SKOLKOVO
Moscow School of Management

VLADIMIR POTANIN FOUNDATION

MUSEUM

THE POWER OF PLACE

EFMD Excellence in Practice Awards Competition

1. EXECUTIVE SUMMARY

The Educational initiative, 'Museum: The Power of Place' came about as a result of joint efforts between the Vladimir Potanin Foundation (hereinafter referred to as the Foundation) and Moscow School of Management SKOLKOVO (hereinafter referred to as SKOLKOVO). It is a cross-disciplinary programme designed to bridge the gap between territories, communities and cultural organizations by incubating a new generation of museum projects contributing to the cultural, social and spatial revitalisation of cities and regions.

Participating museums and their partnering organizations were able to implement a wide range of initiatives and projects that went far beyond their traditional activities. Programme creators focused on the transition from short-term to long-term projects and the establishment of strategic partnerships that would ensure the sustainability of their results and lead to real and lasting impact on the museums, their constituencies and territories, based on their unique local heritage.

The goal of the programme 'Museum: The Power of Place' was to enable some of the leading regional Russian museums to build their identity and capacity as collaborative institutions, initiators of cross-sectoral dialogue, and innovative social and education centres, locally and internationally integrated into cultural and civic spaces and development agendas.

WHAT NEEDS TO BE CHANGED?