

On Thursday 14 and Friday 15 March 2019, we're organising the fourth edition of the Paris Museum Retail Tour. During two days you will gain a huge amount of knowledge and inspiration and a quality boost for your network (for real!).

From the central theme - Brand, Museum & Merchandise – we'll give you clear perspective at the commercial opportunities for arty merchandising. Will you join us?



Kicking off on March 14 with a visit to Fondation Louis Vuitton, the spectacular museum in the Bois de Boulogne. A day later we will visit various museum stores where we speak with managers, buyers and visual merchandisers. We will have lunch at Beaupassage (très chic!) and conclude with a visit to Atelier des Lumières.

Museum merchandise from Army Museum to Opera Boutique

What is fitting merchandise for an opera and what do you sell in the shop of an army museum? What is the importance of exclusivity and how do you ensure a range that serves multiple target groups? We visit the brand new boutique of Opera Garnier, the most important opera and ballet company in France, founded in 1669 by Louis XIV and the military museum shop where the military history is central.

Replicas: fabulous fake

News and politics, fashion and robotics: fake is the theme of our time. Museum stores traditionally sell replicas - pure fake, which is well paid for. What makes replicas attractive to consumers? What is the price setting? We'll find answers while we research this in the museum

shop of Musee Rodin, where replicas of sculptures in different price ranges are produced and sold.

Food, retail and real estate: branded public space

The Beaupassage, a branded public space, opened last year a mini district where food and lifestyle are central. Coffee and cocktails, lunch and dinner, oysters and tamarind: at every hour of the day you can go to one of the star restaurants or specialty shops in Beaupassage.

Ultraniche

It's absolutely possible to create a successful commercial enterprise from an arty niche, like the Drawing Lab did. The Drawing Lab runs a hotel, a shop and a gallery in the centre of Paris where everything revolves around modern drawing. You can visit the gallery for exhibitions, courses and lectures; in the accompanying 4-star hotel you will eat and sleep in an artistic setting. The store is a mecca for the art lover with a strictly curated range of art books, jewelry and home accessories plus, of course, a complete range of drawing materials to get started.

PROGRAM

Thursday, March 14

Fondation Louis Vuitton We get a VIP tour through the museum, a design by architect Frank Gehry, which opened its doors after a construction period of 8 years in 2014. In the museum shop you can see how the sensational building has been translated into merchandise: shape, color and materials - Gehry's design is leading in everything.

Dinner at Shouk, a mediteranean experience.

Friday, March 15, 2019

A full program on this day where we'll be visiting the following addresses:

- Musée de l'Armée
- Musée Rodin
- *Lunch in Beaupassage*
- Boutique of Opéra Garnier (brand new!)
- Drawing Lab
- *Dinner at La Réserve*
- Atelier des Lumières

In the museum shops we will engage with the managers or vm'ers and / or buyers. The languages spoken will be English and Dutch.

* *The program subject to change due to unforeseen circumstances*

Will you join us?

The Paris Museum Retail Tours are for professionals who love museums and museum shops, need a fresh look and want to meet colleagues and counterparts. Our participants recognize themselves in one of the following profiles:

- You work for a museum store, for example as a buyer, vm'er or manager and/or
- You design or produce special products and/or
- You seek commercial support for your cultural productions and/or
- You want to connect your company more with art, culture and/or history

Practical

Costs for participation are € 525 (ex VAT). This includes:

- All admission tickets and transport during the tour
- VIP tour at Fondation Louis Vuitton on 14 March
- Lunch in Beaupassage on 15 March
- Dinners on 14 and 15 March

If you book before 25 February you will receive a 10% discount!

Optional: travel service

A perfectly arranged travel and stay in Paris without the hassle? We work together with travel advice agency [Vos Van Loon & Partners](#). They ensure that we stay in hotels in the same area and also arrange your train or plane tickets. Super service!

Sign Up

Are you in? Send an email to Anna Borsboom (anna@stylink.nl) or Ellen Groenveld (ellen.groenveld@cultuurenretail.nl). If you have any questions, please call Anna at ++31(0)645742950.

An initiative of Cultuur & Retail and Stylink

The Paris Museum Retail Tours are an initiative of Anna Borsboom (Stylink) and Ellen Groenveld (Cultuur en Retail). In our Tours, buyers, suppliers and producers of museum retail will explore the commercial and artistic opportunities for art, culture and merchandise. On request, we can also provide tours in other places and countries.

www.stylink.nl
www.cultuurenretail.nl