

cit^oco

Cité de l'Économie et de la Monnaie

The Cité de l'économie et de la monnaie

www.citeco.fr

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Citéco

All opinion surveys come to the same conclusion: the French consider themselves inadequately versed in economics or clueless in the face of an ubiquitous, essential but often hermetic subject, made of figures, theories and debates that appear to be the preserve of “insiders”.

Based on this observation, the Banque de France aims at breaking the ice between the French and economics. To ensure, in cooperation with the other players in the field of economic education including the Ministry of Education, that the general public and in particular the younger generations get to grips with economics. To contribute to demystifying economic, monetary and financial concepts and issues. In short, to increase the French's curiosity and interest in these subjects. This is a necessary condition for a society that is resolute in moving forward in a globalised environment, for citizens who want to better understand the choices to be made between different economic policies.

The Banque de France's educational endeavour is a long-term one. Citéco will open in Paris in 2018. It will be a permanent site dedicated to helping the public, and in particular the young, understand the economy.

Through decentralised exhibitions, through its website and its presence on social networks, through the educational tools available and the partnerships established, Citéco already offers a first response to the expectations of the French in this area.



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Contents

- 
P. 4 **1. Economic culture accessible to all**
An unprecedented initiative in France
- 
P. 6 **2. Citéco, already active**
Website, temporary exhibitions, conferences and debates
- 
P. 10 **3. The future permanent exhibition**
A six sequence trail
- 
P. 12 **4. A renovated monument**
A 19th century neo-Gothic showcase, redesigned for the 21st century
- 
P. 14 **5. The partners and the Scientific Council**
A project carried out in consultation with a large number of players

1 Economic culture accessible to all

Resolutely geared to the general public and in particular the young, Citéco aims to explain economic, monetary and financial concepts and issues through unique and entertaining interactive presentations.



Future entrance on Place Catroux
© Banque de France – Ateliers Lion

An unprecedented initiative in France

The Banque de France means to meet an expectation that has many times been expressed by the French: better understand and master economic concepts and issues, which are at the heart of everyday life. A survey conducted by TNS Sofres in 2014 indicates that the bulk of the French population is interested in economics, but a similar proportion believes that economic information is not easy to understand. International surveys, such as those conducted under the aegis of the OECD, also show that the level of financial literacy of French pupils is below the average of the participating countries. The Banque de France has therefore set out to contribute to improve economic literacy in France. Creating Citéco, the first museum dedicated to economic literacy in France, is part of this approach.

An ambitious project

The Cité de l'économie et de la monnaie already offers a range of educational and cultural materials that give the public the opportunity of exploring the economy in various manners – meetings, conferences and events, digital productions on the internet, social networks, temporary exhibitions – which provide insights and answers to

the questions raised in the news. These materials provide teachers and students with an illustration of the concepts and topics covered in class.

The future permanent exhibition will be located in a Parisian monument, the Hôtel Gaillard, a former branch of the Banque de France, which will also showcase, for the first time, the Bank's collections of banknotes and coins as well as the manufacturing machines.

An accessible and pluralist Cité

As a cultural institution open to a wide audience, Citéco means to take up several challenges. By setting up unique mediations, it is aimed in particular at neophytes who have never studied economics. It must make this subject concrete, understandable and attractive. Furthermore, as a guarantor of the diversity of views, it encourages discussions. To achieve these objectives, the Cité de l'économie et de la monnaie is assisted by several partners and a Scientific Council which share the same standards.

2 Citéco, already active

Website, temporary exhibitions,
conferences and debates

Since 2011, through its wide range of educational and cultural initiatives in Paris, across France and on internet, Citéco has strengthened its contact with the public and refined the offer of the future Cité de l'économie et de la monnaie.



Website www.citeco.fr © Banque de France

1. The Citéco website

www.citeco.fr

As an economic literacy portal, the website of the Cité de l'économie et de la monnaie already offers many resources. When the Cité opens to the public, it will enable visitors to prepare their visit and go deeper into certain topics. It will also enable Internet users to discover some museum animations and productions, and allow teachers to obtain additional educational resources.

A resource portal dedicated to economics

The website offers a wide range of digital contents, including: videos, data visualisations, games, bibliographies, filmographies, educational material and events. These resources tackle economics from various angles: work, business, sustainable development, finance, government policies, European institutions, currency, statistics, etc. Aimed at the general public, the website also features a special section for teachers to help them prepare their lessons. An agenda lists the events in which Citéco takes part as well as a selection of other events related to economics.

Web productions

Citéco already offers on its website a variety of original digital productions, which are also presented at public events in which the Cité takes part.

Among these educational tools: *10,000 years of economy* presents 200 milestones in economic history; *See the world differently* uses the anamorphic process to distort maps according to different indicators; *Get data to talk* is an introduction to correlation and causality; *Images of crises* presents five major historical crises using audiovisual archives, in partnership with the INA; educational animated films explain concepts such as the economic circuit, growth, crises and money creation; bibliographies and filmographies provide additional explanations.



The circular flow
© Banque de France – Montag

A series of articles highlights the collections that will be on display at the Cité de l'économie et de la monnaie.



The exhibition "All you need to know about economics" in Marseille © Banque de France

Citéco, active on social networks

Citéco is present on social networks. Via Twitter and Facebook it is possible to keep up-to-date with the project's developments and the online publications but also to discover additional educational tools on the economy. Some events in which the Cité participates are broadcast live via Twitter (livetweet) and video streaming (live events). Citéco's YouTube channel also offers many educational videos, interviews of economists and conferences. Lastly, Flickr offers a wide selection of images related to the project.

2. The exhibition "All you need to know about economics"

In the framework of a cooperation agreement signed with Universcience, an exhibition was organised in partnership with the Banque de France. Aimed at familiarising visitors with economic concepts, the exhibition provides useful points of reference for understanding current economic issues. It prefigures the Cité de l'économie et de la monnaie in its objective of making economics accessible to a wider audience. This 1,000m² exhibition was first presented at the Cité des sciences et de l'industrie in Paris from March 2013 to January 2014, then traveled to Marseille (March-June 2015). It will be shown at Bordeaux Cap Sciences in February-May 2016.

Human mediation

Citéco places strong emphasis on the human dimension of its educational contents: for example, mediators offer guided tours of the temporary exhibition "All you need to know about economics", inviting visitors to discover the exhibition's modules

from a thematic and participative perspective. The Cité de l'économie et de la monnaie has developed an educational workshop for school groups to illustrate price formation in a market. This "market game" is tested with the public, as part of the temporary exhibition. It is also presented in schools or during professional symposia on scientific mediation.

3. Conferences- debates and the major events of economic education

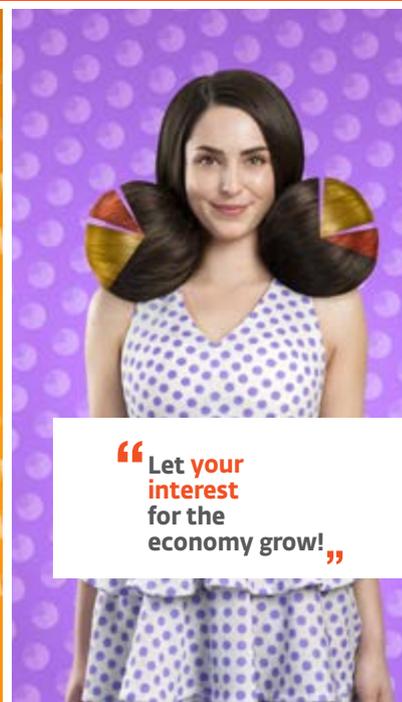
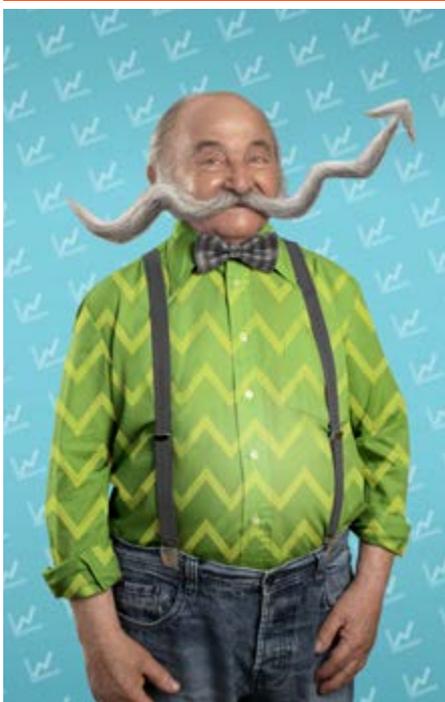
In parallel with its travelling exhibition, Citéco organises conference cycles and participates in economic popularisation events: Journées de l'Économie in Lyon (JECO), Rencontres des SES in Paris, Rendez-vous de l'Histoire in Blois, etc. These debates take the form of round tables and original participative mediation actions which involve high school students working together on a collaborative project or during workshops to create serious games.



The visual identity of Citéco

The visual identity is first based on the museum's short, easy to remember name : Citéco. It highlights the social and educational nature of the Cité de l'économie et de la monnaie.

The "é" in the logo combines a human dimension with an openness to the world. The main color, orange, was chosen to convey the idea both of a dynamic and warm view of the economy.



“ Let your interest for the economy grow! ”

3 The future permanent exhibition

When Citéco moves into the Hôtel Gaillard in 2018, visitors will be invited to stroll through a 2,400 m² staged area comprising six sequences.

The first three sequences describe economic fundamentals: trade, production, players and markets. The following two sequences address the issues of crises and instability, which institutions seek to regulate. The last sequence displays a range of numismatic treasures in the vault: gold, ancient currencies, banknotes and coins and manufacturing machines.



"Made in everywhere" scanner © Banque de France – Agence Confino

Trade

Why and how do we trade? What is the role of money? How does money promote specialisation and production?

1

Players

Who are the main players in the economy and how are they connected? Various situations and scales, from individual players to the global economy.

2

A six sequence trail

3

Markets

How do major markets (labour, real estate, financial markets, etc.) and different recurring mechanisms (supply and demand, competition) work?

Instability

What types of imbalances affect the economy? In the broadest sense (economic crises, but also social and environmental problems) and presented in particular through historical examples.

4

Regulation

How do the objectives and instruments of regulation contribute to preventing the previously-mentioned imbalances? A major highlight of the exhibition is the "Council Room" to simulate the collegial decision-making process on a topical issue (monetary policy or global warming).

5

Treasures

The vault features collections of ancient banknotes and coins as well as manufacturing machines, a gold bar and ingot, films and other multimedia material. At the end of the exhibition, a photo booth offers visitors the possibility of printing out a banknote with their photo and then posting it on internet.

6

4 A renovated monument

In 2018, Citéco will move into the Hôtel Gaillard. For the first time, this listed small palace will open to the public. This neo-Gothic architectural complex was constructed in the heart of the Monceau plain by Victor-Jules Février for the banker Emile Gaillard in 1882.

In 1920, it became a Banque de France branch. The architect Alphonse Defrasse added a central block with a large foyer for the public and a vault.

Take a virtual tour of this remarkable building at citeco.fr.

A 19th century neo-Gothic showcase, redesigned for the 21st century

Architectural project

Following a European wide competition, the Banque de France selected the project proposed by an internationally renowned team, Ateliers Lion – Eric Pallot – Agence Confino. Their project highlights the different periods of the building while respecting the spirit of the place. It redevelops the space between the block built by Defrasse and the building built by Février by creating an inner courtyard. It enhances the beautiful roofing of the Hôtel Gaillard by re-writing it in a contemporary manner.

Scenography

The Agence Confino has designed an innovative museum approach, often spectacular yet in keeping with the atmosphere of the building, with the purpose of making the economic contents attractive.

Temporary exhibitions

In addition to the permanent exhibition, 430 m² will be dedicated to temporary exhibitions.

Educational workshops

Two 50 m² rooms will host educational workshops for the public (school groups or private individuals).

The resource centre

The resource centre will enable visitors to prepare their visit or go deeper into certain topics. It will provide additional resources on the economy and money

through a selection of books, digital resources, films, board games and video games. It will also host workshops on economic information retrieval.

The auditorium

Citéco will invite the public to come and meet experts and researchers and address topical issues in debates, lectures and symposia. In this auditorium with a capacity of 100 seats, Citéco will also organise conference and film cycles.

The café

Visitors will be able to relax and enjoy a snack, a drink or a meal in the café located in the renovated inner courtyard.

The gift shop

A 60 m² shop located in the reception area will welcome visitors.

Private events

Outside public opening hours, companies and associations will have the possibility of booking Citéco's rooms for private parties and special events.



5 The partners and the Scientific Council

A project carried out in consultation with a large number of players.

The Banque de France means to conduct the Citéco project in consultation with other players. An agreement has been signed with the Ministry of Education. The other partners are: Universcience, the Bibliothèque Nationale de France, the Monnaie de Paris, the Musée des Arts et Métiers, the Institut pour l'éducation financière du public, the Institut national de l'audiovisuel, the Région Île-de-France, the network of EU central bank museums, and the Museo Interactivo de Economía set up by the Banco de México.

The Scientific Council of Citéco is made up of personalities from various backgrounds. It contributes to the scientific and educational rigour of the museum's contents.

The Scientific Council (June 2015)

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Professor of economics at the University Paris Ouest Nanterre La Défense

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Scientific Council meeting, on 03/30/2012 © Banque de France





Cité de l'Économie et de la Monnaie

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