

mc

**MUSEUM
CONNECTIONS
PARIS 16-17 JAN 2024**

**LET'S INSPIRE TOMORROW'S CULTURE
AND TOURISM EXPERIENCE**



mc - SUMMARY

Introduction



Key figures



Partners



Experts Committees



The visitors



The exhibitors



The features



Press



Why exhibit?



Contact us



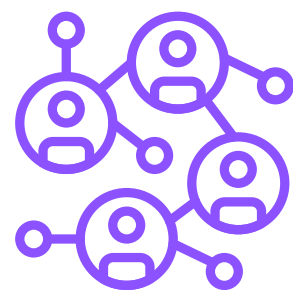


International trade fair, focusing on the business and sustainable challenges of museums, cultural and touristic venues. Museum Connections highlights trends and innovations to imagine tomorrow's visitors' experiences.



As a leader of the international community, Museum Connections brings together professionals from the sector, in Paris, every January.

mc - KEY FIGURES

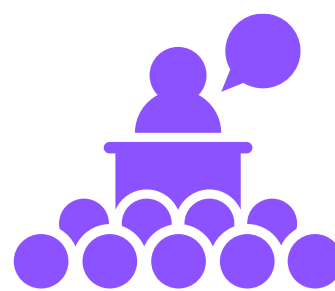


4510 PARTICIPANTS

+10% vs 2022
including 20% from overseas

343 EXHIBITORS

60% Museum Shop
40% Museum Tech
including 36% from overseas



40 CONFERENCES

105 SPEAKERS

coming from France, Germany, Belgium,
Denmark, Spain, Netherlands, Togolese
Republic, United Kingdom, Switzerland



90 PUBLICATIONS

8 TV & Radio stories
22 printed press articles
60 digital press articles

30 JOURNALISTS

present including Connaissance des Arts,
Cultureevasion.com, France 5, France Culture,
Journal des Arts, L'Objet d'Art, Restauro.de,
Sonovision, The Art Newspaper International,
LePoint.fr, Le Quotidien de l'Art, La Gazette Drouot,
News Tank Culture ...

mc - PARTNERS

Institutions & Media

Soutenu par



mc - EXPERTS COMMITTEES

Mirror of the diversity of the show's audiences



INNOVATION DUOS JURY

Gathering **experts** from **consulting firms, training organizations** and cultural and tourist **institutions**, the INNOVATION DUOS JURY selects 20 "venues X supplier" duos who, during the show, will be able to present their solution on the **INNOVATION TV**.

[Discover the jury members](#)



INSPIRATION BOARD

Throughout the year, Museum Connections gives voice to the members of the INSPIRATION BOARD. Composed of **leading actors and representatives of the cultural and tourist community**, they define together the issues and themes to be addressed during the **INSPIRATION CONFERENCES**.

[Discover the board members](#)



POPUP STORE JURY

Curated by **retail experts** from various **French and overseas**, cultural and tourist institutions, the POPUP STORE JURY selects around hundred products that will be presented in the **POPUP STORE**: The temporary shop of the show!

[Discover the jury members](#)

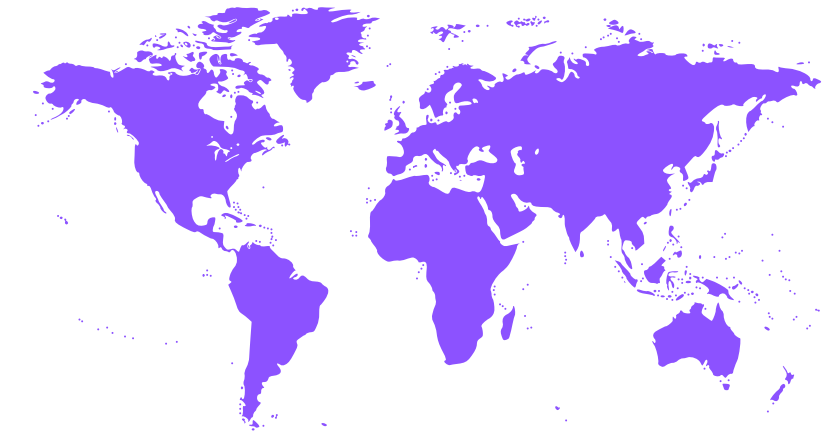


mc - THE VISITORS



4510 PARTICIPANTS

+10% vs 2022
including 20% from overseas



TOP 10 COUNTRIES

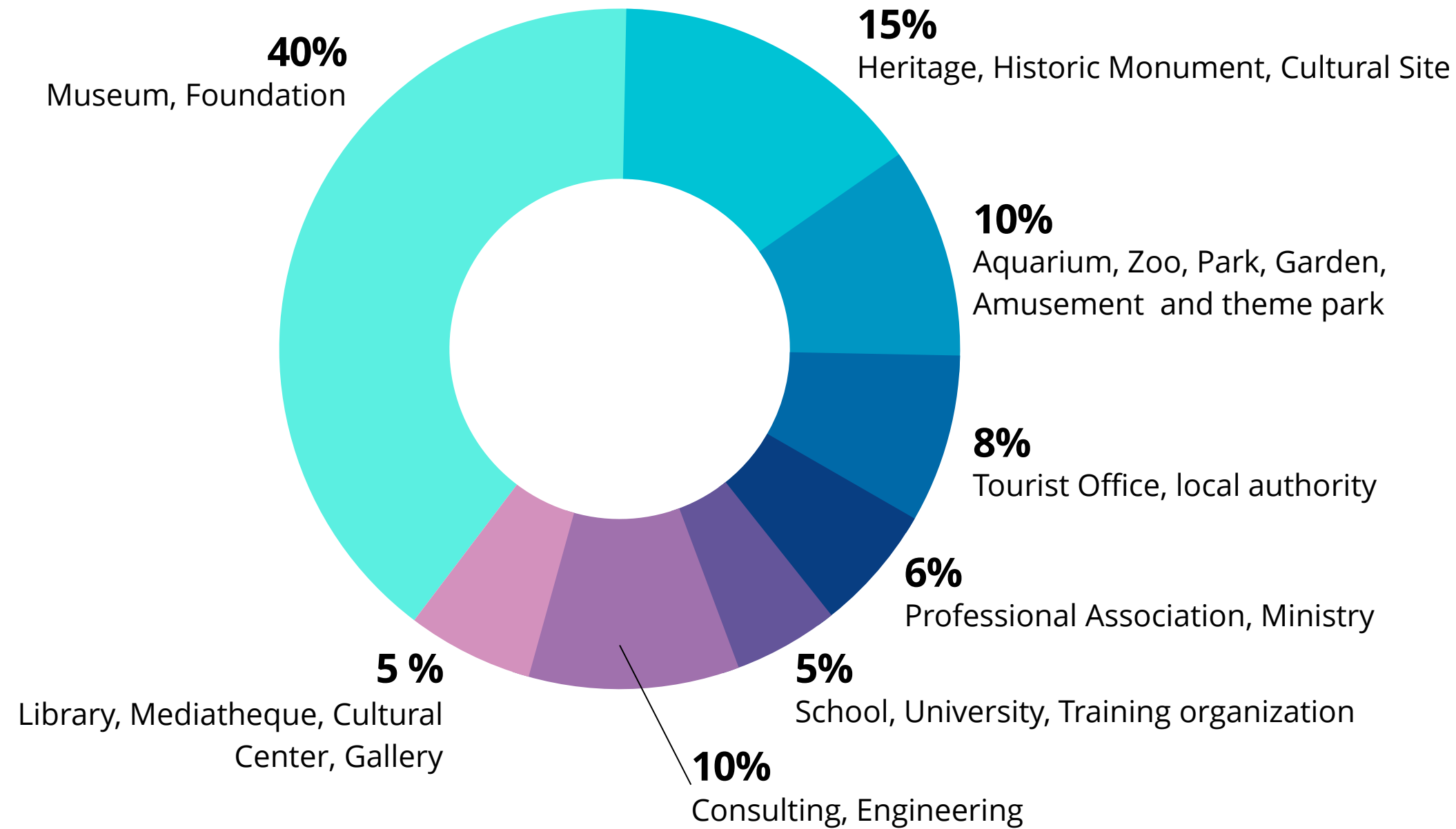
Belgium, Spain, Italy, Switzerland, United Kingdom, Netherlands, Germany, United States, Greece, Portugal

VISITORS' PROFILE (ACTIVITY):

Museums, zoos, aquariums, amusement and theme parks, castles, gardens, tourist offices, local authorities, cultural centers, art galleries, public institutions, libraries, heritage sites and historical monuments, cultural sites, theaters, professional associations...

mc - THE VISITORS

VISITORS' BREAKDOWN BY ACTIVITY:



mc - THE VISITORS



70%

work within a private
institution



77%

have a role in the purchasing
decision



90%

of visitors are satisfied with
their visit

THEY VISIT THE SHOW

AMERICAN MUSEUM OF NATURAL HISTORY ▪ AMSTERDAM TULIP MUSEUM ▪ AQUARIUM DE PARIS - CINEAQUA ▪ ARTEUM ▪ ARTIS ROYAL ZOO OF AMSTERDAM ▪ BIG LA COMMUNICATION HAUTE CULTURE ▪ BAYEUX AVENTURE ▪ BIBLIOTHEQUE NATIONALE DE FRANCE ▪ BLENHEIM PALACE ▪ BOURSE DE COMMERCE PINAULT COLLECTION ▪ BRITISH MUSEUM ▪ CATHÉDRALE DE ROUEN ▪ CENTRE DES MONUMENTS NATIONAUX ▪ CENTRE POMPIDOU ▪ CHANTILLY-SENLIS TOURISME ▪ CHATEAU D'AUVERS - CONSEIL DÉPARTEMENTAL DU VAL D'OISE ▪ CHATEAU DE BRETEUIL ▪ CHÂTEAU DE CHANTILLY ▪ CHÂTEAU DE FONTAINEBLEAU ▪ CHÂTEAU DE VERSAILLES ▪ CHATEAU DES DUCS DE BRETAGNE ▪ CHATEAU DU CLOS DE VOUGEOT ▪ CHÂTEAU DU CLOS LUCÉ - PARC LEONARDO DA VINCI ▪ CITE DE LA CÉRAMIQUE SÈVRES & LIMOGES ▪ CITÉ DES SCIENCES ET DE L'INDUSTRIE ▪ COMPAGNIE DES ALPES ▪ CONSEIL DÉPARTEMENTAL DES BOUCHES-DU-RHÔNE ▪ COPENHAGEN CONTEMPORARY ▪ CRT PARIS ILE-DE-FRANCE ▪ DÉPARTEMENT DE L'AIN, DIRECTION DU PATRIMOINE ▪ DESTINATION RENNES ▪ DISNEYLAND PARIS ▪ DOMAINE BATAILLE DE WATERLOO 1815 ▪ DOMAINE DE DAMPIERRE-EN-YVELINES ▪ ETABLISSEMENT PUBLIC DES MUSÉES D'ORSAY ET DE L'ORANGERIE ▪ ÉTABLISSEMENT PUBLIC DU MONT SAINT-MICHEL ▪ FESTYLAND ▪ FÊTE DES LUMIERES - VILLE DE LYON ▪ FONDATION DU CHÂTEAU DE CHILLON ▪ FONDATION FRANÇOIS SOMMER ▪ FONDATION LE CORBUSIER ▪ FONDATION LOUIS VUITTON ▪ FONDAZIONE DEL ALBERO D'ORO ▪ FONDS HÉLÈNE & ÉDOUARD LECLERC POUR LA CULTURE →

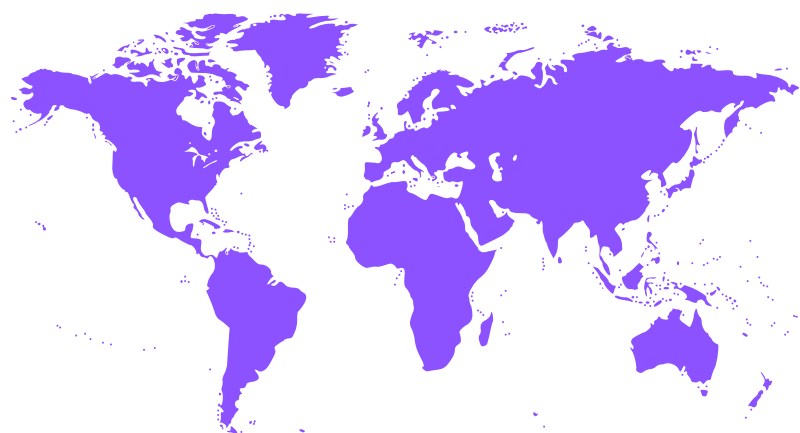
mc - THE VISITORS

FRANCE MINIATURE/COMPAGNIE DES ALPES ▪ FUNDAÇÃO CALOUSTE GULBENKIAN ▪ FUTUROSCOPE ▪ GAITE LYRIQUE ▪ GROTTTE CHAUVET 2
ARDÈCHE ▪ HARAS NATIONAL DU PIN ▪ INSTITUT DU MONDE ARABE ▪ KUNSTHAL ROTTERDAM ▪ KUNSTPALAST ▪ LA CINÉMATHÈQUE FRANÇAISE ▪
LA FONDATION OLYMPIQUE POUR LA CULTURE ET LE PATRIMOINE ▪ LA SERRE AUX PAPILLONS ▪ LE CENTQUATRE-PARIS ▪ LES ARTS DÉCORATIFS ▪
LES CHAMPS LIBRES - MUSÉE DE BRETAGNE ▪ MUDAM ▪ MULTIMEDIA ART MUSEUM ▪ MUSÉE COGNACQ-JAY ▪ MUSÉE D'ART CONTEMPORAIN DE
LYON ▪ MUSÉE DE CLUNY - MUSÉE NATIONAL DU MOYEN ÂGE ▪ MUSEE DE LA COMPAGNIE DES INDES ▪ MUSEE DE LA GENDARMERIE NATIONALE ▪
MUSÉE DE L'AIR ET DE L'ESPACE ▪ MUSÉE DE L'ARMÉE ▪ MUSÉE DE L'HOMME ▪ MUSÉE D'ORSAY ▪ MUSÉE DU LOUVRE ▪ MUSÉE DU QUAI BRANLY -
JACQUES CHIRAC ▪ MUSEE NATIONAL SUISSE BOUTIQUE ▪ MUSEE OCÉANOGRAPHIQUE DE MONACO ▪ MUSÉE VISIONNAIRE ▪ MUSEENE I SØR-
TRØNDELAG AS AVD. RINGVE/ROCKHEIM ▪ MUSÉES ROYAUX DES BEAUX-ARTS DE BELGIQUE ▪ MUSEO CARMEN THYSSEN MALAGA ▪ MUSEO
NAZIONALE DELL'AUTOMOBILE ▪ MUSEU EGIPCI DE BARCELONA ▪ MUSEU NACIONAL D'ART DE CATALUNYA ▪ MUSÉUM D'HISTOIRE NATURELLE ▪
MUSEUM OF FINE ARTS GHENT ▪ MUSEUM OF FINNISH ARCHITECTURE ▪ MUSEUM OF ISLAMIC ART ▪ MUSEUM REINHARD ERNST ▪ MUZEUM
LAZIENKI KROLEWSKIE W WARSZAWIE ▪ NATIONAL COMMISSION FOR MUSEUMS AND MONUMENTS ▪ NATURAL HISTORY MUSEUM ▪ NATURAL
HISTORY MUSEUM OF DENMARK ▪ NAUSICAA, CENTRE NATIONAL DE LA MER ▪ OCÉANOPOLIS ▪ OPÉRA NATIONAL DE PARIS ▪ ÖSTERREICHISCHE
GALERIE BELVEDERE ▪ PALACIOS Y MUSEOS ▪ PALAIS DE LA DÉCOUVERTE - UNIVERSCIENCE ▪ PARC ASTERIX ▪ PARIS MUSÉES ▪ PHILHARMONIE DE
PARIS ▪ PICASSOMUSEUM MÜNSTER ▪ PIRAEUS BANK GROUP CULTURAL FOUNDATION ▪ PUY DU FOU ▪ RIJKSMUSEUM ▪ RMN MUSEE DU
LUXEMBOURG ▪ ROUEN NORMANDIE SITES & MONUMENTS ▪ ROYAL COMMISSION FOR ALULA ▪ ROYAL MUSEUM OF FINE ARTS OF BELGIUM ▪
ROYAL PAVILION & MUSEUMS TRUST ▪ SEG - CHÂTEAU DE VAUX-LE-VICOMTE ▪ SES DES FRÈRES BOUGLIONE ▪ SOCIÉTÉ D'EXPLOITATION DE LA
TOUR EIFFEL ▪ STAATLICHE MUSEEN ZU BERLIN - PRUSSIAN HERITAGE FOUNDATION ▪ STRAAT MUSEUM ▪ STRAAT MUSEUM ▪ THE BRITISH
MUSEUM ▪ THE HUNTINGTON ▪ THE J. PAUL GETTY TRUST ▪ THE JAM PROJECT SAS ▪ THE MUSEUM OF MODERN ART ▪ THE SOLOMON R.
GUGGENHEIM FOUNDATION ▪ THEATRE ANTIQUE D'ORANGE ▪ THOIRY ZOO SAFARI ▪ UNIVERSCIENCE / CITÉ DES SCIENCES ET DE L'INDUSTRIE ▪
VAN GOGH MUSEUM ▪ ZAYED NATIONAL MUSEUM ▪ ZOOPARC DE BEAUVAL [...]

mc - THE EXHIBITORS

343 EXHIBITORS

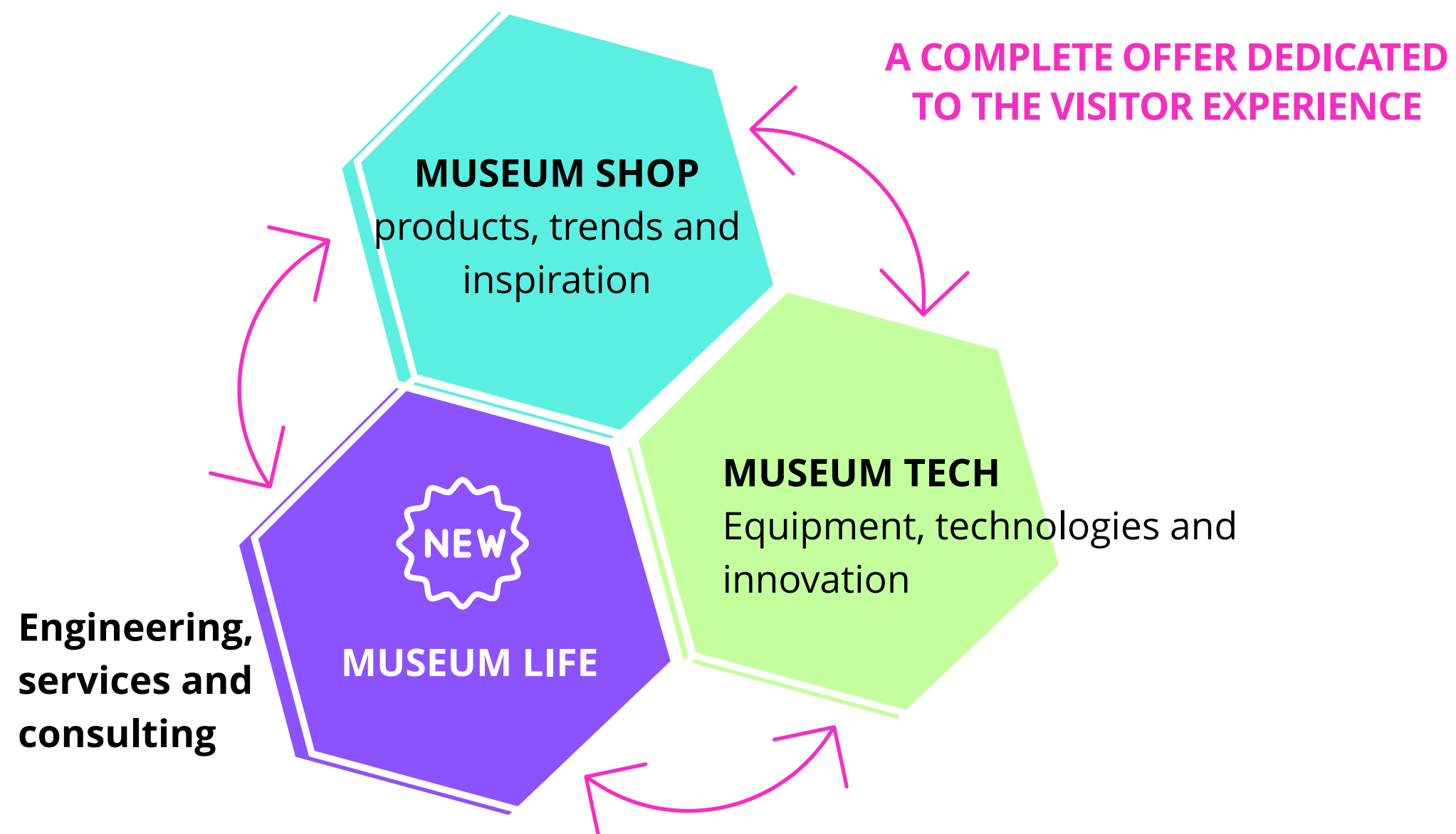
including 36% from overseas



TOP 10 COUNTRIES

Spain, Italy, Netherlands, United Kingdom, Germany, Greece, Belgium, United States, Switzerland, Luxembourg

THE SHOW'S OFFER:



mc - THE EXHIBITORS

New!

MUSEUM LIFE

Since 1994, Museum Connections has supported cultural and tourist venues seeking to improve and optimize the visitor experience for their audiences.

Initially focused on an offer intended for museum shops, Museum Connections widened its field of expertise in 2015, by proposing a new offer: Museum Tech.

In order to continue to meet the evolving needs of cultural and tourist sites, Museum Connections is launching a new offer: **MUSEUM LIFE**

IN 2023, MUSEUM LIFE OFFERED:

- **A job Area:** to respond to recruitment issues in the cultural and tourism sector
- **The Touring Exhibitions Pavilion:** presenting a range of international touring exhibitions



mc - THE EXHIBITORS

Exhibitors' profile (Activity)

MUSEUM TECH

- Reception, public management, ticketing
- Visiting aids
- Audiovisual, multimedia
- Communication, marketing
- Equipment, furniture, storage
- Exhibition, scenography, signage
- Collections management, archiving, reproductions
- Point of sale management
- Cultural mediation, games, educational devices
- Merchandising

MUSEUM LIFE

- Site management
- Licensing, Patronage
- Cultural engineering, Consulting agency, Assistance management (design and construction)
- Employment, Training, Temporary staff recruitment
- Cultural programming, Exhibition design



MUSEUM SHOP

- Publishing
- Jewellery
- Decoration, Tableware
- Delicatessen, Food products
- Fragrances, Cosmetics
- Toys, Stuffed animals, Kids
- Fashion, Accessories, Leather goods
- Currency, Medals
- Stationery, Cards
- Art objects, Reproductions
- Souvenirs, Gifts
- High-Tech goods
- Arts & crafts, DIY (Do-it-yourself)

mc - THE EXHIBITORS

What do they have to say about it?


“
A qualitative show where you can meet
important new potential customers
LANZFELD EDITIONS”

“
The most important show dedicated to
museums/cultural sites in Europe
STUDIO SVE”

 **Brave New Media**
245 abonnés
2 mois • 🌐

Il y a 2 semaines, nous participions au salon **Museum Connections** à Paris !
L'occasion de montrer notre savoir faire de pointe en matière d'application
immersive !
Et nous nous sommes pas trompé ! **Brave New Media** a été remarqué pour la
qualité de ses productions ! Nous avons eu l'honneur d'être sélectionné par l'**Ocim**
(Centre national d'idéation Musées, Patrimoine et CSTI) comme référent sur les
œuvres immersives.
Et c'est l'application **Via Impressio** (co-produit avec Espace Européen Gutenberg,
Ville et Eurométropole de Strasbourg) qui a été présentée dans le cadre de l'une de
leurs formations sur les outils de médiation innovants et immersifs.

“
A high meeting hub
LES OEUVRES VIVES”

 **Convivous**
5 146 abonnés
1 mois • 🌐

Your Visitor Experience Isn't Set In Stone!

Our french team was at the **Museum Connections** two weeks ago.

And what better than a video 🎥 to express our ambitions and actions for our
beautiful industry!

Meeting you in real life is one of the best parts of our work, and we've already set
the date for 2024!

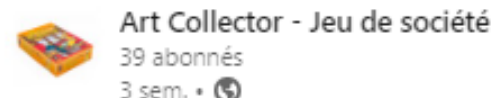
In the meanwhile, if you're eager to talk to our amazing team before, you can always
book a demo 📞 <http://ow.ly/p5M550MIMLP>

Thank you **Museum Connections** and thanks to all of you who came by our stand
😊

#MuseumConnections #MC #Paris #Convivous #ExperienceBetter

mc - THE EXHIBITORS

What do they have to say about it?



Art Collector - Jeu de société

39 abonnés
3 sem. • 🌐

✓ Suivi ...

Museum Connections: The First Stop on Our Journey to Board Game Domination

Museum shops are one of my favorite parts of a museum. I usually begin and end my visit there. In the last years the products have developed in quality, diversity, and creativity.

So, as you can understand I was pretty excited to discover [Museum Connections](#). THE world renowned fair for museums to scout unique products for their store. 😊 We thought to ourselves: what better way is there, to pitch and test out our concept here?

We booked a stand (first time in our lives!), thought of a way to stand out from the others (hello [Van Gogh Museum](#) printed shirts) and wrote a killer pitch.

On top of that we were selected for the [#PopUp](#) store where visitors can: "spot trends at a glance and identify exhibitors' products that will make your store successful."

I had no idea a fair like this existed. That's one of the things I love about being an entrepreneur, it gives me the opportunity of discovering new worlds at a fast pace.

Are you a fan of museum shops too? Which museum shop is your favorite? Let us know in the comments.

[#museumshop](#) [#museumfair](#) [#boardgames](#) [#paris](#)

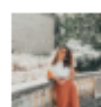


Illustration de Patrimoine

4 603 abonnés
1 mois • 🌐

...

[Museum Connections](#), c'était il y a 15 jours !

2 jours de salon qui m'ont permis de faire de chouettes rencontres et de pouvoir aborder plusieurs problématiques : quels monuments valoriser en priorité ? Quels types de produits proposer dans une nouvelle boutique en ligne ? Mais aussi des questions plus concrètes comme les délais et coûts de réalisation.

C'était aussi l'occasion d'expliquer comment mon travail d'illustratrice est une vraie plus value dans le développement d'une activité, de parler de la préservation du patrimoine, d'insister sur l'usage de l'image de nos monuments pour développer nos activités culturelles.

Ces rencontres m'ont aussi permis de découvrir de nouveaux monuments, comme la Boverie à Liège ([Fanny Chaudron](#)), le Musée Jenisch en Suisse ([Sara Terrier](#))...

Ce salon m'a aussi permis de rencontrer à nouveau des visages qui m'étaient familier comme [Eric Naudin](#), l'équipe de [Ville de Saint-Germain-en-Laye](#) ou encore [Isabelle Tarquis](#) de la [Réunion des Musées Nationaux - Grand Palais](#)

Quel plaisir de se plonger à nouveau dans de beaux lieux emblématiques comme le [Château de Chantilly \(officiel\)](#) géré par [Institut de France \(Maïa Lazare\)](#), le patrimoine de Nevers, celui de la ville de Chartres, sans oublier un lieu qui regroupe de nombreux monuments à faire découvrir aux plus jeunes : [France Miniature](#) !

Moi qui avait du mal à me projeter sur ce type d'événements assez "business", j'en suis presque à regretter qu'il n'ait pas durer plus longtemps !

[#business](#) [#france](#) [#illustration](#) [#patrimoine](#) [#culturefrance](#) [#tourisme](#)
[#monuments](#)

mc - THE FEATURES

Museum Tech - Innovation Duos

It is not always easy to have your client understand your technological solution!

The **INNOVATION DUOS** allow you to make your solution known, by presenting a concrete example of your application, already set up within a cultural or tourist venue.



WHY APPLY?

- Present your solution to an audience of potential customers!
- 20 minutes of **free**, privileged speech at the show
- Benefit from increased visibility before, during and after the show

SELECTION BY A JURY OF EXPERTS

- Deliberation of the 1st selection : **mid/end October 2023**
- Deliberation of the 2nd selection : **early December 2023**

HOW TO APPLY?

- Register for the show as a Museum Tech exhibitor
- Present an innovative solution implemented in a venue, for less than a year
- Complete the application form and ensure your client's availability (*they must be present on site*)

[Access the replays](#)

[Discover the jury](#)

[BACK TO SUMMARY](#)

mc - THE FEATURES

Museum Shop - PopUp Store

Temporary shop of the show, it allows buyers to identify at one glance the **100 products** that will make their store a success.



WHY APPLY?

- Have a jury of cultural and tourism retail experts from various institutions in France and abroad, preview your latest collection
- It's the guarantee to be seen by the biggest buyers of the show!
- Benefit from increased visibility before, during and after the show

SELECTION BY A JURY OF EXPERTS

- Deliberation of the 1st selection : **early October 2023**
- Deliberation of the 2nd selection : **early December 2023**

[Discover the jury](#)

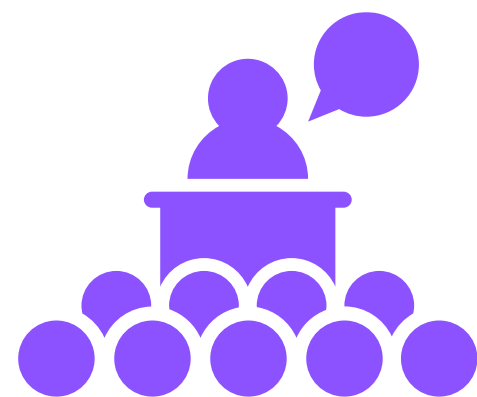
HOW TO APPLY?

- Register for the show as a Museum Shop exhibitor
- Present a product that fits into one of the universes put forward for the edition
2023 Universes: Kids, Collaboration with an artist or an institution, eco-responsibility, locally made, feel good or even diversity and commitment
- Complete the application form and send 1 to 3 samples maximum

[BACK TO SUMMARY](#)

mc - THE FEATURES

Conferences



40 CONFERENCES

105 SPEAKERS

including 21
Innovation Duos presentations

2 days of conferences, round tables, interviews,
rolling program, bilingual (French/English), 2 locations

[Access the replays](#)

INSPIRATION CONFERENCES

The conference program presented at Museum Connections is produced hand in hand with the **INSPIRATION BOARD**, a network of experts and professionals in the field of culture and tourism, capable of identifying future themes and challenges for the sector.

2023 THEMES:

- *Rethinking the cultural venue: new formats & new functions*
- *Impact & Innovation*

INNOVATION TV

The INNOVATION TV program highlights innovative solutions, that have recently been deployed in a cultural or tourist venue, by exhibitors present at the show. Also, cross-cutting topics such as traveling exhibitions or recruitment challenges in the sector are also addressed.

[BACK TO SUMMARY](#)

mc - PRESS



90 PUBLICATIONS

8 TV & Radio stories
22 printed press articles
60 digital press articles

30 JOURNALISTS

present including Connaissance des Arts, Cultureevasion.com, France 5, France Culture, Journal des Arts, L'Objet d'Art, Restauro.de, Sonovision, The Art Newspaper International, LePoint.fr, Le Quotidien de l'Art, La Gazette Drouot, News Tank Culture ...



6 jan. 2023 - France 2 - Télématin - Chronique de Laura Tenoudji

600K viewers on average

"The Museum Connections trade show will take place on January 17 and 18, 2023 in Paris, Porte de Versailles. The aim of the show is to bring together all those who can make culture even more immersive and even more interactive. Review of some French startups that will be present on site [...]"



11 jan. 2023 - BFM Business - Tech and co : le grand live du numérique

Discover the replay from 27 minutes and 45 seconds



"The Museum Connections trade show brings together culture and technology. Guests: Claire de Longeaux, director of Museum Connections; Jeremy Frey, founder, president and director of Studio Saola. [...] the show is dedicated to the cultural experience [...] exhibitors showcase their innovations and solutions for cultural venues. "

mc - PRESS



15 jan. 2023 - RFI actualités - Rubrique par Dominique Desaunay

Discover the replay



"Museum Connections, when mixed reality invites you to the museum [...] The 27th edition of the Museum Connections trade show, which will be held on January 17 and 18 in Paris at the Porte de Versailles, will be an opportunity to discover the latest achievements and innovations in the field of augmented reality. [...]"



23 jan. 2023 - Aligre FM - L'étincelle de la ville

Podcast available



"L'étincelle dans la ville went to Museum Connections, a huge international trade show focusing on the economic and sustainable issues of museums, places of culture and tourist sites. L'étincelle dans la ville met with [...]"



30 jan. 2023 - SQOOL TV - Sujet de Jeanne Dreyfus

Discover the replay from 21 minutes and 45 secondes



"Heading to Museum Connections to explore future trends with Jeanne Dreyfus who has "une idée derrière la tech [...] How to make the invisible visible [...] here we see technologies that make dreams and science rhyme"

mc - PRESS

Printed



CULTURAL PRESS

- 4 articles in News Tank Culture
- 2 articles in le Journal des Arts
- 1 article in le Quotidien de l'art
- 1 article in Culturactu.com
- 1 mention in L'Oeil
- 1 mention in La Gazette Drouot
- 1 mention in Artension

[...]

PROFESSIONNAL TOURIST PRESS

- 1 article in L'Echo touristique
- 1 article in Tendancehotellerie.fr
- 1 short story in Juristourisme
- 1 short story in Les cahiers du tourisme
- 1 mention in tousime-espace.com
- 1 mention in Revue Espaces

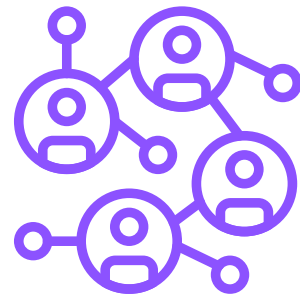
[...]

PRESS NEW TECHNOLOGIES

- 1 article in ITRmobile
- 1 article in ITRsoftware
- 1 article in ITRmanager
- 1 article in Influencia.net
- 1 short story in Sonovision
- 1 short story in @Edition Multimedia

[...]

mc - WHY EXHIBIT?



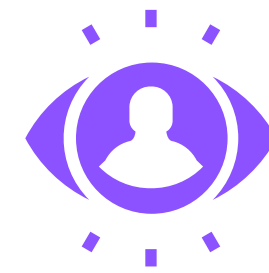
NETWORK

Not only a two-days event!
Reach all the participants before & after
the show via MYMUSEUMCONNECTIONS



GROWTH

Boost your sales & multiply your
development potential: exhibitors
make on average €32K after the show



EXPOSURE

Make your company known:
85% of exhibitors met with
new customers



INTERNATIONAL

Develop your business internationally:
20% of the visitors come from overseas



LOYALTY

Meet with your loyal customers
through an unmissable and unifying
annual event



NOVELTIES

Present new products / services: 86%
of show participants want to discover
new products / services

mc - CONTACT-US

The sales team



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MUSEUMCONNECTIONS.COM

Follow the show latest news:



mc { **MUSEUM
CONNECTIONS**
PARIS 16-17 JAN **2024**

THANK YOU !

Feel free to contact us for more information.

MUSEUMCONNECTIONS.COM

Follow the show latest news:

