



Museo Egizio: a cultural heritage valorisation model

Interreg Europe "FINCH" Project Final Event

31 May 2022

The Museo Egizio

Founded in **1824** by **King Carlo Felice di Savoia**, who purchased Drovetti's collection of antiquities.

From its foundation, the Museo Egizio is housed in **Collegio dei Nobili** palace which was enlarged and adapted to its new use in the second half of the 19th century. Already in 1832, however, the Museum was opened to the public.

Between 1903 and 1937, the archaeological excavations conducted in Egypt by **Ernesto Schiaparelli** and then by Giulio Farina brought some 30,000 artefacts to Turin.

In September 1970 the reconstruction of the **rock temple from Ellesiya** was inaugurated. It was donated by the Egyptian government in recognition of Italy's aid in rescuing the Nubian temples threatened by the waters of the Aswan dam.



The Foundation

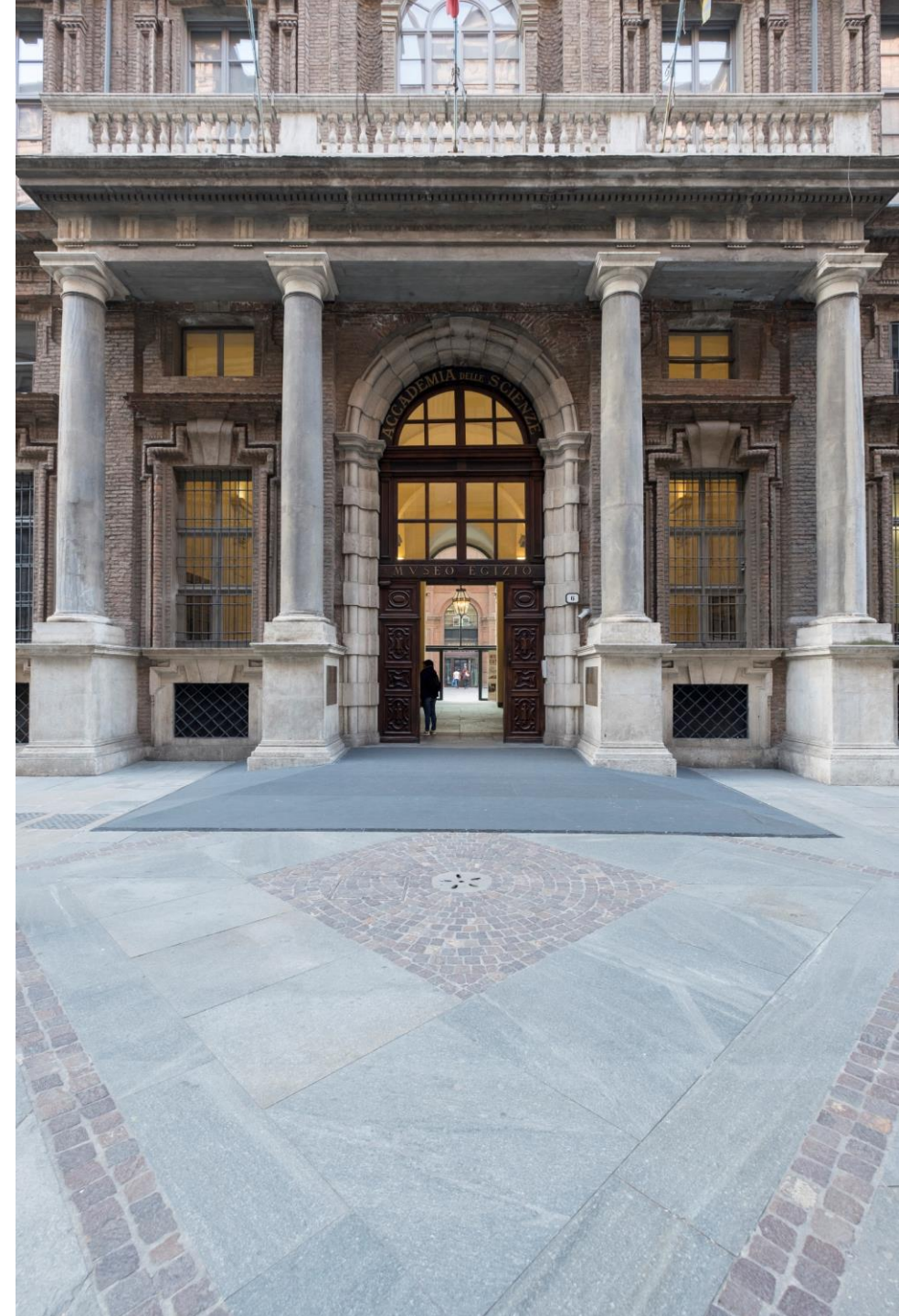
From its foundation to 2004 the Museo has been managed by the Italian State.

On **October 10^o 2004** the management of the collection, owned by the Italian State, has been entrusted to the non profit **Fondazione Museo delle Antichità Egizie**

It was founded by:

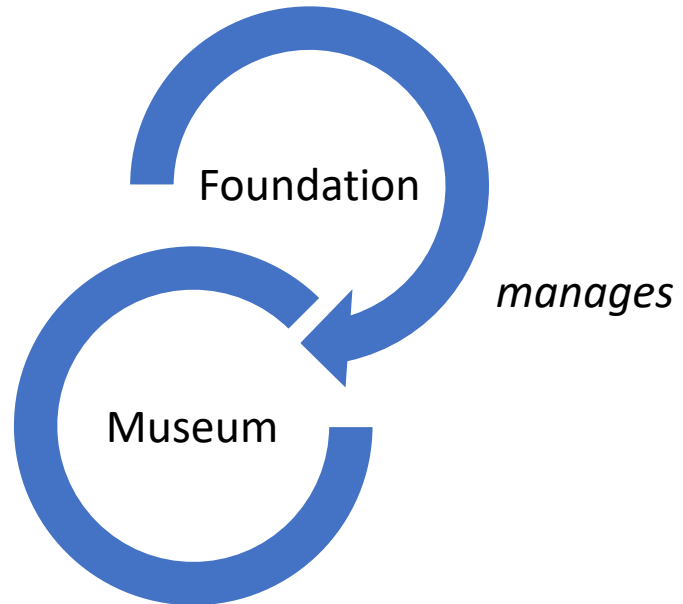
- Ministry of Cultural Heritage and Activities
- Piedmont Region
- Province of Turin
- Municipality of Turin
- Compagnia di San Paolo
- Fondazione CRT

The Foundation has a **thirty-year term** (2004 - 2034)



Museum & Foundation

The Foundation is the very first experiment in Italy of a **museum management tool** with the participation of the private sector.



Governance

BOARD OF FOUNDERS

It deliberates about Statute amendments, new founders' admission, financial statement approval.

SCIENTIFIC COMMITTEE

It states its opinion about the scientific and cultural strategies, programs and activities of the Foundation

BOARD OF DIRECTORS

It takes resolutions about the Foundation activities

PRESIDENT

He/She is the Foundation Legal representative and promotes the Foundation's activities

AUDIT COMMITTEE

It verifies the Foundation administrative activities

The **DIRECTOR** and his **STAFF** ensure the museum management, the preservation of the collection and the dissemination of its cultural values

The Museo Egizio

12.000

Sqm of exhibition path

3.300

Showcased artefacts

40.000

Artefacts in storages



853.320

Visitors in 2019

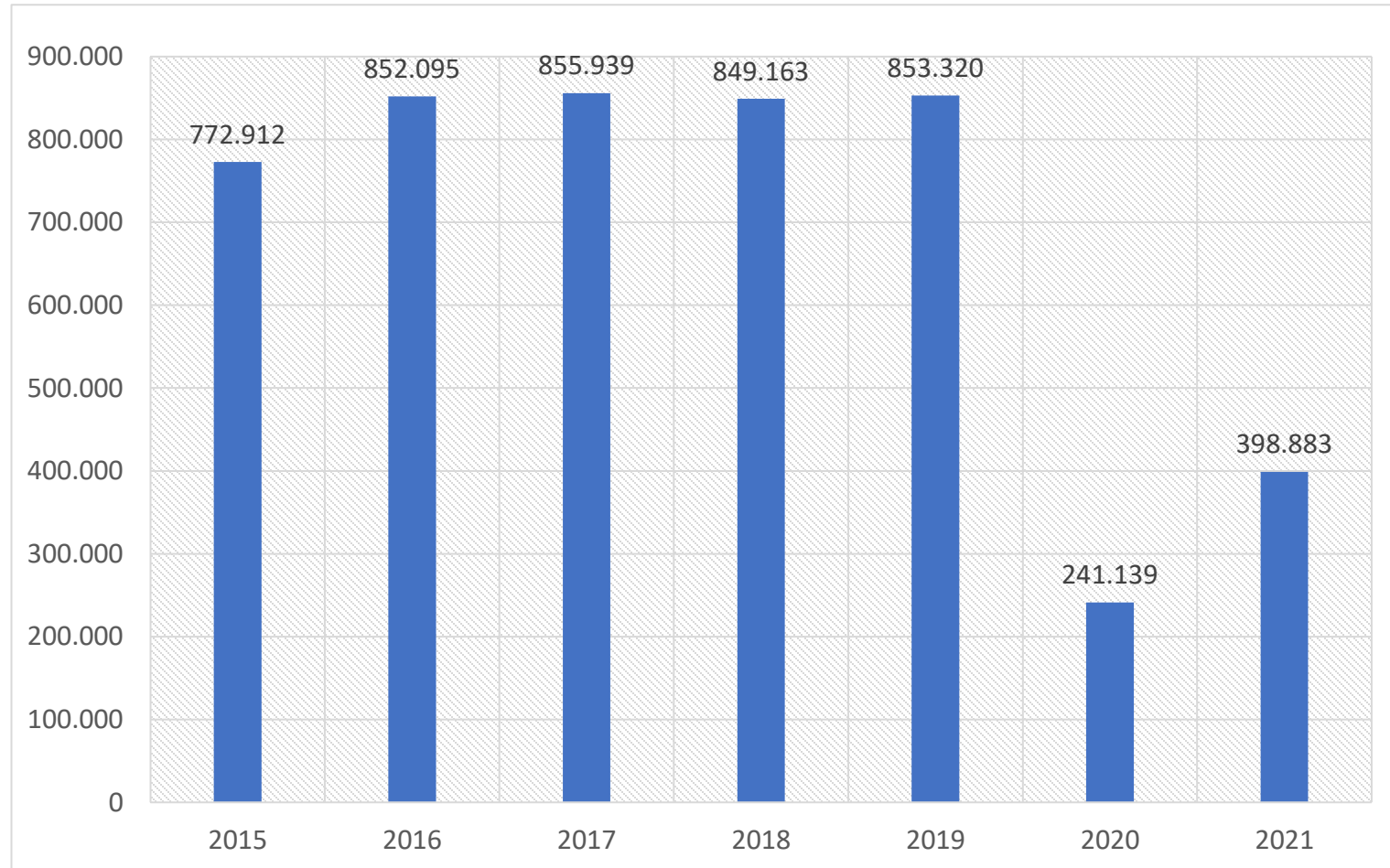
13.4

Millions
revenues in 2019

254

Scientific agreements signed since
2015

Visitors 2015 - 2021



Who are our visitors?



Tourists

They spend at least one night in the Province of Turin

72%

2,1 tourists out of 10 spend in Turin at least one night to visit the Museo Egizio



Backpackers

One-day visitors

12%

6,5 backpackers out of 10 come to Turin mostly to visit the Museo Egizio

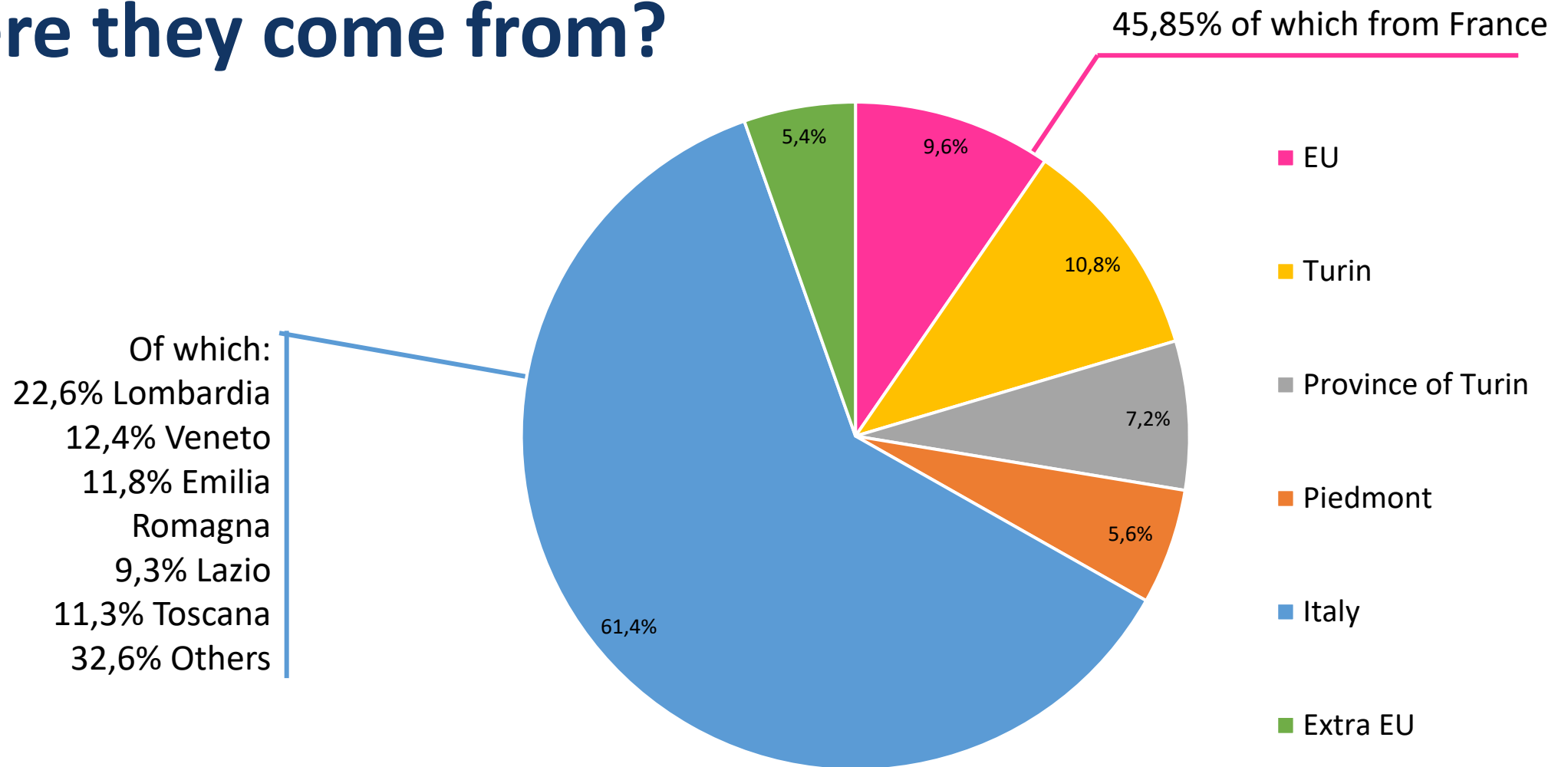


Citizens

Of Turin and Province

16%

Where they come from?





OUR RESPONSE TO THE PANDEMIC EMERGENCY

Distance learning

We have developed **distance learning programs** characterized by:

- Format specifically designed for the medium (not an «offline format» transformend into a digital one)
- Possibility to interact with a real person
- Use of a widely known technology (rather than a new and experimental one)



Museums are now accessible by schools and students far from Torino

+13.000
Students
involved

Students from
Sardegna,
Basilicata,
France

60
Connections /
week in spring



(Not only) Virtual Tour

Virtual tour of 2 rooms (Deir el-Medina and Tomb of Kha)

Published online on February 2021

It's a tool designed to **enhance visitors' experience**, giving the chance to benefit from **new digital contents** which can not be seen during the physical visit to the Museum

- **Videos** with the curators
- **3d-models of the objects** realized with photogrammetry

+ **videogame** developed for kids (**Virtual Tour for kids**, launched April 2022)

virtualtour.museoegizio.it



Photographic Archive Online

The Museo Egizio Photographic Archive consists of about **45,000 images**. The Photographic Archive Online contains about **1500 images** related to different Egyptian archaeological sites.

The Museo Egizio is pleased to release the digital reproductions in **CC0 (Creative Commons — CC0 1.0 Universal)**. You can **freely reuse** the images for any purpose, including commercial.

The Museo Egizio has thus decided to renounce all rights to the reproductions, which it manages on the basis of art. 10 of the founding act of the Fondazione Museo Egizio, in order to return this extraordinary heritage of images to the community, which is its legitimate owner.



Sime: a new digital ecosystem for our collection

Goal: creating a digital olystic ecosystem which can be constantly expanded following the growth of the Institution

Deliverables:

- New **tailor-made database of the collection** + developments of satellite **applications** (i.e. the app designed to monitor the condition of our objects)
- New protocols and systems for data security
- New hardware and software to **improve internal workflow and enhance collaboration**

Budget: 200.000 € funded by Compagnia di San Paolo (Switch)



Comparing numbers: 2019 – 2020 - 2021

2019

1

Closing day

853.320

Visitors

Of which

109.000

Students coming for
Educational visits

2020

180

Closing days

241.139

Visitors

**Educational visits were
suspended by the
government**

2021

96

Closing days

398.883

Visitors

Of which

5388

Students coming for educational visits

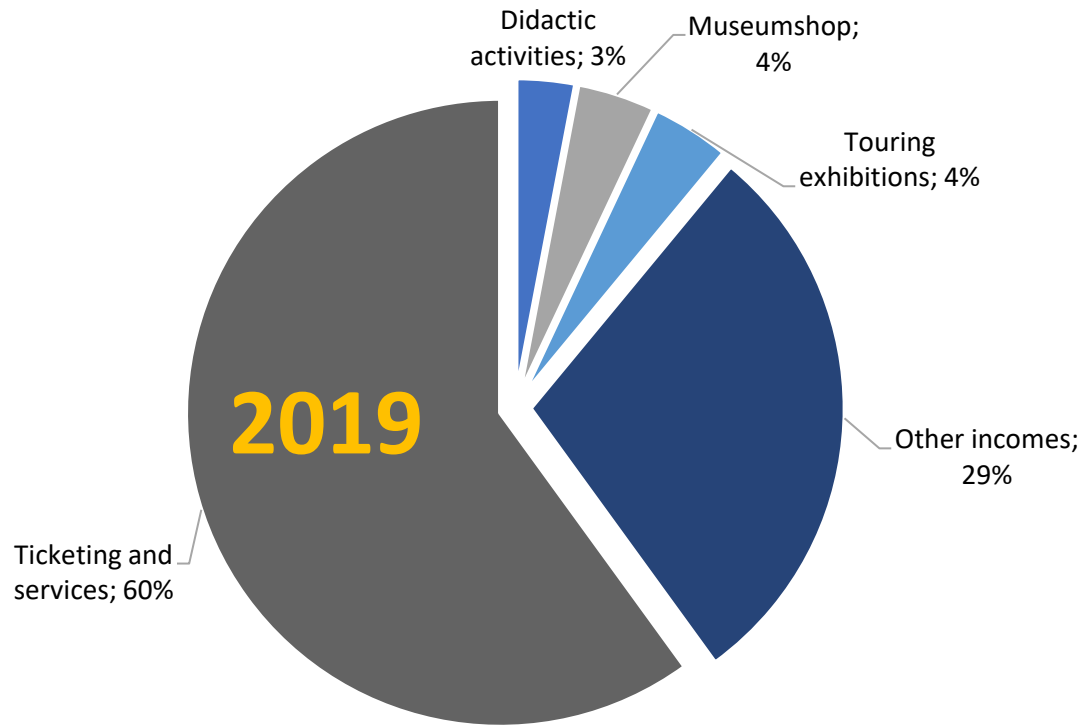
+

13.045

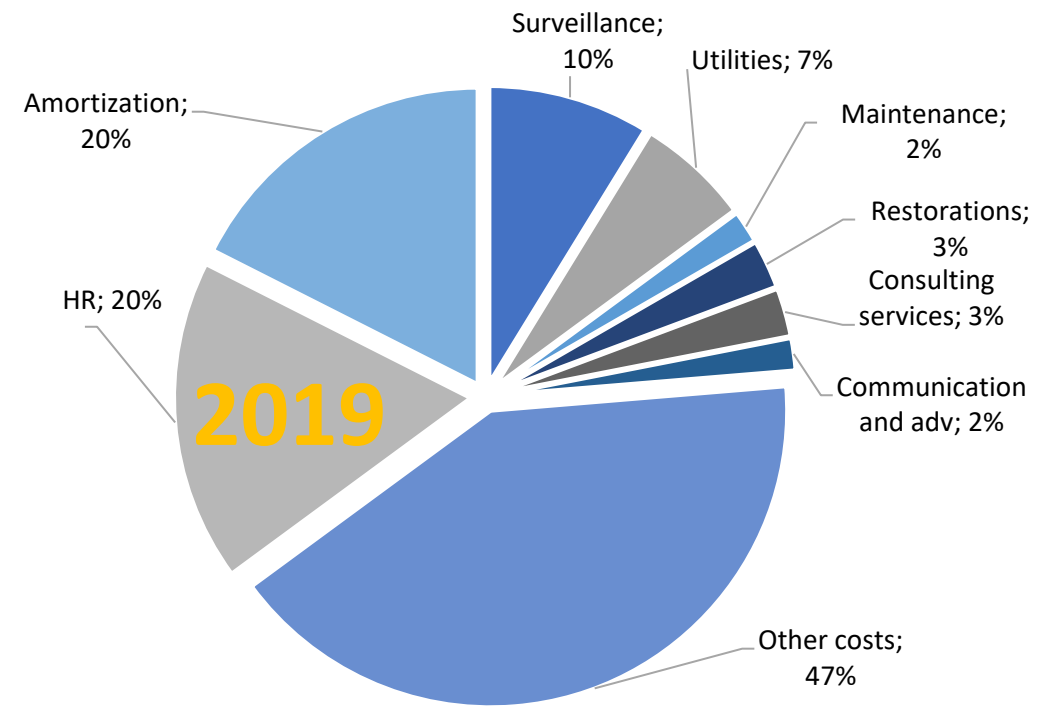
students doing online activities

Incomes and costs 2019

INCOMES



COSTS



In 2020 Our budget: 9.629.350 €

compared to 2019: -70% incomes from museum activities -35% costs

32%

concerns contributions and tax credits received as a result of Covid-19

€ 8.786

from **tax credits** for workplace sanitation

€ 4.999

from the contribution received from the MIC for the allocation of the emergency fund for cultural enterprises and institutions **for support of books and the book publishing industry through the purchase of books**

€ 2.987.361

from the contribution received from the MIC for the allocation of the emergency fund for cultural enterprises and institutions as a result of the **loss of revenues in the lockdown period**

March - May 2020

€ 89.510

from the contribution received from **INPS** which provided exemption from the payment of social security contributions

Digital Fundraising campaigns

- **Italy:**
 - Membership campaign (september 2021) and Patron program (febbraio 2022)
 - Corporate membership program
 - Sponsorships and partnerships
- **USA:** launch of AFME (American Friends Museo Egizio)

Results

- 169 individual members
- 1 sponsorship agreement
- On going: corporate membership agreement
- "Birthday donation" to restore some objects (€ 5.000)



€ 29.303,75 raised in the first year
+ € 25.000 sponsorship

THANK YOU



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