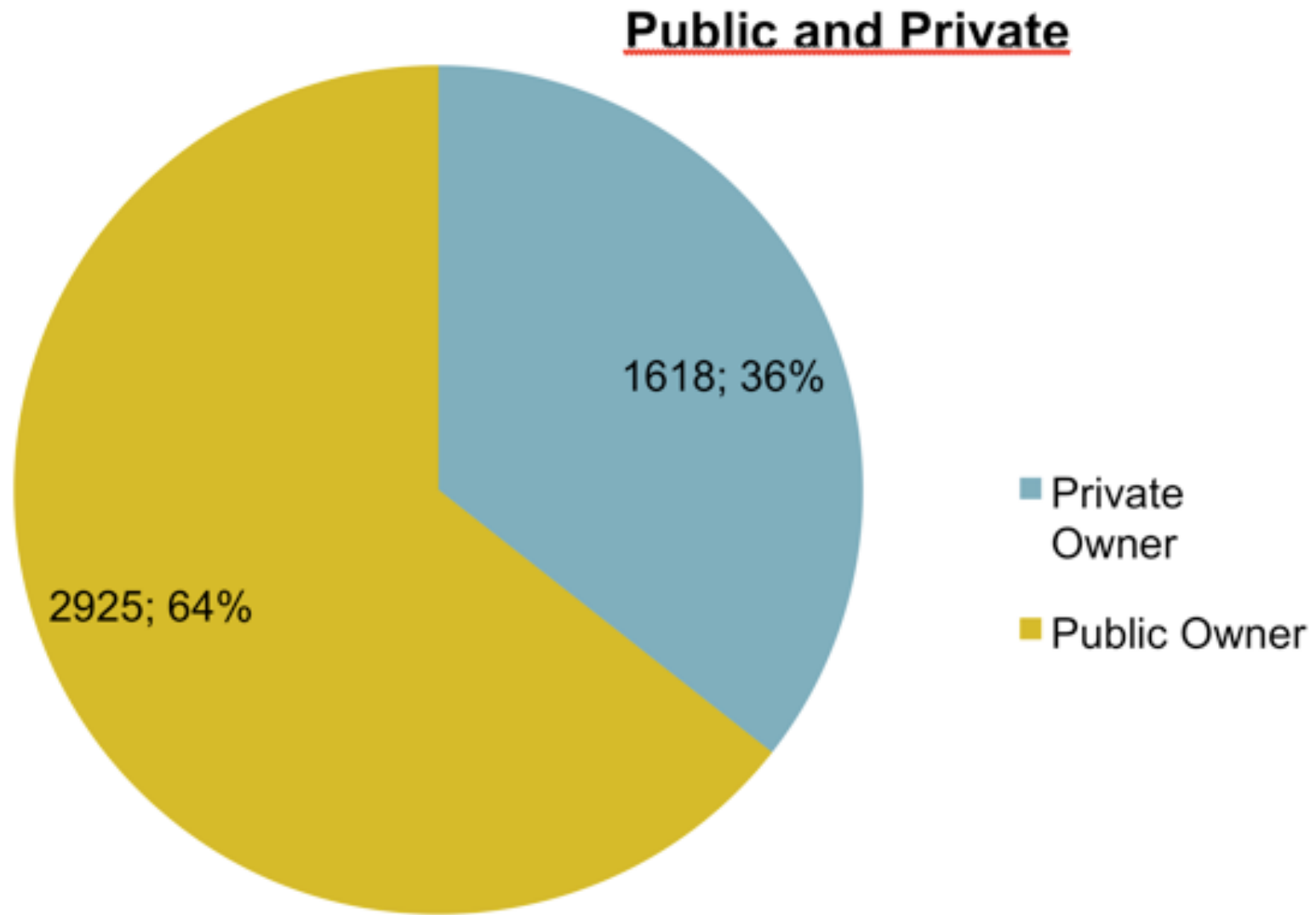


The great variety of Italian museums is reflected in the multifaceted typology of preserved and displayed objects.

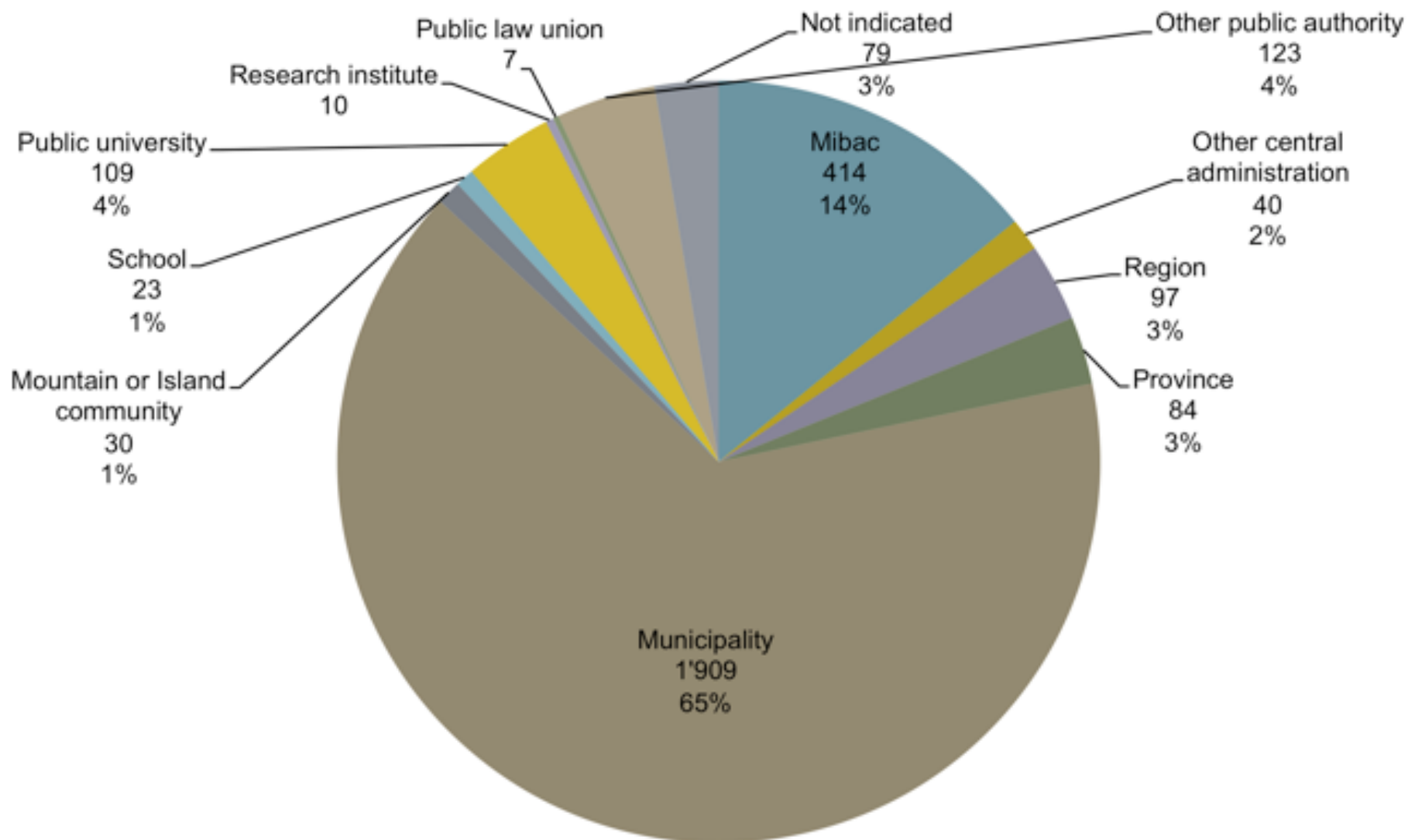
# Collections



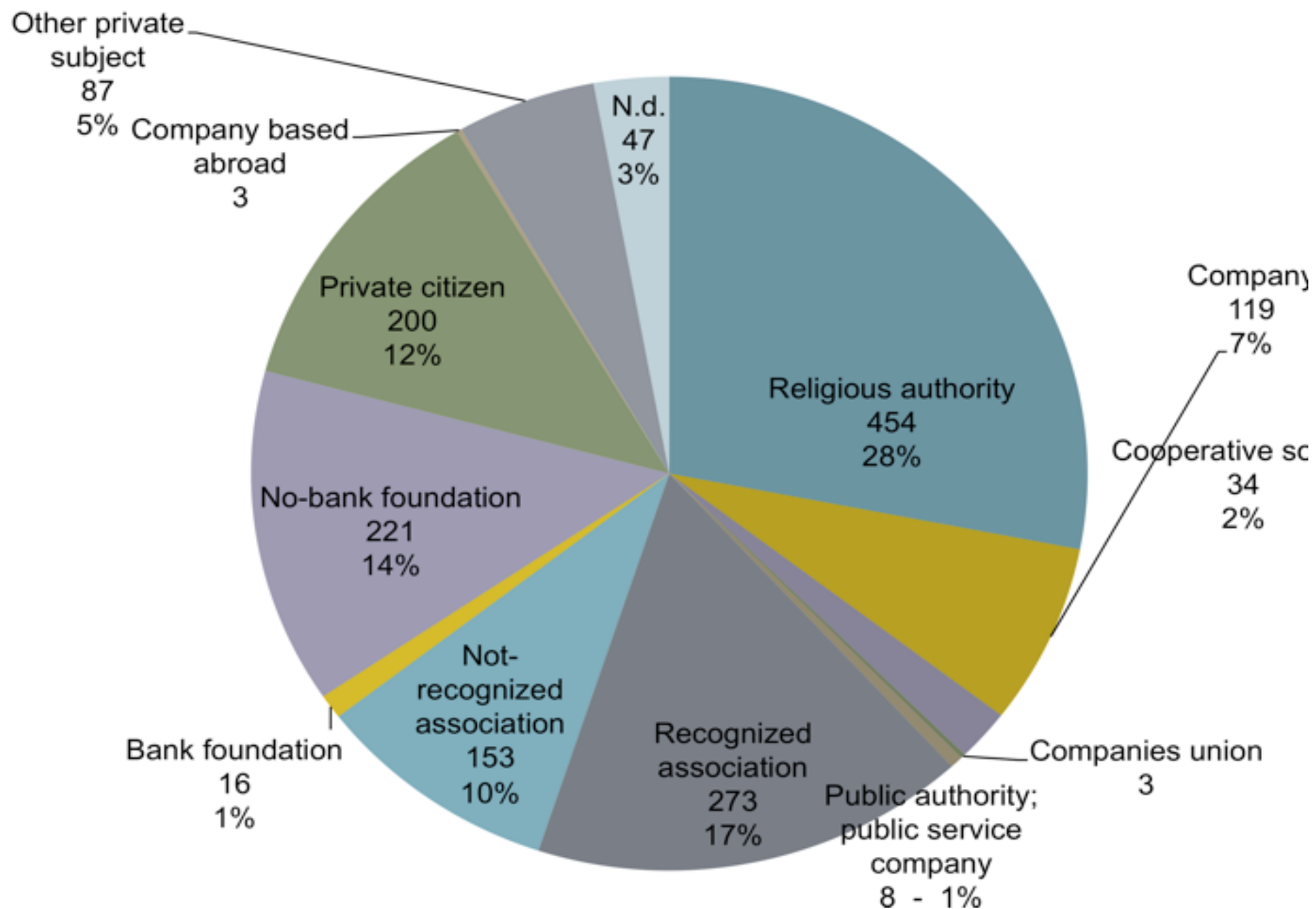
# Ownership



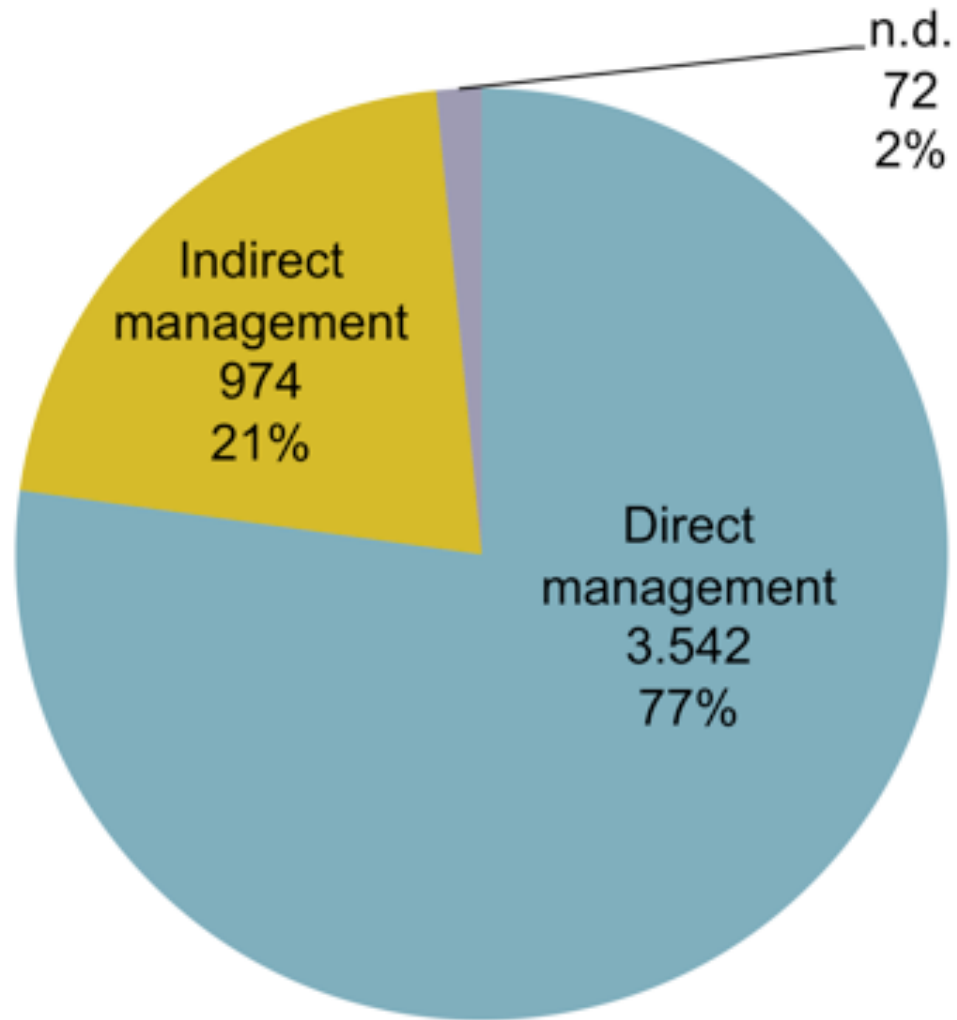
## Ownership: Public Authorities



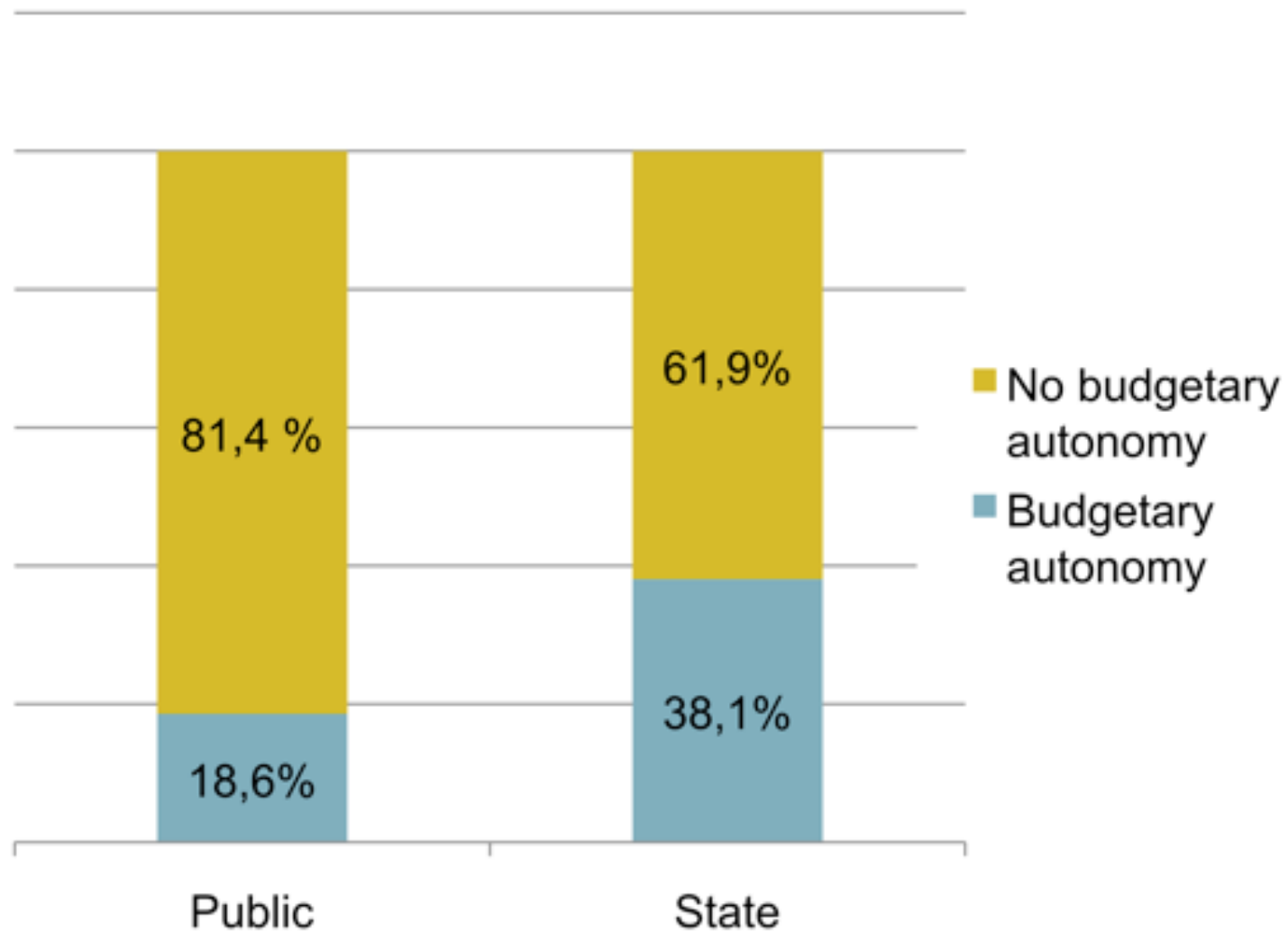
## Ownership: Private Institutions



# Management

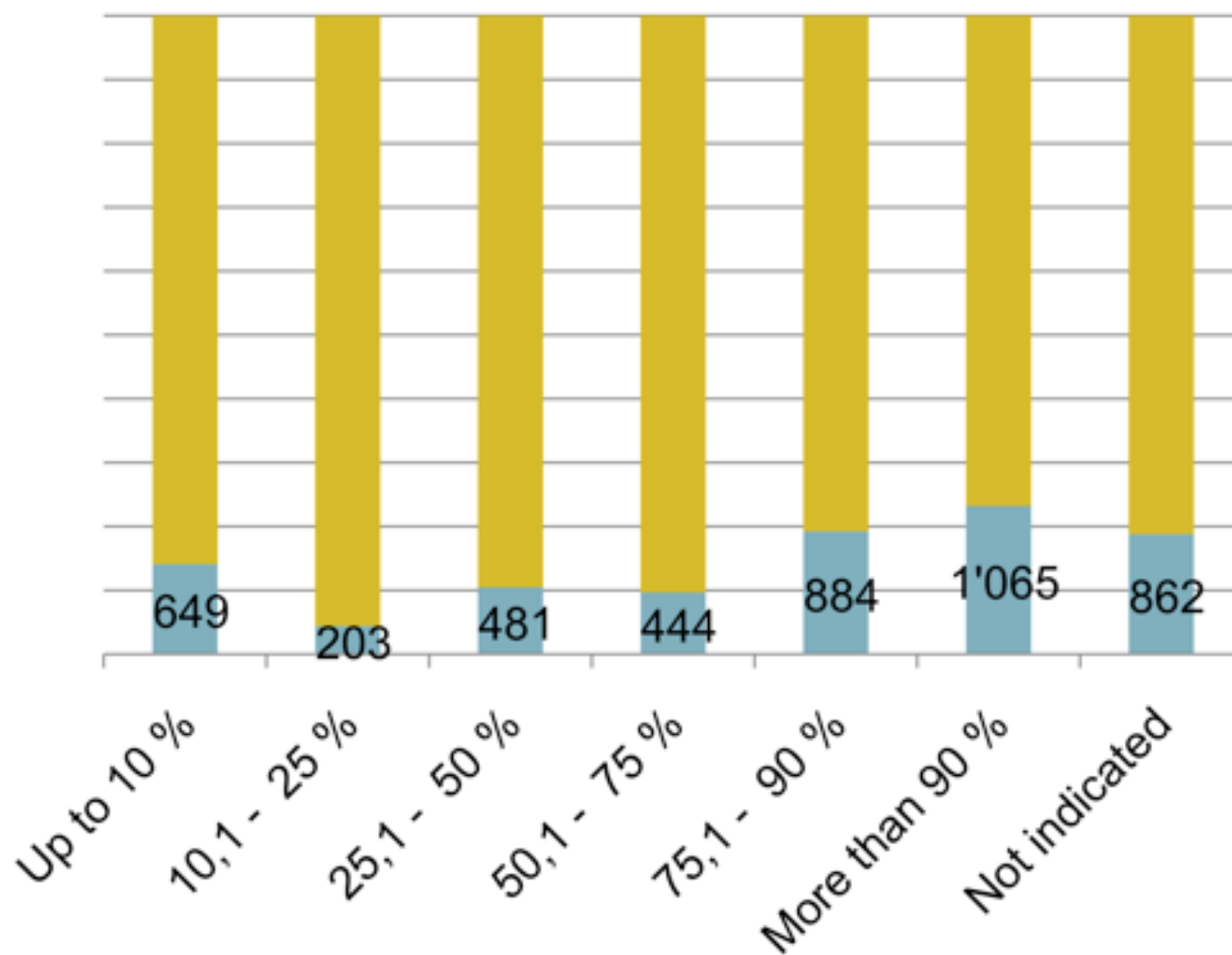


# Budget

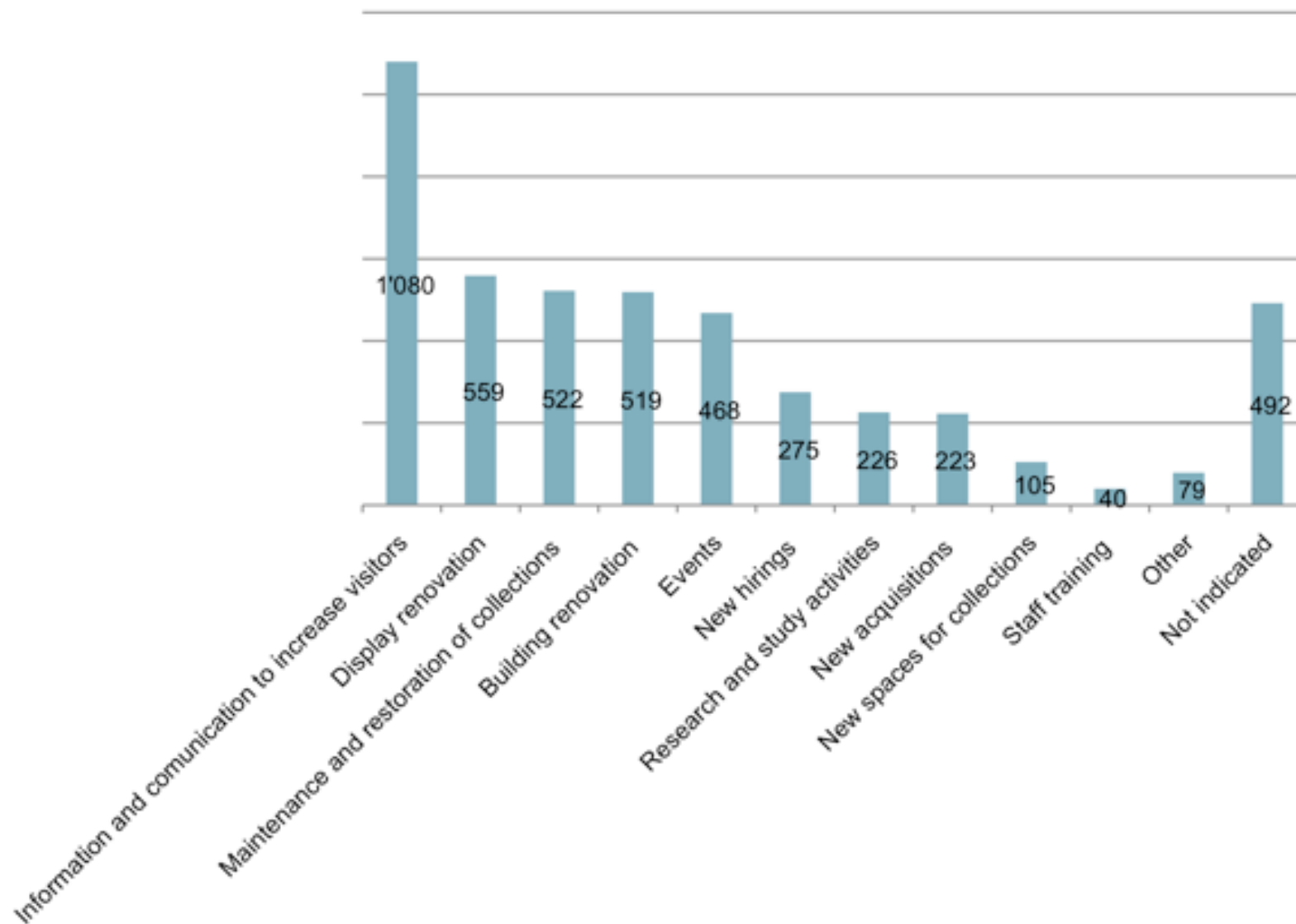




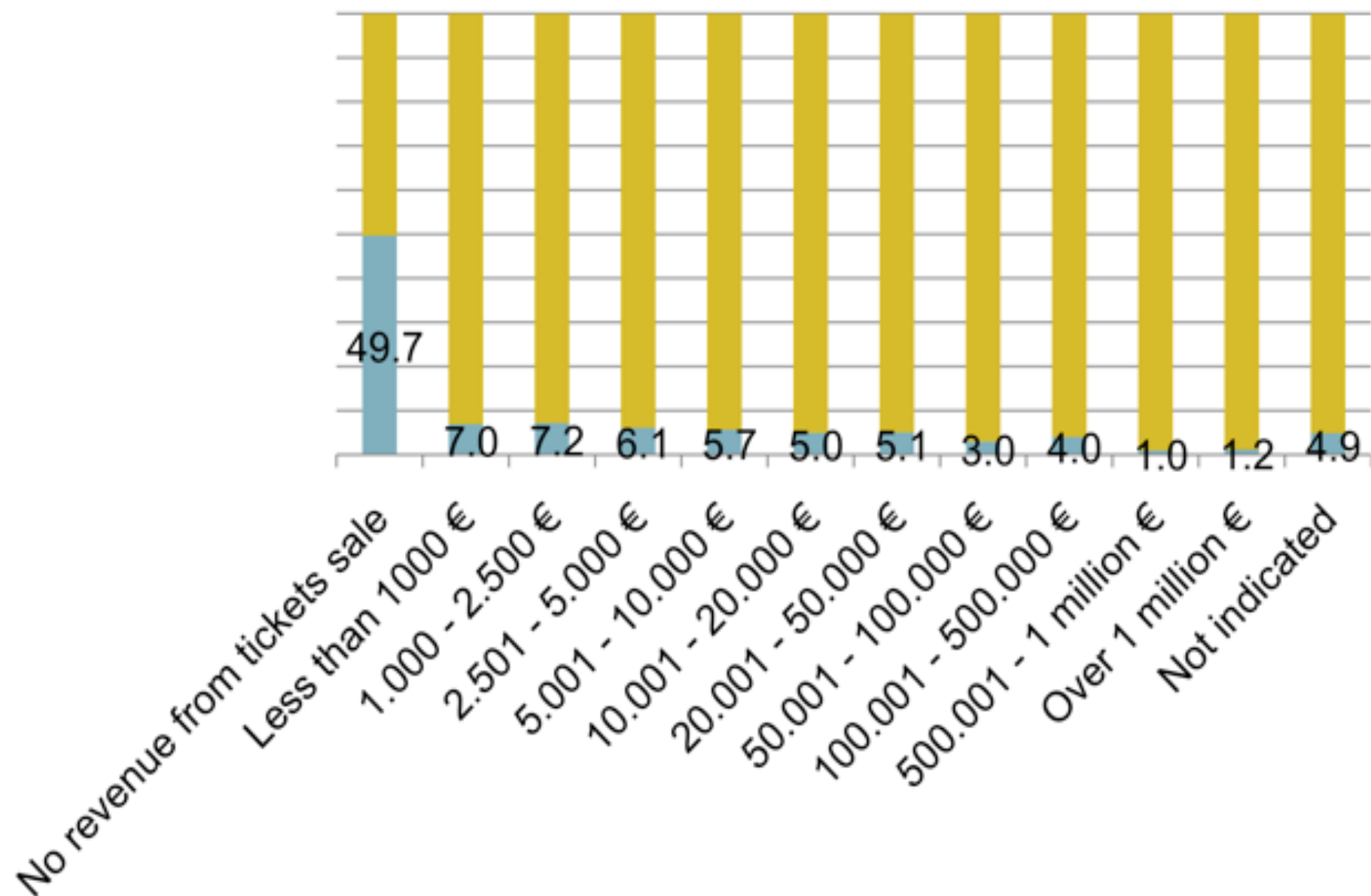
## Operation costs bearing



## How would they spend a 10% budget increase?



# Entrance tickets revenue

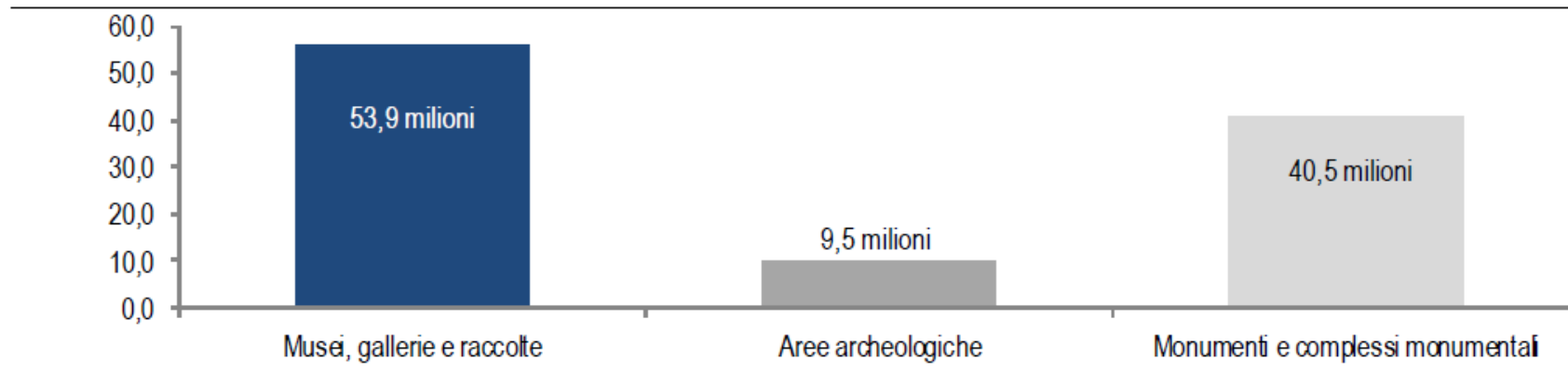


# Visitors

In 2011, visitors have reached 103'888'764 units.

51% of the public is gathered in a few locations: Tuscany (22.1%), Lazio (20.1%) and Lombardy (8.8%).

VISITATORI DEI MUSEI E DEGLI ISTITUTI SIMILARI PER TIPOLOGIA. Anno 2011, valori assoluti



## Going global?

Foreign visitors are the 44.9%. For more than half of Italian museums (53.3%), foreigners represent a minority of the public: no more than 10% of visitors.

Only 40% of museum workers are able to provide information in English.

Only 21.3% of museums have English texts translation.

# In short

The Italian model is characterized by:

- small size organizations (fewer than 1000 visitors)
- located in small urban centres, basically isolated
- weak (the average number of employees is 1.2, and the English speaking staff is limited to 28.6; just the 36.2% of museums have with a website)
- lack of cultural animation capabilities
- not able to generate financial resources (only 17.7% public funding; less than 10% of funding from private contributions or through additional services).

These structures are mostly owned by municipalities (46.1%) or by private institutions (40.1%).

Museums: Forms  
of Management  
in Italy.  
Towards Autonomy



# Museums: Forms of Management

- Management is provided by internal organizational structures. It's the so-called “in-house management”, as the administration is directly run, without intermediaries.
- The indirect management is carried out by an autonomous administration, through agreements or concessions to third parties.

The choice between these models requires the comparative assessment of goals to be achieved and of the relevant means, methods and times, according to the principles of economy, efficiency and effectiveness (English system of Best Value).



# **Museums and “In Autonomy” Management**

## **December 2014: Cultural Ministry Reform “Museums Decree” (DM December 23rd 2014 )**

The project:

- Establishment of the General Museums Directorate
- 30 museums with special autonomy: institutions with technical and scientific autonomy that perform functions of protection and enhancement of the collections by ensuring and promoting public enjoyment
- 17 Regional Museums Poles
- 1 National Museum System

## **Museums and “In Autonomy” Management December 2014: Cultural Ministry Reform “Museums Decree”**

- 30 state museums have its own statute and budget and they can subscribe, even for educational purposes, agreements with public bodies, training and research institutes.
- The public service standards are defined and shared through the Services Organizational Document
- The state museums which are not the list will be managed by one of the 17 Regional Museum Poles

# **Museums and “In Autonomy” Management**

## **December 2014: Cultural Ministry Reform “Museums Decree”**

### **Museums with special autonomy: Structure**

They are equipped with scientific, financial, accounting and organizational autonomy and are established on the following structures:

- a) Director;
- b) Board of Directors;
- c) Scientific Committee;
- d) Board of Auditors

The executive bodies shall ensure the carrying out of museum's mission; they shall verify the economy, efficiency and effectiveness of activities and monitor the scientific quality of culture and conservation practices, use and enhancement of assets .

The composition of leading bodies is determined in accordance with balance between genders.

# **Museums and “In Autonomy” Management**

## **December 2014: Cultural Ministry Reform “Museums Decree”**

### **Organization**

Each museum will have five distinct functional areas, each assigned to one or more units of responsible personnel:

- a) direction;
- b) care and management of collections, study, teaching and research;
- c) marketing, fundraising, services and relations with the public, public relations;
- d) administration, finance and human resources management;
- e) facilities, installations and security.

The director of the museum is the guardian and interpreter and the identity of the museum's mission, in compliance with the Ministry addresses.

In museums without special autonomy, the role of director is conferred by the Director of the Museum Pole region on the basis of a special selection procedure

# **Museums and “In Autonomy” Management**

## **December 2014: Cultural Ministry Reform “Museums Decree”**

### **Regional museum pole**

The regional museum pole ensures the fulfilment of the public service (enjoyment and enhancement of institutions and places of culture) and it sets strategies and common goals, in relation to 'geographical area of responsibility'; it promotes the integration of museums into cultural paths, as well as the consequent cultural tourist itineraries.

The directors of the regional museum pole develops and approves the projects relating to the activities and enhancement services.

# **Museums and “In Autonomy” Management**

## **December 2014: Cultural Ministry Reform “Museums Decree”**

### **National museum system**

It's aimed at networking and promoting the integration of services and activities.

All State museums are part of the national museum system, as well as any other public or private museum, through special agreements with the Director;

The national museum system is divided into regional museum systems and city museum systems, promoted and organized by museum directors.

The organizational methods the national museum system are established by the General Director of Museums

Thank you for  
your attention

