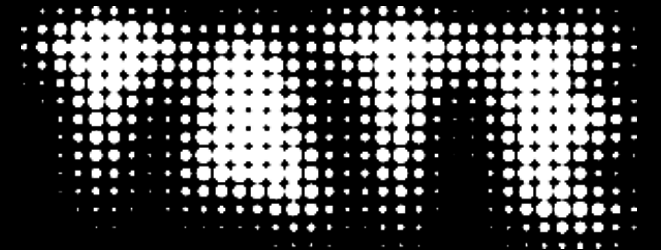


THE MUSEUM, BRAND AND SOCIETY

Rob Baker

Chief Marketing Officer

Tate



TATE

The background of the slide features a close-up, low-angle shot of classical architecture. On the right side, a large, fluted column capital is visible, showing several stacked, rounded rings. To the left, a vertical column shaft is partially visible, and below it, a horizontal architectural element, possibly a base or a ledge, is shown. The overall color palette is neutral, consisting of light beige and off-white tones, with soft lighting that creates subtle shadows and highlights the textures of the stone or concrete.

A collection of British, modern and contemporary international art

4 galleries across the UK

A series of digital platforms

National and international partnerships

BRANDING – A DEFINITION

A promise of a certain type of experience

A criteria by which to decide what to do and what not to do

A 'north star'

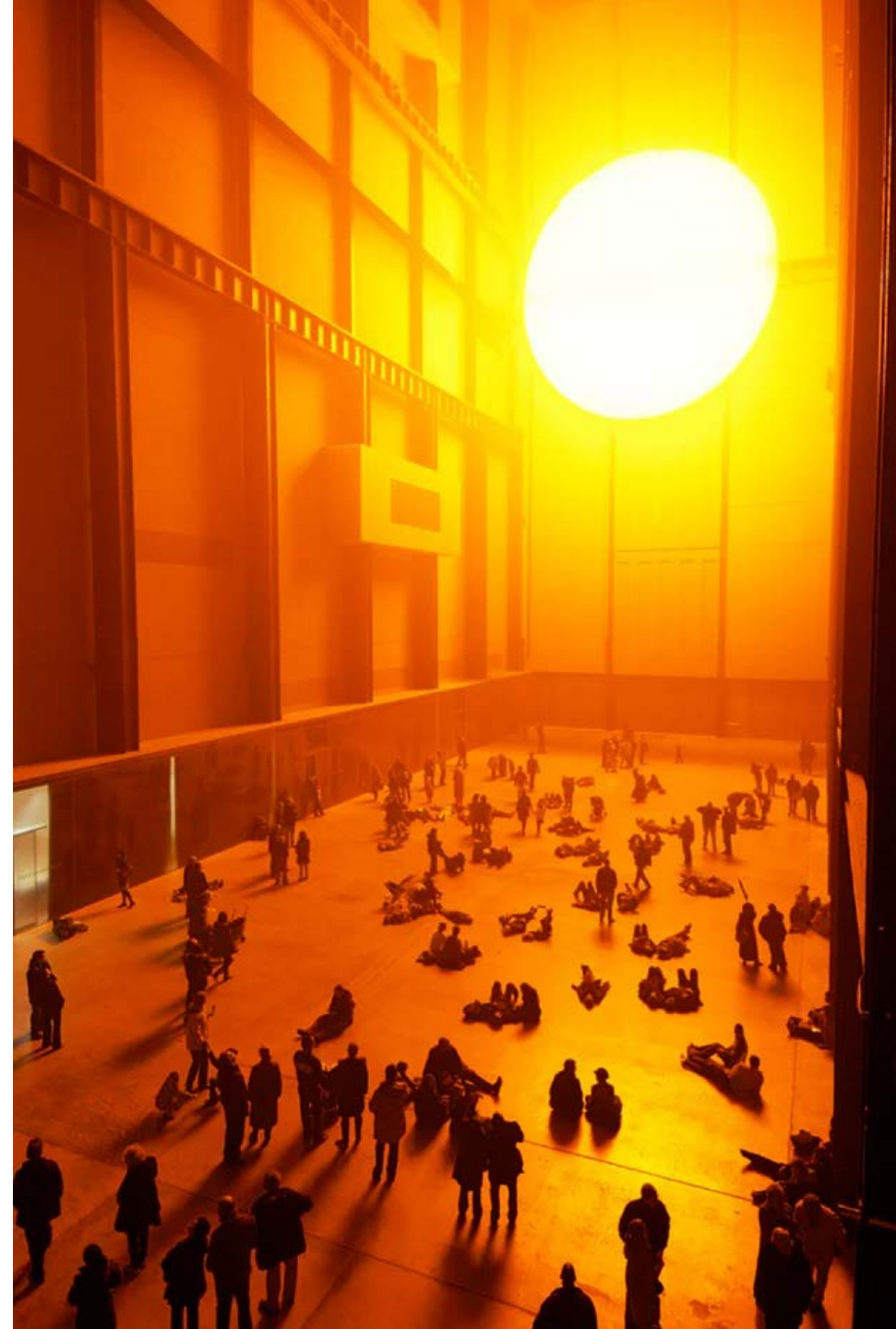
Not a logo



TATE BRAND EVOLUTION

1998

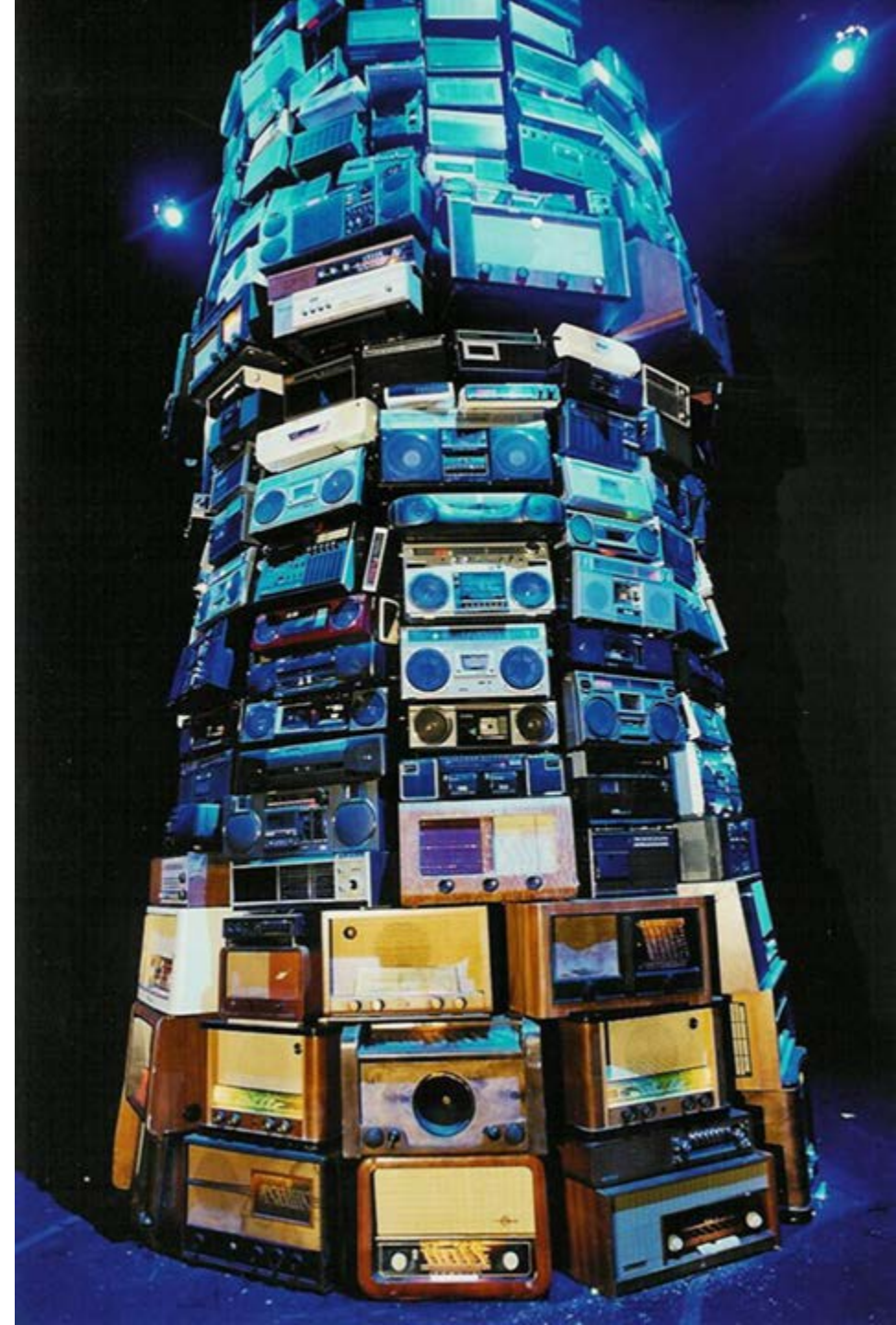
Democratising access to art
Look again. Think again.



TATE BRAND EVOLUTION

2008

Provoking dialogue about art
Look again. Think again.



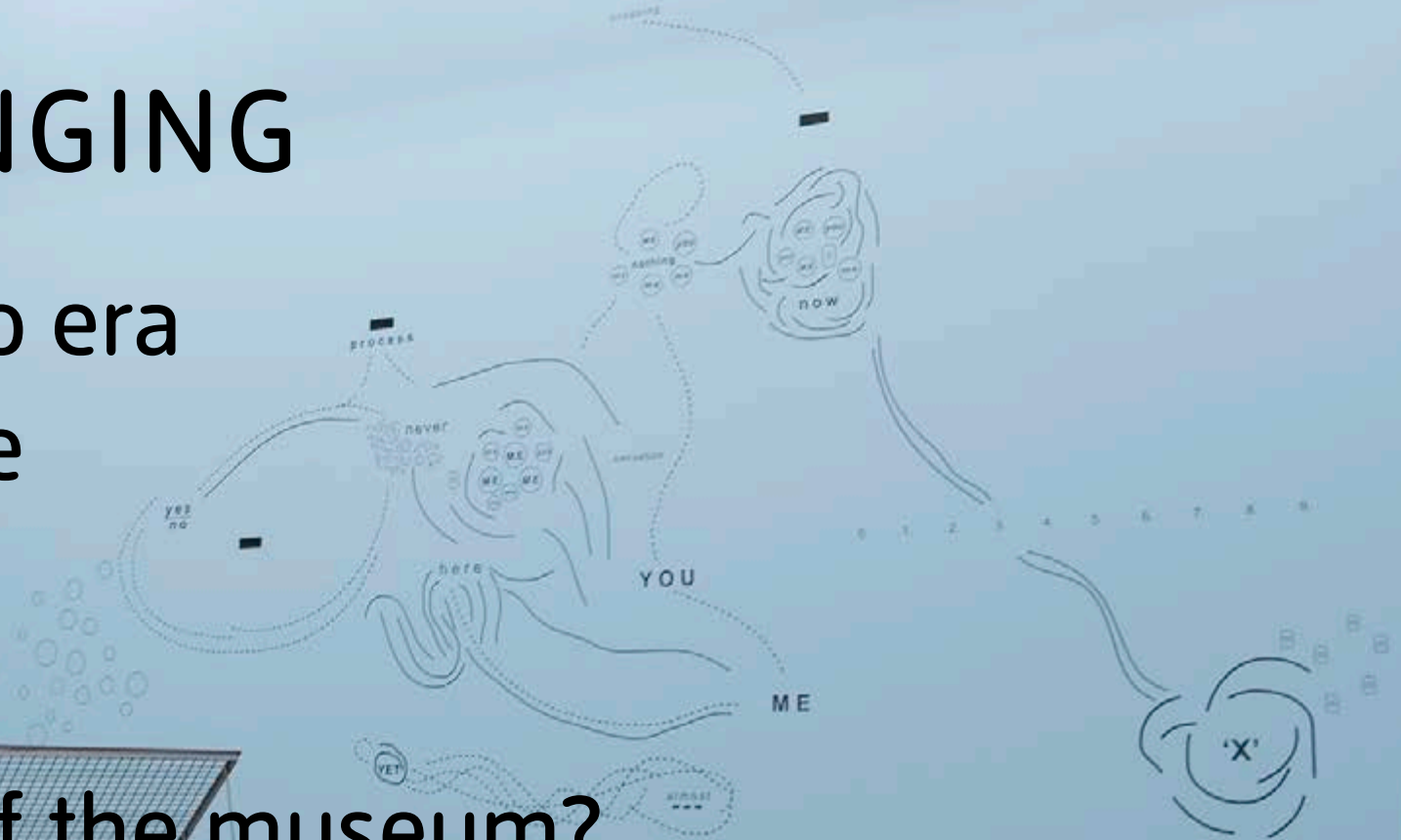
WORLD CHANGING

A making / can do era

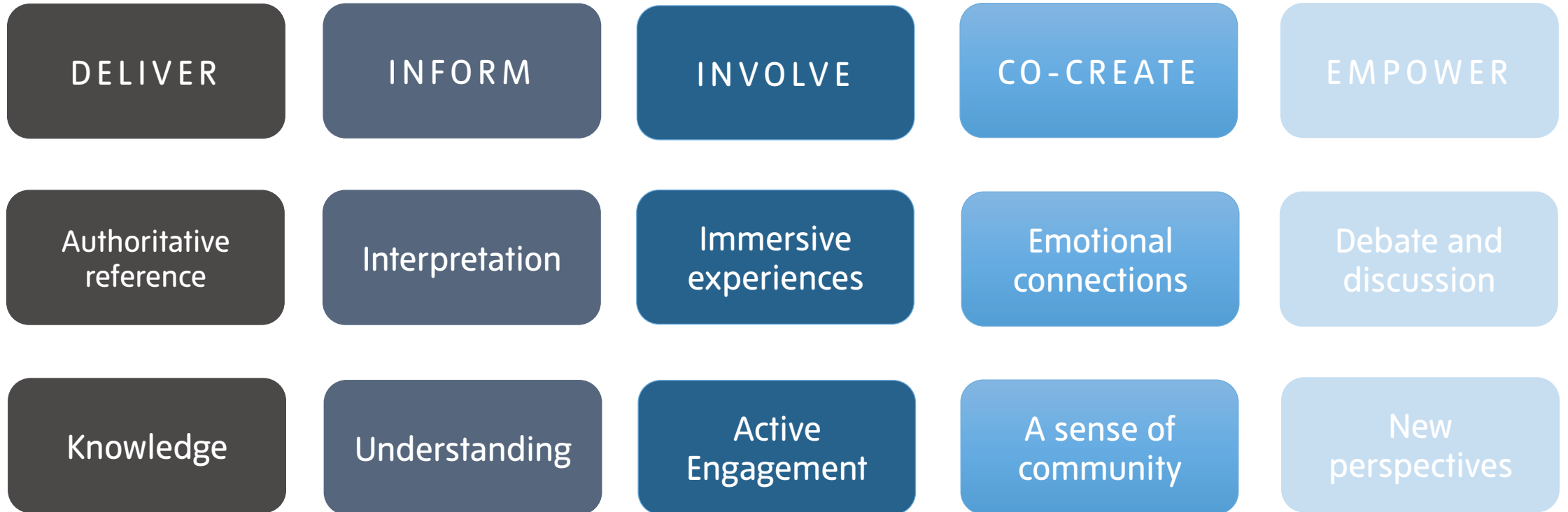
More participative

Two way dialogue

What is the role of the museum?



MULTIPLE ROLES?



LOCAL CONTEXT

London

Public/private

Gentrification

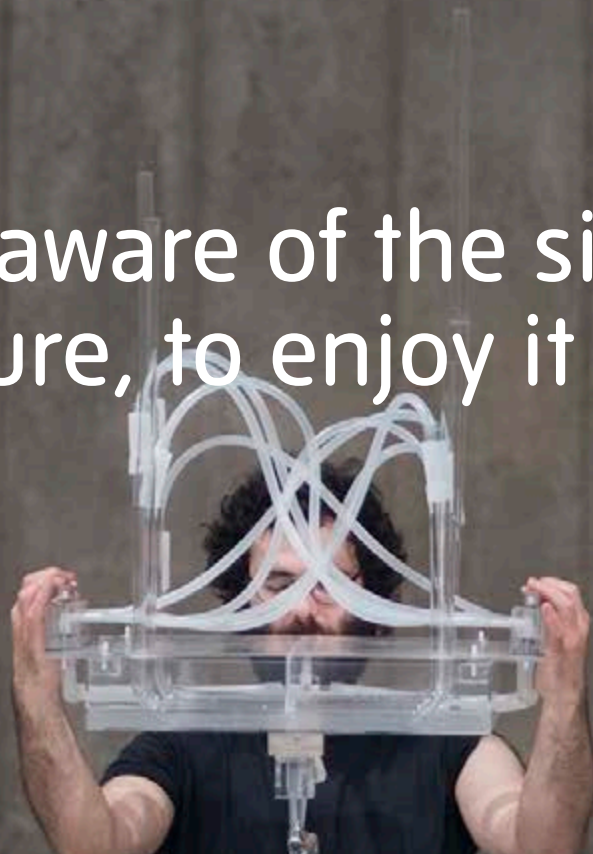


BELIEF

Art and artists enrich our lives, helping us to understand ourselves, our past and the world

AMBITION

To make everyone aware of the significance of art in contemporary culture, to enjoy it and engage with it



A common space, to provoke debate, to activate people through art.



A common space...

Open, welcoming everyone – owned by all

A meeting place for the exchange of ideas

A space which has many levels of engagement

Beyond access, embracing participation



A common space, to provoke debate...

Debate about art

Debate through but beyond art - using art as a lens to explore wider social, economic and political issues



A common space, to provoke debate
and activate people through art

Creating ways for people to connect with each other as well as art
A platform for others

But...

Art as the starting point for everything Tate does



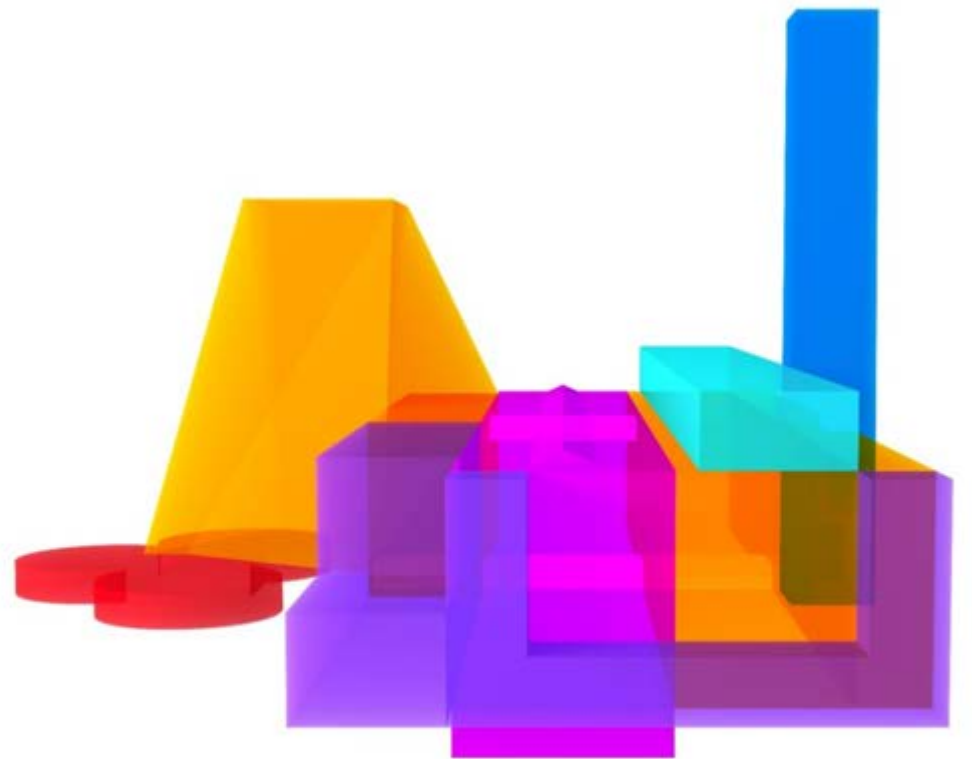
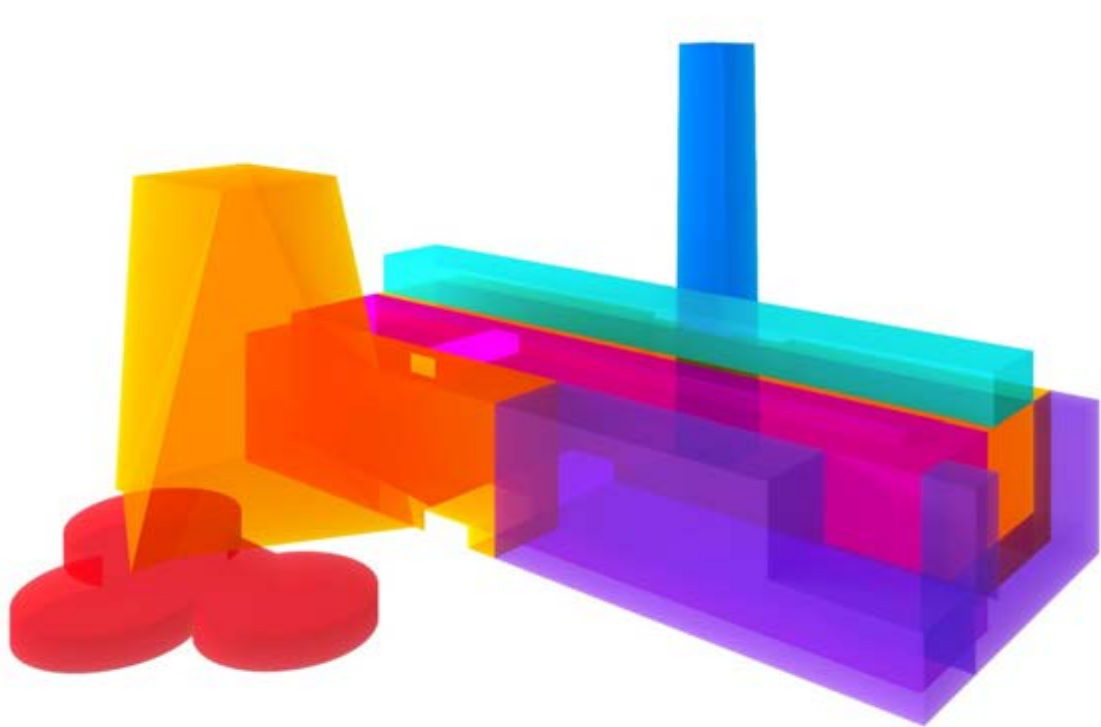
TATE BRAND EVOLUTION

1998 Democatising access to art

2008 Dialogue about art

2016 Activating people through art





NEW TATE MODERN





THE OPPORTUNITY

Reach out to new audiences

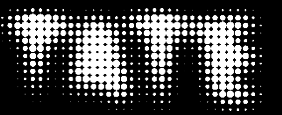
Reactivate existing ones

To live our brand

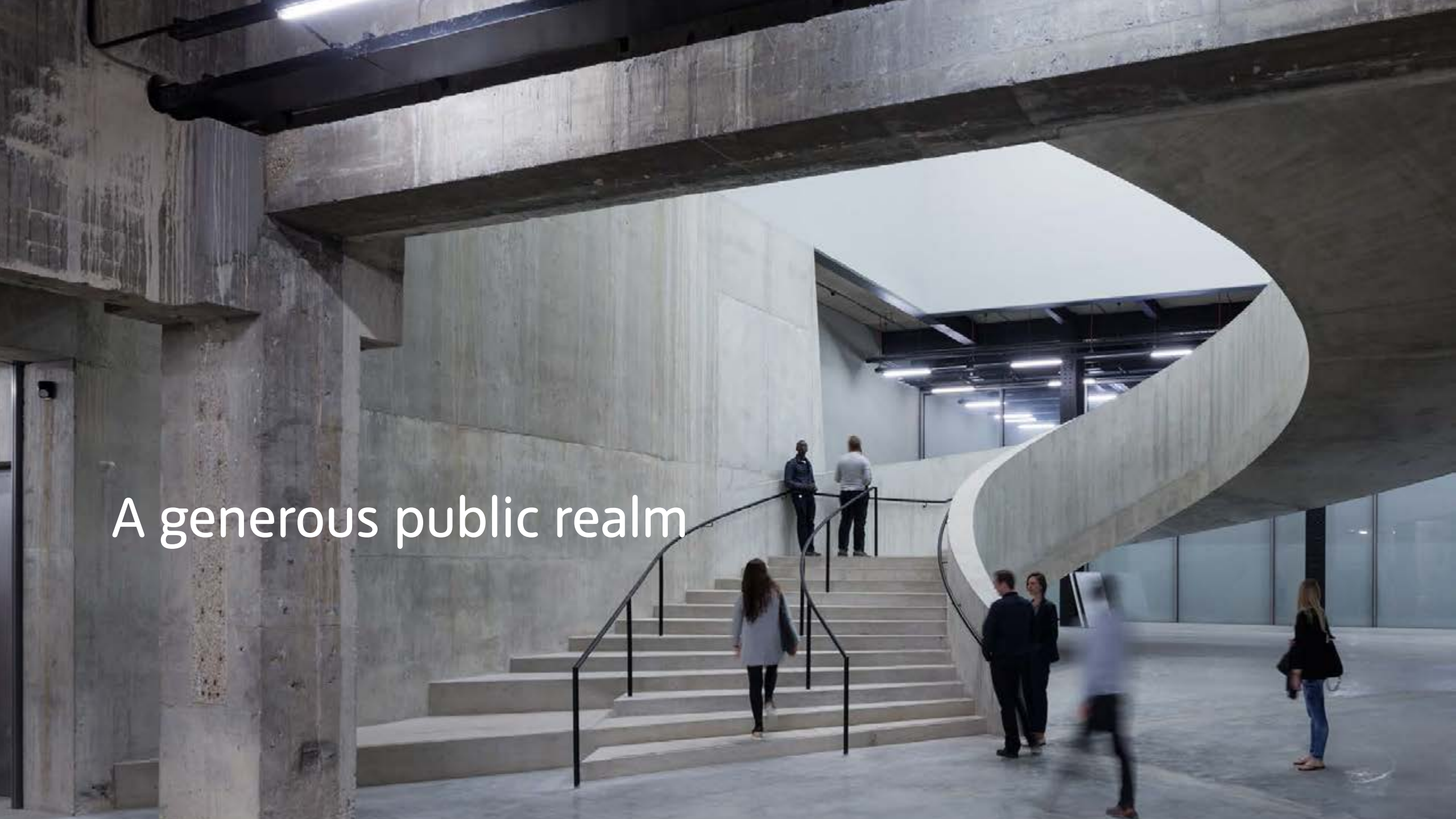
Start to rethink the museum
experience...



CREATING THE COMMON SPACE



A generous public realm



A free view of London



Community participation





Kids first in line



Facebook 360

A space for everyone

Tate 14 June · 🌐

For our first Facebook 360 film, pro-BMX rider Kriss Kyle takes his own unique tour of the new Tate Modern... can you keep up with him?
<http://ow.ly/41FQ301fjvr>



2.2M Views

Tate 22 June · 🌐

Nick Grimshaw and Frances Morris take you on a whistlestop 360 tour of the new Tate Modern.



2.2M Views

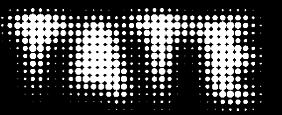


'Tate Modern feels like a cross between a museum and a public park – interesting because a lot of the art is about public space and protests'

@notFromShrek



PROVOKING DEBATE



TATE EXCHANGE

A whole floor of Tate
Modern

A new public space,
encouraging new
perspectives through art



TATE EXCHANGE

An open experiment,
exploring the big issues in
society

Talks, debates, screenings,
workshops...



TATE EXCHANGE

An annual theme

Tim Etchells - a provocation

THE MOST IMPORTANT EXCHANGE IS BETWEEN GENERATIONS. THE MOST IMPORTANT EXCHANGE IS ECONOMIC. THE MOST IMPORTANT EXCHANGE IS BETWEEN CULTURES. THE MOST IMPORTANT EXCHANGE IS BETWEEN DISCIPLINES. THE MOST IMPORTANT EXCHANGE IS ART FOR MONEY. THE MOST IMPORTANT EXCHANGE IS IN IDEAS. THE MOST IMPORTANT EXCHANGE IS BETWEEN THE PAST AND THE PRESENT. THE MOST IMPORTANT EXCHANGE IS BETWEEN THE PRESENT AND THE FUTURE. THE MOST IMPORTANT EXCHANGE IS BETWEEN WOMEN. THE MOST IMPORTANT EXCHANGES ARE SECRET. THE MOST IMPORTANT EXCHANGES ARE BETWEEN INSTITUTIONS. THE MOST IMPORTANT EXCHANGE IS BETWEEN EQUALS. THE MOST IMPORTANT EXCHANGE IS INSIDE THE FAMILY. THE MOST IMPORTANT EXCHANGE IS BETWEEN STRANGERS. THE MOST IMPORTANT EXCHANGE IS WITH THE UNKNOWN.

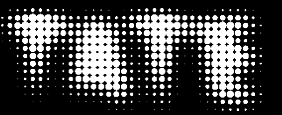
TATE EXCHANGE

A platform for others

Over 60 associate partners
help programme the space



ACTIVATING PEOPLE



Active participation

Live art



Facebook Live Open Informative Dialogue

Tate was live.
Published by Sarah Rogers (T) · 17 June at 09:45 · 📍

Watch Now: TATE LIVE STREAM - Alastair Sooke gives an exclusive preview of the new Tate Modern, opening today!



705,527 people reached [Boost post](#)

142k Views

Like Comment Share

Tate, Montserrat Alsina, Julian Migliorini and 5.3k others · [Top comments](#)

1,395 shares 653 comments

Tate was live.
Published by Sarah Rogers (T) · 18 June at 15:47 · 📍

Watch back: Frances Morris, Director of Tate Modern talking about Louise Bourgeois in her Uniqlo Ten Minute Art Talk.



550,302 people reached [Boost post](#)

68k Views

Love Comment Share

2.3k · [Top comments](#)

616 shares 331 comments

Tate was live.
Published by Sarah Rogers (T) · 17 June at 11:06 · 📍

Watch now: TATE LIVE STREAM - Nick Serota gives a Uniqlo 10 Minute Art Talk, live in the Turbine Hall at the new Tate Modern.



424,408 people reached [Boost post](#)


46k Views

Like Comment Share

Tate, Nge Lay, Maria Donoso Llanos and 1.6k others · [Top comments](#)

365 shares 124 comments





Lates programme
Celebrating London talent
Partnership with local online radio - NTS





Instagram collaboration Weekend hashtag project

The screenshot shows an Instagram post from the account @wharchitecture. The post is titled "Weekend Hashtag Project #WHArchitecture" and is dated "JUN 11 2016". It features a grid of six images: a person walking on a curved concrete ramp, a close-up of the building's textured facade, a view of a modern interior space with a large, curved structure, a view of a modern interior space with a large, curved structure, a view of a modern interior space with a large, curved structure, and a view of a modern interior space with a large, curved structure.

The goal this weekend is to photograph architecture, and will be curated by Shour Mevian (@shour_me), photography curator of the Tate Modern museum (@tate) in London, which is celebrating the opening of its new building, the Sainsbury Centre for Visual Arts.

"Architecture is present everywhere in our everyday surroundings – from cutting-edge museum buildings and towering glass office blocks to bus stops, schools and sports stadiums," says Shour. "The world looks very different if we stop, rethink and photograph the everyday examples which surround us."

Here is how Shour says to get started:

- Focus on the different ways buildings and landmarks affect you. "Architectural structures play an



'The artist's job is to be a witness to his time in
history'

Robert Rauschenberg



THANK YOU



rob.baker@tate.org.uk