

La Cité de l'Économie et de la Monnaie The City of Economics and Money

First Museum of its
kind in France



WHY?

WHERE & WHEN?

WHAT?

HOW?

Marc-Olivier Strauss-Kahn

**Director General, Economics & International
Chairperson of the Scientific Committee
and of the Steering Committee of the "City"**

WHY?

ASSESSMENT:

- **Insufficient public knowledge in economics, money & finance**
- **Teachers need to offer an original experience for pupils & students**
- **The “French exception” : no central bank museum**

OBJECTIVES:

- **Increasing awareness, knowledge, inclusion and empowerment**
- **Helping:**
 - **The public understand the tasks of policy makers**
 - **The latter achieve their goals**
- **Providing a memorable, interactive experience: WOW-factor**

WHEN & WHERE? Planned for 2016, year of grand opening to the public In a Parisian, Neo-Gothic & Art Deco masterpiece



Façade
and
detail

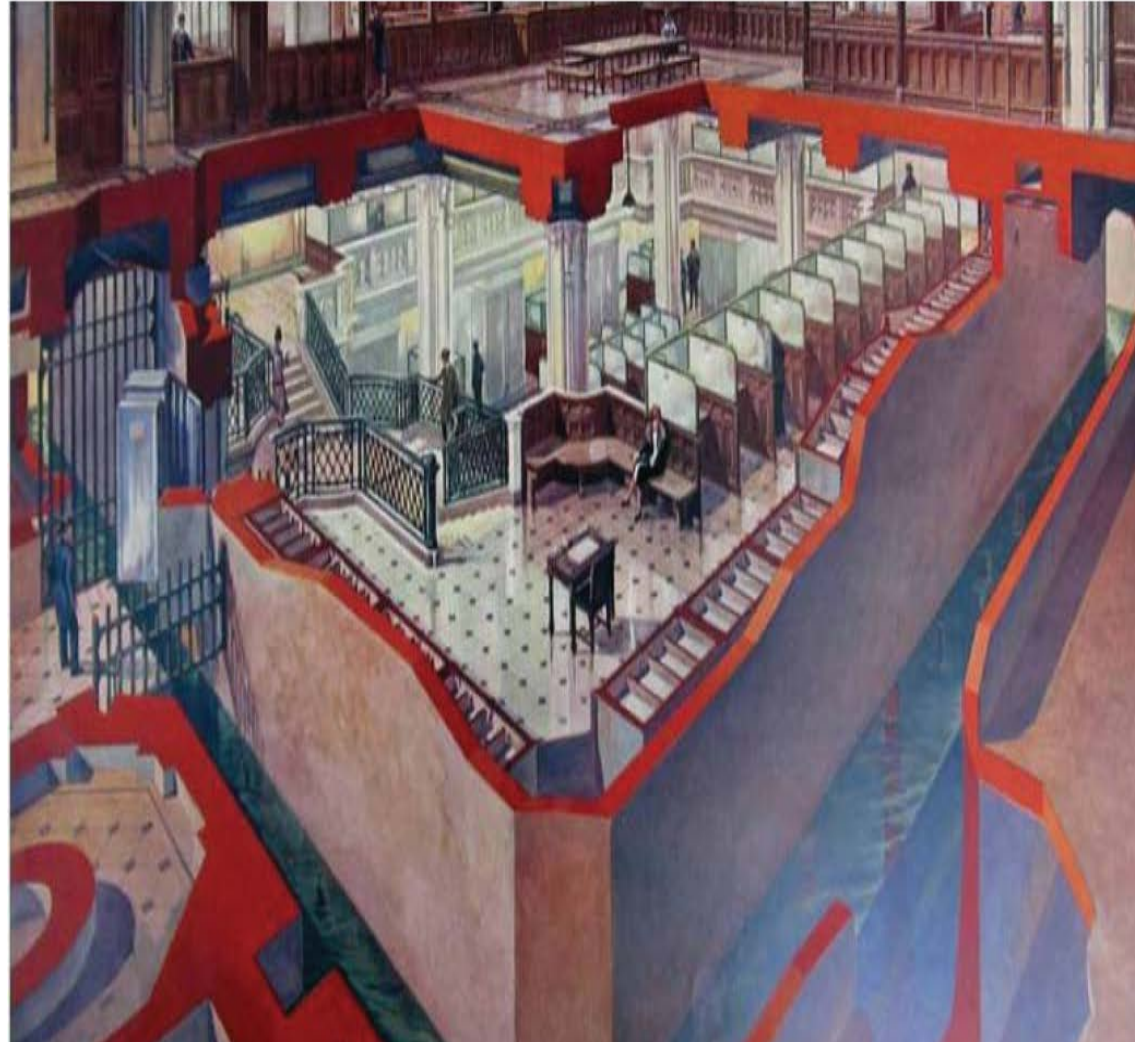


Grand
staircase

Art Deco safe
deposit room



WHERE (cont): a sort of castle with a retracting bridge ...



WHAT FORMAT?

Main Features

- Total area : 5000 m² (with half for permanent exhibition)
- Auditorium, library, workshops, website, etc.
- Trilingual written display : French, English (+ Spanish?)
- Expected attendance : 130k visitors/year (at least 30% school age)
- Shop, modern terraces, café

Terrace



Café



WHAT CONTENT?

1 – Exchanges



Game on barter versus money

2- Players



Consumer video & game

3- Markets



Stock Exchange Game

4- Instabilities



Debates (in every section)

5- Regulations



Decision Board (ext. view)

6- Treasures



Safe deposit room with Gold

WHAT'S ALREADY AVAILABLE?

- **Universcience:** Ongoing exhibition 1000 m2 until Jan. 2014
- **Website:** interactive timeline, bibliographies, etc.
- **Public activities before opening:** local exhibitions, conferences for children & economists, books, etc.
- **More on the website:**
citedeleconomie.fr



HOW?

- A non-profit, separate legal entity, financed by the BdF
- A high-level independent Scientific Council
- Partners : Ministries (e.g. Education), Universcience, other CB museums, MIDE, French National Library, French Mint, IEFP, ...

Issues and challenges for discussion: **how to** ...

... Attract visitors (esp. young), target groups, reach non-Parisian

... Deal with news and the current crisis in this type of museum?

... Reconcile museum **constraints** with pedagogy & pluralism:

- **Space**: cannot deal with everything; written text < 500 characters

- **Time**: youngsters' attention can hardly exceed 5 minutes?

To conclude on the time constraint, watch this 5 minute video aiming at showing simply the complexity of the circular economic flow ...



THANKS



For more information

Website: citedeleconomie.fr

Social networks:

