



Museum in transition

A temporary exhibition as an example of an emerging sustainable museum model



(FR)

LILLE



1,174,273

GOYA VIDA



Cultural heritage
for sustainable development



Challenge

The City of Lille committed to making its cultural sector sustainable by 2024 as part of its involvement in the Agenda 21 for culture. For museums, it translates to staging sustainable exhibitions, including temporary ones. One recent example is Experience Goya, the first eco-friendly exhibition of the Museum of Fine Arts in Lille. The exhibition was open from October 2021 to February 2022. It was perceived as a challenge to make environmentally responsible choices throughout the entire production chain without compromising the exhibition's quality.



Solution

Onstage, Experience Goya was an unprecedented immersion in Spanish painter Francisco de Goya's world. Backstage, the exhibition was carefully designed and thought to be environmentally responsible throughout its entire production chain. Eco-design minimises the environmental impacts of an exhibition by considering each step of the project and its lifecycle without degrading its statement or aesthetics. It also aims to increase and improve the social impact of the project regarding its carbon footprint.



How ?

- 1 Reducing the greenhouse gas emissions induced by the transportation of artworks. The Museum of Fine Arts decided to showcase its own collection and limit the number of loans. Loans came exclusively from Europe, and only two came by plane.
- 2 Designing a scenography following the 6 R's: Rethink, Reduce, Replace, Reuse, Recycle, Repair. The scenography was built using environmentally friendly materials and has been designed to be modular. The main material was French-produced wood, and 65% of it was reused for the following exhibition, Magic Forest. 75% of the scenography used for Goya will be reused for two exhibitions in autumn 2022. Modules that are not reused will be dismantled for recycling.
- 3 Using digital technology to support the project. Experience Goya was an immersive exhibition that adopted a different approach and brought new exposure to Goya's work in its artistic and historical context. The museum has mobilised all the digital and audiovisual resources available, with specific attention to energy efficiency and sensible use. Most lighting and audiovisual equipment used for the exhibition already belonged to the museum. Digital technology also gave a more inclusive and accessible dimension to the exhibition.
- 4 Calculating the carbon footprint to assess the effectiveness of the efforts and offer tools to capitalise from one experiment to another.

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Budget/Financing

€1,260,000

The total budget of the exhibition was €1,260,000 including €311,000 allocated by the city hall. Compared to a classic scenography, a sustainable exhibition involves 20 to 30% additional costs: bio-sourced materials and dismantling an eco-designed exhibition are generally more expensive. An additional investment of time and reflection is also to be taken into account.



Management

Experience Goya as a sustainable exhibition project was initially supported and developed by a few museum staff members: the director, managing director, sustainable museum referent, and project manager. The entire museum team, including the communication department, digital department, registrar's teams, curatorial team, and building manager, was committed to making the exhibition come true. Today, three people pass on information and content about the sustainable development approach at the museum: the Museum of Fine Arts Director and Managing Director, as well as the sustainable development museum Referent.



Exposition Experience Goya (c) Palais des Beaux-Arts 2022 / Jean-Marie Dautel



Transferability

- Share the good practices, experiences, and difficulties encountered as much as possible and identify already existing networks that could support you in your endeavour.
- Early in the process, share with internal staff the issues at stake related to sustainable development to make them aware of this matter.
- Foresee a referent present for the entire process, as well as time and budget.



Impact

Experience Goya's global impact was more than 43 tons CO2eq (outside of public transport and digital application), the equivalent of four French people's average annual carbon footprint. The transport of artworks was the costliest area with 10.47 tons CO2eq. Following this assessment, proficiently controlling the list of works, pooling transportation and reducing conveyor travel (especially air travel) became the Museum's priority. The second most costly area was the scenography with 18.6 tons of materials (10.8 tons CO2eq). The effort to reuse and recycle proves to be an effective solution to reduce the impact of upcoming exhibitions. The results of Experience Goya have been compiled into a guide for "an eco-design method", so other museums can benefit from Lille's experience.



Lille Palais des Beaux Arts (c) Vincent Lecigne-MEL



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