

**THE FIVE RINGS**  
**Strategic aims for the Donnaregina Foundation**  
**2012- 2014**

## **RING 1. STRATEGIES ON A METROPOLITAN SCALE**

### **a. Madre Museum**

Finance resources: ordinary regional balance fundings, european fundings, museum activities' income, sponsorships and partnerships

- Financial simplification: Museum general expences are covered by the ordinary regional balance fundings, the museum activities income, sponsorships and partnerships
- Museum identity: Donnaregina Foundation re-news its internal framework and curates the Museum permanent collection.
- Museum accessibility: the Donnaregina Foundation revises methods of intellectual accessibility for the public and the image of the Museum
- increase in value: profitable assets (restaurant, cafeteria, bookshop) are managed to generate net pay-offs and new quality services
- Museum Direction : the new Museum Director has been appointed
- Security and full capacity: new works are planned on the Museum building and its system, including experimental ways of auto-productions, in order to improve its efficiency as well as the visitors and workers' safety, and balance its expenditures.
- Allowance: strategies for raising money, grants, sponsorships and partnerships are in place.

### **b. Donnaregina Foundation cultural programme**

**Finance resources: European funds, museum activities' income, sponsorships and partnerships**

High quality level, great exhibitions and cooperation with the major European and international institutions. Conferences, concerts, events ed other similar activities on contemporary culture, not only on visual arts.

The cultural programme will be conceived with an eye on the city of Naples' big events on calendar (eg. the Forum of Cultures, the America's Cup, Naples' club)

### **c. Twentyone (21)**

**Finance resources: European funds, museum activities' income, sponsorships and partnerships**

A joint-venture with Morra Greco Foundation, shared as well by the regional government; a cultural scheme which enables Donnaregina Foundation to exhibit cutting- edge, experimental and controversial arts, without any "Museum limits".

A catalyst and a lawyer: for new ideas, talks and tendencies for contemporary arts

Twentyone aims to mix together the mission for contemporary arts of Morra Greco Foundation, with the high quality profile and the compelling strenght of Madre, and also to extend the reach of both imstitutions, following the example fo MoMA PS1.

#### **21.1: Exhibitions and events programme**

Twentyone aims to put at the service of the city of Naples and its citizens and tourists the best curatorial experiences available on the international art scene, together with

the most dynamic artistic proposals and the most appealing names in the art business, with projects and exhibitions extremely dynamic and challenging, by investing less public funds than what usually expected.

The project investigates the works of emerging artists, explores new genres and proposes the works of well-known artists, attempting in this way to promote innovation.

Twentyone meets this mission via presenting its cultural programme to a wide audience with exhibitions, retrospectives, installations, historical surveys about the arts from all over the world.

### **21.2: Artist's residence programme**

Twentyone's mission is to promote the development of the arts and their dynamics and take part into it; the project will therefore take care of the artists' residence into the Region, with a special eye on their production and its link to the city of Naples and the Campania Region. The artist's residence programme will reach its natural end with an exhibition opening, as it is conceived in the first place to produce one exhibition per year at least; a show which is the result of the time spent by the artist relating themselves with the city of Naples and its citizens.

### **21.3: New education**

Twentyone aims to improve the accessibility of contemporary art to the public and to investigate the low attendance of museums in general and especially of the contemporary art museums. The museum public in Italy, as well as in Campania Region, is usually not provided with tools that allow them to access contemporary arts and this affects the number of visitors and the composition of the Museum and temporary exhibition's public, having an effect on their potential consumption as well.

The project proposition is not only to attract new visitors but also to take the lead towards new approaches to the matter and engage disadvantaged people, addressing its educational mission also to those unprivileged areas of the city which are naturally excluded, thanks to the creation of specialized professional figures; a proposition that takes into consideration the today's theme of democracy and social cohesion.

Twentyone will be able to develop a programme of educational and social intervention, with activities projected in order to incline kids towards art, even preschool children and the provision of services of assistance and support, starting with the opportunity to set itself up as a childhood centre.

#### **d. The city of Naples' big events ( The Forum of Cultures, The America's Cup, The Naples' football club)**

Donnaregina Foundation and MADRE Museum are at disposal of the big events' organizers for any need related to exhibitions and cultural events.

## **RING 2. STRATEGIES ON A REGIONAL SCALE.**

### ***Finance resources: european funds, museum activities' income, sponsorships and partnerships***

Donnaregina Foundation aims to pay attention to the Region and its institutions, to the culture produced and widespread locally, by guaranteeing the contact and the mutual influence between the regional subjects – public and private: professionals who will benefit by connecting one to another and strengthen each other, even culturally, by doing so.

A strategy on a Regional scale, which pays attention to the most relevant subjects within the provinces, not only inside the city of Naples, and aims to promote a out-and-out regional system, run by public institutions and the main characters of today's culture (academics, experts, art and

cultural operators, artists, gallerists, owners, art critics, arts professionals, enterprises).

**a. Regional link:** Donnaregina Foundation's cultural programme plans to install art exhibitions and produces cultural events in different areas of the Campania Region.

**b. Investment fund and local promotion,** fed by community resources and supported with private funds: contributions by the private, who will be mentioned in return, will be used to produce events and activities planned under the Investment Fund itself.

### **RING 3. STRATEGIES ON AN INTER-REGIONAL SCALE.**

**Finance resources: National and European funds, regional funds from FESR and FSE schemes, museum activities' income, sponsorships and partnerships**

- the Italian Mezzogiorno target: the upcoming next future, the noticeable federal trend and the rising Euro-Mediterranean area make it necessary nowadays to widen the prospect and aim to take the lead in the cultural sector, in collaboration with other regions and the main cities of the south. Subject to the approval of the Scientific Committee, Donnaregina Foundation intervenes on the matter by joining activities promoted by other local and regional institutions in different regions. There is an advanced working relationship already in place with the city of Bari. Others are in process.

### **RING 4. A DIALOGUE BETWEEN EURO- MEDITERRANEAN STATES.**

**Finance resources: national and european funds, regional funds from FESR and FSE schemes, funds from the Minister of Foreign Affairs, museum activities' income, sponsorships and partnerships.**

What is expected to be happening around the Mediterranean area over the next few years might mark a turning point. Our strategy aims to build a reliable platform for encounters between the Mediterranean area and middle Europe, via the arts; in order to encourage and help the process of stabilization that those states experiencing uncertainty are going through at the moment.

The project is based on the scheduling of an exhibition programme (not only of contemporary art), accompanied by events and seminars within the states of the Mediterranean area. The project's framework needs to be supported by the regional policies about external trade and the Union of industrialists.

### **RING 5. BEYOND THE MEDITERRANEAN AREA**

**Finance resources: National and European funds, regional funds from FESR and FSE schemes, funds from the Minister of Foreign Affairs, museum activities' income, sponsorships and partnerships.**

By following the same approach described in Ring 4, therefore by building a connection with Campania Region and the economical organizations of the region, Donnaregina's Activities will also explore the possibility of making contacts, first of all, with the so called BRICS countries (Brazil, Russia, India, China, South Africa) and the United States of America and pursue to program art exhibition (not only of contemporary art), events and seminars.

In this case as well, the strategy is to build a reliable platform for encounters via the arts, in connection with those international events that are already programmed by the Campania Region.