



A. G. Leventis Gallery
ΛΕΒΕΝΤΕΙΟΣ ΠΙΝΑΚΟΘΗΚΗ

Mapping the A. G. Leventis Gallery
STRATEGIC PLAN 2015-2020

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THE VISION

The A. G. L. G. aims to promote the love of art and foster an understanding of Western European art, with additional emphasis on Greek and Cypriot painting within the broader context of art history; to provide a hub for culture in the city, where people of all ages can interact with, understand as well as explore and enjoy art.

THE MISSION

The A. G. L. G. aims to be a leading cultural institution in Cyprus with a powerful presence overseas, to widen cultural horizons in Cyprus, to offer a new aesthetic and educational experience, to engage with the international academic community, to contribute to existing scholarship, and place Cyprus in the mainstream of an international exchange of ideas, expertise and knowledge.

THE VALUES

We believe that a gallery must not only safeguard history and art for future generations, but serve as a platform for the exchange of ideas, a forum for debate and discussion, an institution that helps foster social cohesion by encouraging public participation.

It will help open minds to art - encouraging, particularly a young generation, to relate, through art, to a wider European identity in an increasingly global world.

WE VALUE:

- Life-long discovery and learning.
- Innovation and effective communication.
- Respect for people and ideas; openness to all, beyond borders and boundaries, encouraging people of diverse backgrounds to come together, and share the enjoyment of art.



18 ΜΑΡΤΙΟΥ
ΔΙΕΘΝΗΣ
ΗΜΕΡΑ
ΜΟΥΣΕΙΩΝ

ΕΙΣΟΔΟΣ ΔΕΥΕΡΕΥΟΜΕΝΗ

INTERNATIONAL
MUSEUM
DAY

FREE ENTRANCE





STRATEGIC PLAN:

The following goals -which map the A. G. L. G.'s next steps of operation- are central to the realization of our vision. We aim to:

1. Establish our presence:

To establish a position among the leading European art museums.

2. Engage and Inspire:

To provide insightful access to collections, educational programmes and activities for diverse audiences, as well as to contribute to scholarship and international exchange.

3. Revitalize the City:

To promote, support and develop a leading cultural centre for the city of Nicosia that will act as a focal point for cultural interaction for Cyprus and in South-eastern Europe and the Middle East.

4. Sustainability and Financial Consolidation:

To operate with financial and organisational efficiency.



INTRODUCING THE A. G. LEVENTIS GALLERY

Where we stand today:

- The A. G. L. G. is the only Cypriot Museum with a focus on European Art and History that presents Cypriot and Greek Artists alongside other European art.
- Well-received by local and international press, hailed for raising the bar for cultural institutions on the island, the A. G. L. G. has received more than 15.000 visitors in its FIVE first months of operation. Visitors are mainly Cypriot, individuals and families, many of whom are already returning for subsequent visits.
- The A. G. L. G. has developed a working relationship with the public sector (the government/ local authorities/ schools and other institutions).
- Internationally, the A.G. L. G. has established a working relationship with a number of leading museums and academic institutions around the world. A network of collaborators including museum directors and curators, art historians and scholars, conservators and art-dealers, has been instrumental in preparing the Collections for public display.



Leventis Art Gallery
Leonidou-Str. 5
CY 1095 Nicosia

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OUR TEAM

United during the lengthy preparation of the Gallery and under the pressure of the opening, our staff has proved its dedication, expertise, enthusiasm and commitment to a common goal. In our passion for excellence we are supported by a carefully selected network of collaborators – from architects and museographers to designers- which, tried and tested, can be relied on to deliver the best in our future projects.

OUR INFRASTRUCTURE AND COLLECTIONS

A state of the art, purpose-built museum, created to cater for an increasingly digital age, the Gallery is full of potential, in every respect. Its Collections -with the triple focus on European, Greek and Cypriot art- open broad horizons and promise to engage both a local and an international audience. The A. G. L. G. seeks to underline how images created centuries apart, in different corners of the world, can be simultaneously alike, and different; how artists, ideas and styles have travelled beyond borders for centuries; how art has the ability to transcend barriers and bridge differences throughout history.

OUR AUDIENCE

We have the experience and a profound understanding of the local public (its needs, advantages and limitations); a mix of a small, well-travelled, museum-going elite and a broader public for which museums are in equal part fascinating and forbidding.

OUR GEOGRAPHICAL POSITION

We are also aware of the geographical potential, opened up by our location -between Europe, the Middle East and Africa- and also of the possibilities and challenges in acting as a cultural coordinator in our immediate region.

We also acknowledge the opportunities and difficulties inherent in being situated in the City of Nicosia -the last Divided Capital of Europe and the least visited European Capital- and of the challenges involved in attracting tourists visiting the city, and tapping into the island's extensive tourist industry.



OUR CHALLENGES

1. Countering isolation

The biggest challenge that we will have to face is our isolation from the European and International Museum world and from the opportunities of exchange enjoyed by museums with access to extensive cultural networks. Set in an island in the south-eastern outpost of Europe, the A. G. L. G. has to find its place in the mainstream of academic and museological developments.

2. Maintaining the momentum

The Gallery's successful opening brings with it expectations and great responsibilities. The first five years of operation are critical in establishing the Gallery's position, both in the local and the international scenes.

3. Addressing our public/ the challenge of a limited public

The Museum-going public in Nicosia is limited; we need to ensure that the A. G. L. G. will establish itself as much more than a «one-visit» experience, but instead as a cultural focal-point in the city that will bring people back for events, exhibitions, workshops and performances. We need also to expand our outlook and reach that larger audience that does not traditionally visit museums - targeting especially the young, but also focusing on all those, irrespective of age, who can learn to love art.

4. Outreach activities and engaging minorities with a special reference to the Turkish Cypriot community

Cyprus is a multicultural place. Through temporary exhibitions, lectures, special events and publicity we aim to reach not only the Turkish Cypriot community but also other minorities or nationalities that are currently resident in our island. We will encourage the presentation of other cultures and traditions within the framework of and in relation to European art. Themes like the representation of the Ottoman Empire and its influence on European artists will enable visitors to understand and appreciate intercultural complexities and investigate how these relationships can be developed and elaborated through art, the history of art and culture both through the art of the past and through contemporary artistic creation.

5. Funding art and culture in hard times

Financing exhibitions, symposia and events in difficult times –in the current climate created by the extensive economic crisis faced by Cyprus today – is a particular challenge; not least when it comes to securing sponsorship from corporate partners.





OUR FIVE YEAR ACTION PLAN

1. At Home: Engaging the public:

The A. G. L. G. should seek to inspire every visitor who enters its premises, encouraging familiarization with the collections in new and exciting ways. In the first five years, the Permanent Collections, both our highlights and our lesser-known works, remain a key focus. Different aspects of (and connections made between) the works will enable repeat visitors to continually rediscover our collections.

The A.G.L.G's success depends on its ability to connect with local and international communities. The A. G. L. G. should provide opportunities for the local community not just to visit the Gallery but also to participate in its daily life.

Promoting interdisciplinarity, the A. G. L. G. aims to transform the Gallery into a dynamic centre of public engagement tied to contemporary issues. Our aim is to bring audiences back to the Gallery for return visits and to bridge the gap between "museum-goers" and the broader public by introducing young artists, "high-brow" events and events with a popular character relating the A. G. L. G. to popular culture.

The A. G. L. G. should continuously gather input/ feedback from audiences on the general experience of visiting the Gallery, so that it can improve visitor experience.

What we intend to do within 2015-2017:

- Create an Association of Friends and offer services to A. G. L. G. members. (see Appendix)
- Establish special (reduced) entrance fees for families/ groups/ friends/ students. (see Appendix)
- Organise tailor-made events for individuals and special-interest groups. (see Appendix)
- Organise and/ or host Temporary exhibitions. (see Appendix)
- Organise and/ or host Lectures. (see Appendix)
- Organise and implement Educational programmes. (see Appendix)
- Seek collaborations with local and International Universities/ Colleges/ Schools/ Associations. (see Appendix)
- Promote the A. G. L. G. SHOP to a local and international market. (see Appendix)
- Promote venue hiring for private and corporate events. (see Appendix)
- Promote the Restaurant.
- Focus on special events and celebrations such as:
 - *International Museum Day*
 - *European Museum Night*
 - *Paphos Cultural Capital of Europe for 2017*
 - *Local holidays*
 - *School holidays*
 - *Special celebrations/ A. G. Leventis anniversary/ Nicosia Municipality cultural happenings etc.*
 - *Other cultural activities.*
 - *Organise events linking the collections with poetry/literature and the performing arts, from drama to music and dance.*
 - *Establish competitions that aim to engage younger generations of artists and designers, encouraging a creative dialogue with our collections*
 - *Actively involve the Cypriot artistic scene*
 - *Include performers of international calibre*

2. Overseas: international collaborations, exhibitions and colloquia:

- Developing existing connections with Museums and Art Galleries in Europe, America and the rest of the World.
- Building on our network of international collaborations, the A. G. L. G. will concentrate on bringing both important art works and art-historical expertise to Nicosia. (see exhibition agenda, appendix)
- Forging a place for the A. G. L. G. in the Eastern Mediterranean, Southeastern Europe, the Middle East and North Africa as a peripheral centre for the promotion of European art in the region.
- Accessibility and digitization are also of particular importance, allowing visitors from around the world to access the works virtually.
- The A. G. L. G. will also actively participate in colloquia abroad following up on existing collaborations.
- In these 5 years the A. G. L. G. aims also to be a leader in a European funded project that will bring forward the challenges entailed in displaying private collections before the public.
- The A. G. L. G. recognizes the need of life long learning for both younger and older generations. The A. G. L. G. aims to inspire and build an understanding of Cypriot, Greek and European art-history, highlighting the cultural heritage of Europe and fostering a broader interest in and appreciation for art. (see Educational Policy Appendix)

What we intend to do within 2015-2017:

- Participate in international travelling exhibitions and host them in Cyprus.
- Our monthly lecture schedule aims at bringing leading scholars to the A. G. L. G. thus offering the opportunity to the public, but also to university students and young academics, to follow lectures that will present aspects of the European history of art but also raise subjects in the field of museology and conservation. In addition, our exhibitions will be planned in a way that will also encourage the exchange of scholarship and expertise, often combining an exhibition with a symposium or one-day workshop. (see Wednesday's Lecture policy Appendix)
- Organise tailor-made exhibitions and international events to attract visitors from our neighbouring countries.
- Through our new website, visitors around the world will be accessing the works virtually. It will also allow the Gallery to present what are currently little known paintings, watercolours, prints and drawings to an international community lesser known, simultaneously drawing attention to the latest scholarship on the Collections, compiled for the A. G. L. G. over the past five years by leading scholars.
- Building on our success of the symposium organised at the Courtauld Institute of Art in January 2014 and the forthcoming event in Bozar, we will actively participate in colloquia abroad.
- We will participate in a programme titled **'Going Public': Challenges and Perspectives in the Display of Private Collections**, which will aim to bring together, for a five-year period (provided that is approved by the EU), 10 museums/ private collections/ institutions/ foundations that will commit to working on different facets of this broad theme. The programme will touch upon different aspects of the interpretation and presentation of collections – from study to restoration/conservation and display- and will involve opportunities to explore ideas in symposia, exhibitions, publications as well as on-line. Ultimately, we hope the project will contribute to the existing discourse – and provide insights, and possibly even guidelines, for the public presentation of private collections.

3. Branding, promotion and the press:

- Focusing on promoting the «Branding Awareness» of the A. G. L. G.
- Plugging into youth culture through the internet and social media (from blogs to Twitter and Facebook) with updates, posts, competitions, and on-line activities that allow maximum exposure for minimum or low cost. (see PR Policy Appendix)

What we intend to do within 2015-2017:

4. Sustainability:

- **Securing sponsorship for exhibitions and publications:** by creating tailor-made programmes to attract corporate sponsors and facilitating them to promote – subject to approval by the Foundation - their products or services in the A. G. Leventis Gallery.
- **Building on existing partnerships with companies and corporations:** The A. G. Leventis Foundation has an existing network of collaborators in fields and industries from food and beverage to commercial aviation, service providers, information technology and many others. We believe that synergies will benefit both parties.
- **Catering for corporate needs:** Our P. R. Officer is liaising with our collaborators and other companies to look into how we can become more competitive in targeting the needs of corporate sponsors and developing an attractive reciprocity package of corporate benefits.
- **Balancing low-cost budget events and workshops:** The Cypriot public has already welcomed our various activities especially targeting young children and families. We can offer, at a low cost to the A. G. Leventis Gallery, a selection of guided tours, lectures and programmes for all ages. The test of opening the Gallery during public holidays has already marked the Gallery as an enticing outing for local and foreign visitors.
- **Maintaining the success of the Restaurant:** New menu on a regular basis, plus special events such as wine tasting but also more daring ideas such as live performances which have already run successfully on several occasions.
- **Maintaining the success of the Shop:** New and existing range of products targeting all ages and budgets. We have also included corporate gifts specially designed by young artists. We have secured partnerships with other museums shops such as the National Gallery in London (which allows us a broader range of museum merchandise, which does not have to be specially ordered by the Gallery but is in a similar spirit with our collections). We have also established a programme of production of similar range products that will be available on a set calendar around the year or will follow our temporary exhibition programme.





GOVERNANCE AND REPORTING

Once the Strategic plan is reviewed by the Honorary Committee and approved by the Board of Directors, the following steps will ensure progress towards achieving our stated goals:

- Preparing an annual action plan (with the necessary flexibility to allow for the planning of additional events; for emergency responses to unforeseen circumstances; for the A. G. L. G. building maintenance plan etc).
- The Director and Deputy Director will prepare the annual budget and submit it, in time, to the A. G. Leventis Foundation for approval. Both annual action plan and budget will be submitted to the Board of Directors, Nicosia, at their annual meeting in January for final approval.
- The Director and Deputy Director will inform the rest of the personnel.
- The Director and Deputy Director are responsible for carrying out market research/ interviews/ statistics with regard to the success of the Plan and to evaluate its progress and implementation.
- The Director and Deputy Director will inform the rest of the personnel.
- The Director and Deputy Director will keep the Board of Directors and the A. G. Leventis Foundation informed on the implementation of the Strategic plan (progress, evaluation etc.). Quarterly financial reports should be submitted to the Chairman.
- The Director and Deputy Director will inform the rest of the personnel.
- The Director and Deputy Director, acting as a team, will keep A. G. L. G. staff and personnel up-to date through training seminars, circulars etc. The aim is to engage all personnel towards the most efficient performance of tasks, the most effective implementation of policies and to ensure immediate response to all arising issues.

APPENDICES



A. G. L. G.
ADMISSION FEES

ADMISSION FEES

1. Tickets fees

Standard admission:	€5*
Standard admission with audio-guide:	€7

Temporary exhibitions:	€6
Temporary exhibitions with audio-guide:	€8

Reduce admission:	€3
Reduce admission with audio-guide:	€5

- Seniors (65 years old and over with ID)
- Students (19-26 years old with ID)
- Groups of 10 people or more
- Journalists

Free admission

- Members of the A. G. L. G.
- Children and young persons under 18 years old
- Visitors with disabilities with their companion
- Members of ICOM – ICOMOS
- Teachers accompanying school-classes participating in educational programmes
- Parents accompanying their kids participating in educational programmes

Note: The opening of the A. G. L. G. is due in March 2014. The proposed scenario is to have the entrance fee reduced for all visitors to 2 Euros until the end of 2014, as part of the promotional programme.

2. Audio and Visual Guide

We will have 2 possible audio or visual self-guided facilities.

- Audio guide: The conventional type of audio guide equipment with descriptions of selected works.
- Visual guides-android application with audio and visual facilities for guided tours.
- A third possibility is an iPad or Android application that the visitors can download by paying a fee and can keep with them as long as they like.

Audio guide price:	€3
Visual guide price:	€4

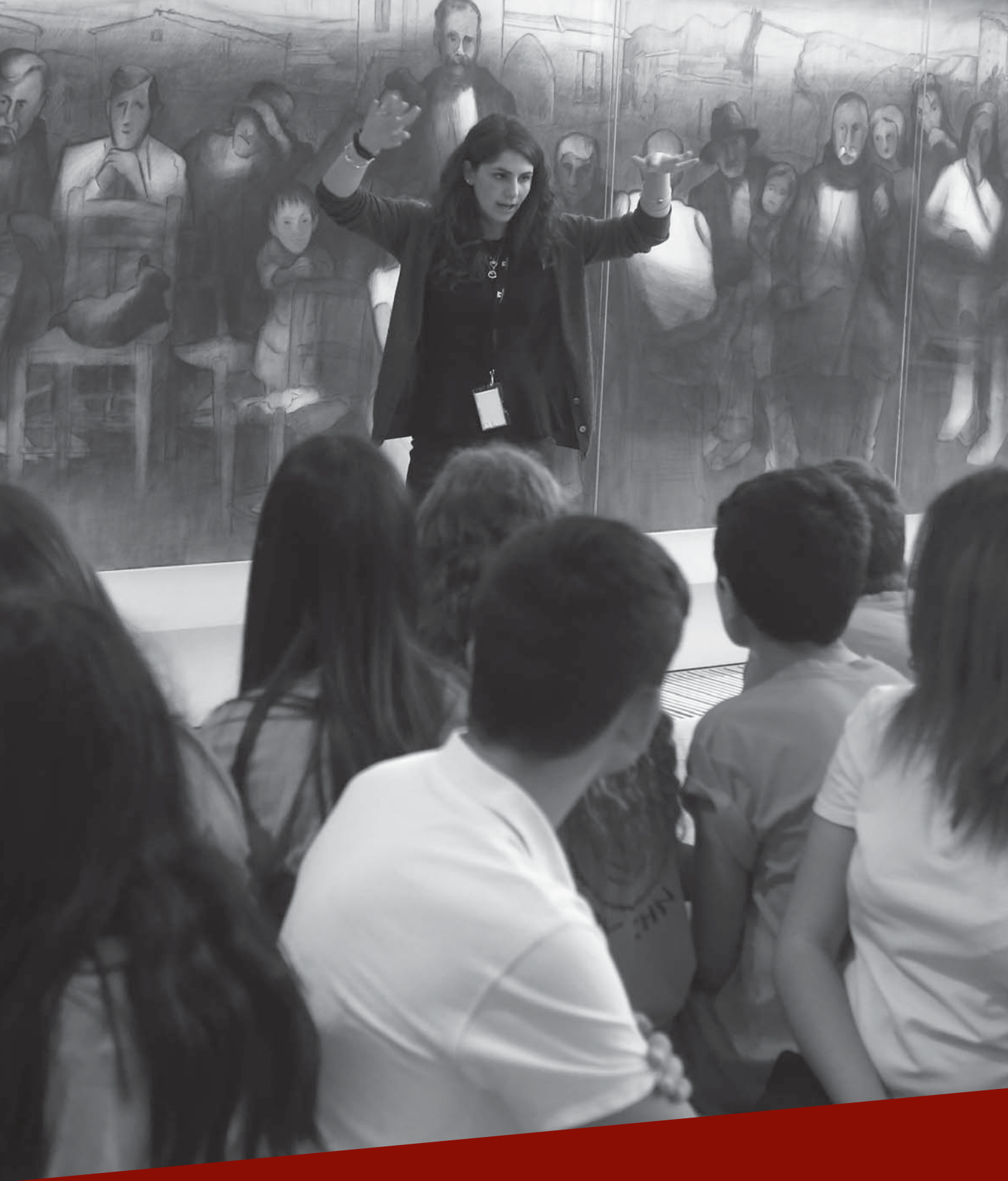
3. Admission Hours

Monday	Closed
Tuesday / Thursday / Friday / Saturday / Sunday	10.00 - 17.00
Wednesday	10.00 - 22.00

Public holidays

The Gallery could remain open for some public holidays during the year of opening – 25th of March, 01st of April, 1st of October and 28th of October, as a test and act accordingly for the coming years.

* From 26/3/2014 -26/3/ 2015, the first year of the A. G. Leventis Gallery the entrance ticket will be 2 euro.



A. G. L. G.
EDUCATION AND LEARNING POLICY

EDUCATION AND LEARNING POLICY

Introduction:

The A. G. L. G. is Cyprus's only art gallery that displays and presents aspects of the broader history of European Art; a major cultural institution charged with researching, collecting, preserving and exhibiting artworks and objets d' art, the

A. G. L. G. aims to build an understanding of Cypriot, Greek and European Art within a broader art-historical context.

Established in 2014, the A. G. L. G. is privately funded and governed by a Board of Directors and the A. G. Leventis Foundation.

Education and Learning Philosophy:

The A.G.L.G aims to create educational activities both within the A. G. L. G. and beyond its premises, with a focus on interdisciplinary learning and life-long learning. We wish to help educate youth and families through the various programs and activities in ways that encourage and enrich their own artistic appreciation and expression.

Our education and learning activities include programs based on the permanent collections and our temporary exhibitions and target visiting school groups, adults, young people, families and teachers. They are also aimed at teacher-training professional development and the A.G.L.G provides educational resources in print and electronic formats. We hope that this will encourage the use of art as a gateway to learning and create an exploratory experience for students and teachers visiting the museum with strategies and resources to demonstrate the power of art in the classroom.

Our education and learning activities focus on European, Greek and Cypriot art, history and culture.

Background:

Since the opening of the A. G. L. G. in 2014, there is increasing interest from schools and groups to visit and learn more about the A. G. L. G. collections. Drawing on extensive experience in the creation of educational programmes (directed to all ages from 4 year olds and above) the Gallery has the potential to design and implement programmes that will cover a broad range of subject-matter directly related to our educational vision.

Description:

This policy lists the principles/ guidelines that structure the A. G. L. G. approach to education and learning.

Purpose:

To provide a framework that:

- Promotes continuous learning as a core principle.
- Strives to provide lifelong education and learning opportunities for local, national, and international audiences, and engages with communities through education and learning activities.
- Maintains a sound working knowledge of school curricula and other education frameworks and policies that relate to the A. G. L. G. Collections, exhibitions and web content.
- Establishes partnerships with local, national and international education providers, including cultural institutions, education authorities, tertiary institutions and others.
- Keeps abreast of national and international education and learning theories, trends and strategies.
- Uses technology in innovative and creative ways, such as the internet and video-conferencing to reach national and international audiences.

Rationale:

The A. G. L. G. vision and scope requires that the A. G. L. G. disseminates 'information relating to European history of art history and culture as well as to Greek and Cypriot art and culture and information relating to the A. G. L. G. and its functions. An effective education and learning policy is essential to the A. G. L. G.'s strategic objectives in particular, to enhance (its) national and international profile', as described in the A. G. L. G. Strategic Plan for 2015-2020.

Principles and guidelines

Lifelong learning:

The A. G. L. G. aims to provide education and learning opportunities to support continuous or lifelong learning and acknowledges that learning occurs at all stages of life.

Diversity of learning styles:

The A. G. L. G. acknowledges that children and adults learn in different ways and strives to use a wide range of learning styles including visual/spatial, bodily/kinesthetic and verbal/linguistic styles. Interpretative strategies and formats are varied to cater for this diversity and include hands-on and active learning, especially in relation to objects and artifacts as well as performance and role-play.

The A. G. L. G. strives to allow children to make decisions, encouraging a pro-active attitude towards learning, sometimes referred to as 'free choice learning', but within a structured format with specified learning outcomes.

The A. G. L. G. supports intergenerational learning and actively encourages interaction between parents, grandparents, carers and children and young people.

Inquiry learning:

The A. G. L. G. supports and promotes inquiry learning which encourages audiences, particularly school students, to reach their own conclusions about the subject matter being investigated, based on sound research and evidence. This educational process empowers students to express well-informed views.

European history of art and culture / Greek and Cypriot art and culture:

The A. G. L. G. sees the development and dissemination of programs and resources related to European history of art and culture as well as to Greek and Cypriot art and culture, as one of its key education and learning priorities. The A. G. L. G. will regularly consult with the Ministry of Education and Culture of Cyprus as well as with Universities and Colleges on the island and abroad, the EU committee for Culture as well as communities and education providers in the development of programs and projects.

Collaboration with the Ministry of Education and Culture of the Republic of Cyprus

Over the Academic Year 2014-2015 the A. G. L. G. will offer educational programmes based on the new academic curriculum, with a particular focus on the areas of history of art, history, the arts and sciences and other related subjects

Summer, Easter and Christmas Programs and Public Holidays

One of the key aims of the A. G. L. G. and the Educational Department is to have the visitors, especially the youth, returning back with a thirst for more as well as to consider the Gallery as a place of entertainment and learning. The Gallery aims to offer specialized themed after school/holiday programs and summer schools during the periods of Easter, Christmas and the summer holidays. These programs will allow the children to experience the Collections in depth and engage in creative activities such as painting, sculpting, collage, acting etc., which a short school visit does not always permit.



Various workshops and projects

Throughout the year the A.G.L.G. will offer various workshops and activities to allow the youth to engage with the Collection in a number of different ways. Collaborations will take place with Fine Art teachers, University Professors, and other art educators in order to offer events such as Saturday drawing lessons for young adults or one day workshops on photography and the camera obscura, so that visitors can get involved with art in a creative and practical way and be encouraged to view art in an interdisciplinary manner.

Inclusion of the marginalized community

One of the significant aims of the A. G. L. G. is to make the Collections accessible to all. The Educational Department will thus be creating special programs and approaching children's shelters, immigrant children's organizations etc. in order to realise its vision and encourage a love and appreciation of art for all. All programs are offered in Greek and in English, and thus are also available to the Turkish Cypriot community.

Education and learning partnerships and leadership

The A. G. L. G. seeks to become a leader in the development of exemplary teaching and learning activities and resources through reciprocal relationships with a range of organisations such as education departments, teacher associations, cultural institutions, including remote and regional institutions and providers of education services, education publishing houses, private education companies and others.

The role of technology:

The A. G. L. G. maximises teaching and learning opportunities through the innovative and creative use of information and communication technologies, and caters both to a national and an international audience. As noted above, the A. G. L. G. expects to deliver more education content online through its website and through other online portals.

Definition of responsibilities:

Education Officer

Manages the implementation and promotion of this policy.

Marketing and PR Officer

Assists in policy implementation

Deputy Director

Assists in policy implementation

Director

Coordinates and supervises policy implementation

References:

A. G. L. G. Vision 2012

Strategic Plan 2015-2020



A. G. L. G.
MEMBERS CLUB

MEMBERS CLUB

Join us for a voyage in the European History of Art.

From just €40 per year¹, you can enjoy a range of **exclusive benefits** all year – including unlimited free entry to the A. G. Leventis Gallery and its temporary exhibitions, Members' events, special offers, priority to attend guided tours and other events and much more.

If you are already a member of The Association of the Friends of The Leventis Municipal Museum of Nicosia you can join the A. G. Leventis Gallery Members Club with a reduced fee of €25 per year².

Your generous support is invaluable in helping us to continue the Gallery's legacy: from fostering the A. G. Leventis Foundation's collections to pioneering original research and providing an extensive educational programme for the public.

Membership benefits

Free exhibition entry

Enjoy free, unlimited entry to all exhibitions. One other guest may accompany each member.

Exclusive events

Experience the Gallery away from the crowds through our exciting programme of Members' events, including private views of exhibitions and talks with curators and experts.

Special offers

Take advantage of a range of discounts and offers available for Members in the Gallery shop and Cafeteria.

Members' e-news

Stay up to date with all that's happening at the Gallery, along with the latest offers and events direct to your email or Facebook.

Choose your Membership

Individual Membership applies for an individual person. Each member has the freedom of bringing a **Guest** to the exhibitions. The Membership pack includes one named Membership card, a welcome brochure and limited edition special A. G. Leventis Pack³.

Group Membership applies for more than 4 persons when they registered as a group. The fee for Group Membership is €120. This apply also to non profit organisations, NGOs and other private associations who would like to join with their members the A. G. Leventis Gallery Membership Club. Each Group has a special entrance card (for up to 10 people maximum).

The Membership pack includes one named Membership card, a welcome brochure and limited edition special A. G. Leventis Gallery Pack. The Group Members should visit the Gallery either as a group or as an individual⁴.

Corporate Membership applies to companies and organisations. The fee for Corporate Membership is €150. Each company will be given 5 membership cards and can get the same benefits as an individual member. In addition if the company would like to organise private or corporate functions in the premises of the A. G. Leventis Gallery will get a 5-10% discount depending on the function⁵.

¹ The subscription fee may change each year.

² If you want to remain only a member of the Association of the Friends of The Leventis Municipal Museum of Nicosia then you will have limited benefits related to the A. G. Leventis Gallery Members Club. Such as: invitation to events and temporary exhibitions, priority to participate in guided tours and educational programmes

³ Membership Card can be also offered as a Gift and may be purchased at the A. G. L. G. Shop.

⁴ Associations or NGO who would like to have a group membership are requested to send a copy of their act of establishment and registration or a resolution from the Board of Directors.

⁵ Companies interested in using our venues will be requested to contact the PR and Administration officer of the A. G. Leventis Gallery for booking and any other arrangement (+35722668838 ext 106).



A. G. L. G.
PRIVATE EVENTS VENUE RENTAL

PRIVATE EVENTS VENUE RENTAL

The A. G. Leventis Gallery opens its doors for you to organise receptions and corporate events in an outstanding setting.

A unique opportunity to treat your guests in a very special way.

Have a guided tour, a cocktail party or exclusive dinner in the A. G. Leventis Gallery's venues, surrounded by exceptional and stunning paintings by Canaletto, Renoir, Pissarro, Volanakis, Thomopoulos, Diamantis and more.

'Constantine Leventis' Auditorium

- For lectures up to 120 guests
- For private dinners up to 40 guests
- For cocktails up to 70 guests

Full-day rental fee	€1000
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Half-day rental fee	€ 500
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Additional costs:

Security guard	€ 10 / hour
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Cleaner	€ 50
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Temporary Exhibition Room

- For receptions / conferences / lectures

Full-day rental fee	€ 2000
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Half-day rental fee	€ 1000
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Additional costs:

Security guard	€ 10 / hour
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Cleaner	€ 50
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Chairs	€ 3 / chair
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Tables / Tablecloth	€ 6 / unit
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Guided Tours

Explore the highlights of the Collections through a variety of tours with Gallery-trained staff and volunteers.

Engaging, 1 ½ hour-long tours are available.

A limited number of FM assistive listening devices for talks and tours are available at the Audio Guide Desk in the Lobby.



From 10.00 - 16.00:

Group of up to 10 people	€ 90
Any additional person, up to a maximum of 25	€ 6 euro / person

Any other time outside the above hours:

For up to 25 people	€ 290
Security guard	€ 10 / hour
Cleaner	€ 50

Each participant will receive a small commemorative gift offered by the A. G. Leventis Gallery.

For further information and booking please contact:

- For the Auditorium/ Temporary Exhibition Room:
Mrs Themida Anthopoulou, Communication and Administration Officer
themida@leventisgallery.org | tel. 00357 22668838, ext. 106
- Mrs Despina Georgiou, Head Administrator
Despina@leventisgallery.org | tel. 00357 22668838, ext. 101
- For Guided Tours:
Mrs Katerina Stephanides, Education Officer
katerina@leventisgallery.org | tel. 00357 22668838, ext. 105



Jan Gossart and El Greco



A. G. L. G. GUIDELINES ON
HOW TO ORGANISE A PUBLIC LECTURE
AND OTHER EVENTS



GUIDELINES ON HOW TO ORGANISE A PUBLIC LECTURE and other events

The provision of a range of high quality educational programmes and other events is integral to building the A. G. Leventis Gallery's (A. G. L. G.) profile and reputation within the community. Events such as public lectures showcase A. G. L. G. to its external stakeholders and importantly, help members of the public to engage with the work of A. G. L. G.

This manual has been prepared by the A. G. L. G. team and is designed as a practical reference guide to assist any other member of A. G. L. G. personnel to plan and run a successful public lecture. For further information contact the Deputy Director, Mrs Demetra Theodotou at demetra@leventisgallery.org.

1. GETTING STARTED

Why hold a lecture?

Before arranging the event in any detail it is important to establish your aims:

- What is the target of the lecture?
- Which is your intended public target?
- What will be the impact for the city?
- Is this a networking opportunity?

Budget

Get a budget agreed in writing from the relevant budget holder if necessary.

Consider the following:

- What is the available budget for this event?
- Will the speaker be required to travel, (i.e. will the Gallery have to cover airfare and other hospitality costs?)
- Will there be any additional costs regarding the speaker (transportation / per diem / payment etc.)?
- Is catering required for the organizing of a reception (this could be for the speaker and invited guests or for all attendees)?
- Is the lecture part of other A. G. L. G.'s activities or 'Wednesday's Lecture' activities?
- Will the Gallery charge a ticket / admission fee?

Timing

When scheduling dates and times for the lecture, keep in mind the following:

- Optimum day of the week, time of day or time of year to hold the lecture to ensure maximum reach to your target audience
- Other events being held at A. G. L. G. that may clash
- Availability of A. G. Leventis Foundation vips
- Availability of speaker(s)
- Availability of venue – 'Constantine Leventis' Auditorium

Booking a speaker and deciding on a format

- It is important to secure your selected speaker as early as you can
- Agree on the talk subject / title as soon as possible to give the speaker sufficient time to get prepared
- At this stage you may also like to consider alternative formats for the occasion – for example, if you want to encourage audience participation for a debate or open discussion may work well. If you opt for a more interactive format like this you will need to construct a panel of between three and five expert speakers. If the topic is more specialised a traditional lecture format may be more appropriate.

Booking a Venue

- You will need to book out of hours security cover? It is necessary to notify well in advance Mr Manolis Morfitis, Email: manolis@leventisgallery.org
- You will need to book out of hours for cleaner before and after the event – c/o Mrs Despina Georghiou, Email: despina@leventisgallery.org
- You will need to book the restaurant for dinner or reception - contact Mrs Despina Georghiou, Email: despina@leventisgallery.org
- IN ALL TIMES you can contact the Deputy Director, Mrs Demetra Theodotou, Email: demetra@leventisgallery.org. By *CC-ing* her when exchanging emails with the speaker/ other members of staff etc.

Organising a Reception

Depending on the nature of the lecture and your budget, a reception may be a good addition either before or after the event. You may want to have an open reception where all attendees are welcome or restrict this to VIP invited guests.

2. PROMOTION AND PUBLICITY

Effective promotion and publicity is crucial for ensuring good attendance at the lecture. Keep in mind the following when devising your promotional plan:

Content

- Determine the core message you want to convey about your event and communicate this clearly and consistently in all publicity materials. Remember, the first impression gained via promotion of the event will ultimately determine whether or not people turn up.
- It is essential that all promotional and publicity material include the accurate date, time and location of the event along with an e-mail address / telephone contact to process RSVPs and respond to queries.
- Make sure you check all bookings (e.g. venue, speaker) before you begin promotion – it is very difficult to ‘un-promote’ an event. Event sponsors must be acknowledged appropriately in all publicity materials.
- Promotional materials should include the A. G. L. G. logo - the Deputy Director can give instructions on the correct use of the logo
- The Deputy Director and Communications Officer, Mrs Themis Anthopoulou, are responsible for the printing and preparation of the digital version of the invitation.
- Communications Officer is in charge of circulating a press release / and additional information on the A. G. L. G. website/ Facebook page / contact the media etc.

Audience

The best publicity is tailored for its target audience. When identifying your target audience you should consider the following:

- Who do I want to reach and where will I find them?
- What kind of audience would appreciate the event (e.g. schools, adults, a group of people with specific subject interests)?
- Is it open to the public or reserved for a specific group (i.e. students or staff)?
- Who would benefit from attending the event?

Tactics

Once you have identified your target audience it will be easier to choose the types of publicity you would like to use and where this should be placed. There are ranges of options you may wish to consider, some suggestions are given below:

Mailings / E-mailings

Sending electronic invitations to mailing lists is an effective way of directly targeting your audience. This could include staff and students from academic schools with an interest in your subject or alumni. E-mail invitations should be sent one month prior to the event.

Pros: Direct and effective

Cons: Unsolicited mail can annoy people so don't overdo it and keep it to the point

- The Deputy Director and Communications Officer are responsible for the printing and preparation of the digital version of the invitation.
- Communications Officer is in charge to circulate a press release / information on the A. G. L. G. website/ Facebook page / contact the media etc. as above

Poster distribution

Posters are usually not necessary since the number of attendants is limited to 120 people. If posters or flyers are decided upon, these should be created should be created 2-3 months prior to the event. These can then be distributed to schools, administrative divisions, community centres, other museums, libraries and other outlets as appropriate.

- The Deputy Director and Communications Officer are responsible for the printing and for the printing and preparation of the digital version of the invitation posters or flyers.
- Communications Officer is in charge to circulate a press release / information on the A. G. L. G. website/ Facebook page / contact the media etc.

Pros: Visual and appealing

Cons: Best used as a reminder in addition to other tactics

Event listings

- The Deputy Director and Communications officer are responsible for the printing and for the printing and preparation of the digital version of any event listings.
- Communications Officer is in charge to circulate a press release / information on the A. G. L. G. website/ Facebook page / contact the media etc as above.

Pros: People interested in A. G. L. G. 's activities and events look on these sites / listings to see what's on

Cons: You won't find 'new' people browsing our website – something brought them to it!

Invitations

Invitations can be an effective way of reaching specific groups of people. Prepare a guest list of people you wish to invite – this may include people outside the organization, relevant to the subject area, alumni, schools, clubs, colleagues and senior members of staff. You should ask invitees to respond by a specific date so that you can plan for the appropriate audience. Once your guest list has been finalised, check this with the Deputy Director and if you wish to, contact the Communications Officer for further advice.

- The Deputy Director and Communications officer are responsible for the printing and preparation of the digital version of the invitation.
- Communications Officer is in charge to circulate a press release / information on the A. G. L. G. website/ Facebook page / contact the media etc. as above.

Pros: Direct and controlled

Cons: Invite-only limits your audience

3. NEARER THE DATE

Information material for screens at the entrance of the Gallery

The last week of the month prior to the lecture, material should be prepared in order to be sent to the graphic designers for the preparation of the short video for the Gallery's information screens.

- The Deputy Director and Communications Officer are responsible for preparing the material.

Looking after the speaker

Six weeks prior to the event you should confirm the speaker's technical requirements for the presentation (e.g. PowerPoint, laser pen etc.) and book their accommodation and transportation if appropriate. Make sure the speaker is aware of how long they are expected to speak and the suitable level of technicality for the audience. It is good practice to provide an external speaker with a briefing document including information such as:

- Event date, time, venue, directions and details of on-site parking
- Who will be on hand to meet them when they arrive, what time and where?
- Background to the event – for example is the event part of a lecture series? What are the objectives of the event?
- Details of payment – if appropriate. Specify in what form payment will be made and when.
- Biographies of other participants including chairpersons.

If the speaker is using a PowerPoint presentation, ask the speaker for a copy a week before the event to make sure it works on the existing computer system.

Senior staff to host

It may be appropriate to ask a senior member of staff to host the event and formally introduce the speaker and thank them at the end. If so, you should provide them with details of the event and their role around six weeks prior to the event date.

Risk Assessment

Good event management includes identifying any potential risks and deciding how you will mitigate them.

Review numbers

Two weeks prior to the event review the number of people that have registered to attend. If this is a long way off your target audience size, consider widening promotion and e-mailing invitations to additional mailing lists.

Confirm bookings

- Two weeks before the event, confirm the accommodation booking
- One week before confirm the catering booking
- You can also finalise the numbers with catering once you have a better idea of how many people are likely to attend the reception
- One week before send a reminder to all members of staff that are assisting and provide them with an order of proceedings

Collect equipment

Make a list of all the equipment you need to take to the event. This could include signs to direct guests, signs to reserve seats, jugs of water, display boards, school brochures, pens / pencils, lectern, name cards, registration sheets and banners.

Please note that A. G. L. G. has a range of equipment available including tables, display boards, branded tablecloths, leaflet holders and AV equipment.

4. ON THE DAY

Equipment

Gather all the equipment you need to take and print registration sheets if you are having a registration / ticket collection desk. Take important contact numbers with you (e.g. room bookings, catering, all staff assisting, speaker). Ensure water is provided for the speaker.

Room layout

The presentation or “look” of an event venue is an important element of a successful event.

- Arrive at the venue before the event so you can make sure the room is clean and tidy
- Check that the audiovisual equipment is ok
- Check that catering is delivered
- Cordon off a VIP area if necessary and ensure that disabled access routes are clear

5. AFTER THE EVENT

Letters of thanks

After the event send thank you letters to speakers / sponsors / people who worked extensively on the lecture. This is important for maintaining good relationships and future activities the event may cultivate.

Evaluation

You may wish to formally evaluate the event.

A de-brief with key members of staff involved in the organisation of the event can be very useful in helping to gauge the level of success of the event and spot practical issues that may have arisen. For major events, particularly ones that have a high cost, you may wish to demonstrate the value of an event by writing a post-event report. This could include a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of the event.

6. QUICK CHECKLIST

What?, When?, Who?

GETTING STARTED

DONE

Book speaker	Immediate	
Book room	Immediate	
Contact security	Immediate	
Book manual handling	Immediate	
Agree talk subject / title	Immediate	
Agree format of the event	Immediate	
Set up a registration / ticketing system	Immediate	
Book catering for reception	Immediate	

PROMOTION AND PUBLICITY

Send invitations	2 month prior	
Contact Communications Officer	Immediate	
Possible activities (not all of these will be appropriate in every case): - Enter details into events calendar on web - Send out press release	2 weeks prior	
Create posters and / or leaflets	2-3 months prior	
Mail posters / leaflets to other public outlets	2 months prior	
Email any relevant mailing lists	1 month prior	

NEARER THE DATE

Book speaker's accommodation / travel	6 weeks prior	
Confirm speaker's requirements	6 weeks prior	
Secure senior member of staff to host	6 weeks prior	
Secure other staff to assist with registration etc.	6 weeks prior	
Send briefing document to speaker	6 weeks prior	
Check registration number / ticket sales: - Any need for more promotion? - Any need for change of venue?	4 weeks prior	
Confirm room booking(s)	2 weeks prior	
Confirm catering booking (and finalise numbers)	1 week prior	
Confirm staff attending (reminder)	1 week prior	
Confirm senior staff acting as host (reminder)	1 week prior	
Collect all equipment needed	1 week prior	

ON THE DAY

Print registration sheets (if applicable)		
Set up registration / ticket collection desk		
Set up room (screen / computer / microphone etc.)		
Check room is clean and tidy		
Check catering is delivered		
Check disabled access routes are clear		
Take relevant contact numbers with		



A. G. L. G.
PUBLIC RELATIONS – BASIC POLICY

PUBLIC RELATIONS – BASIC POLICY

Introduction

- The A. G. L. G. is Cyprus's only art gallery that displays and presents aspects of the broader history of European Art; a major cultural institution charged with researching, collecting, preserving and exhibiting artworks and objects d' art, the A. G. L. G. aims to build understanding of Cypriot, Greek and European Art within a broader art-historical context.
- Established in 2014, the A. G. L. G. is privately funded and governed by a Board of Directors and the A. G. Leventis Foundation.
- Public relations are a lead discipline in driving organizational strategy; the strategic communication process that builds mutually beneficial relationships between Organisations (AGLG) and their public.

The A. G. L. G. PR philosophy

The museum public is not just the visitors but also the staff, associates and volunteers, the Friends, government officials and potential sponsors.

The A. G. L. G. aims to establish good and fruitful relations with all above and therefore a need for the basic guidelines on how, who, what must be engaged in order to achieve good relations, efficient marketing and best possible results for the implementation of the vision and mission policy of the A. G. L. G. should be developed.

Who and What is our public?

- The general public – museum goers, non-museum goers and children
- Sponsors
- Associates – generally any person dealing with A.G.L.G.
- The media
- Government
- Education providers
- The travel and tourist industry
- The Friends of the A. G. L. G.
- Members and volunteers
- The Board of Directors
- Employees

Four types of public relations activity

Internal relations (Board of Trustees, Honorary Committee, Employees, Distributors, Associates, Dealers)

Internal relations is a special PR discipline which concentrates on enhancing relationships with the employees, in order to boost their morale and increase their creativity and devotion. Sharing key messages effectively with all members of staff and giving recognition to them are important tools for internal relations. The bottom line, is building corporate culture on values. Staff need open communication and reward for their efforts. This can be achieved by newsletters, regular staff meetings, social outings, use of notice boards, training and staff job rotation. It is important for everyone to feel a valued part of the organisation.

Special interest group public relations

Museums can reap the rewards by establishing good relationships with government departments, schools and other special interest groups. Approaches can include:

- Personal meetings
- Printed information
- Public presentations

General public relations

We can directly influence what people think of us by communicating A.G.L.G. messages with target media institutions through the preparation, distribution and monitoring of proactive news stories, featuring:

- Media campaigns
- Press Conferences
- Exclusive interviews
- Social media
- Direct marketing
- Special activities and events
- Displays or signs
- Association with others
- Use celebrities
- International visitors or museum experts

Corporate and community public relations

A museum is an important and visible part of a community. Corporate public relations activities may include:

- sponsorships – corporate funding and supporting/media
- training opportunities
- corporate support
- corporate membership of professional associations

Effective community relations begin with identifying

- Anticipating and analysing community demographics and composition, in order to interpret public opinion attitudes and issues that may impact our operational plans
- Local interests and concerns
- Economic situation
- Political and community power bases

Assessment

In order to plan ahead effectively, an analysis should be made of the current status of museum relationships with its 'public'. Considering the following questions will influence planning of public relations activities.

- How are we viewed by others?
- What does our public think of us?
- How would people react if we had problems such as funding cuts or if a disaster occurred?
- How easy is it to gain sponsorship or raise funds?
- How easily do we obtain media coverage?
- How easy is it to get government funding?
- How are we perceived by business, local community, education, art or museum communities?
- How easily are we securing government collaboration?

Make the most of A. G. L. G. human resources

Strong customer services are based good public relations. Friendly, helpful and enthusiastic staff will present a positive image to the public. Honesty is the best policy. Integrity is a must for A.G.L.G. staff. Staff may answer telephone enquiries, welcome visitors, offer information or just provide friendly interaction. Anticipating the needs of different visitors and generating a positive experience for them will not only provide customer satisfaction but also generate walking advertisements for our museum.

Whether a member of staff or a volunteer, a good public relations person should have the following characteristics:

- An outgoing personality
- Be a good communicator
- Be calm and patient
- Be organised and detail conscious
- Have imagination and initiative
- Be able to work irregular hours when required

Publicity

Publicity is another aspect of public relations, often referred to as free media. The goal is to get attention in online and traditional media. Because publicity is free, it is more credible and more likely to have an impact on the reader, listener, or viewer. Publicity can come from a variety of sources including:

- Genuine news
- Manufactured news
- Human interest stories
- Presentations of the collections in form of press releases / specific artists/ dates/ celebrations etc
- Blog postings
- Publicity can take the form of:
 - News releases
 - Feature articles or stories
 - Media conferences or events
 - Editorials

In a digital age, the most effective form of publicity which reaches the broadest public, is social media

- Interactive social media – building relationships, starting global conversations, sharing stories, and most significantly spreading brand awareness. A. G. L. G. FB has already 5.000 page likes.

Benefits of publicity

- Publicity can be more believable than advertising
- It can reach people who may otherwise be inaccessible
- It has the potential to provide major coverage for very little cost
- It is an important tool as most museums have limited budgets

Proactive promotion of A. G. L. G.

Promotional activities may include:

- Using newspapers, magazines and electronic media for special features, news stories, interviews or photos
- Television and Radio can promote via public service announcements, talk back programs, arts and culture programs, regular segments, on-site broadcasting
- Web strategies
- Displays can be organised in libraries, windows, shops; posters can be placed in places to attract tourists such as bus or railway stations or tourist attractions. Banners can be displayed, or bumper stickers may be given out.
- Direct mail may include letterheads, brochures, calendars and invitations to events, requests for sponsorship or donations newsletters.
- Merchandising may include catalogues, stickers, t-shirts, tea towels, postcards, stationery, books, toys, posters, arts and crafts.
- Utilize other institutions' events

Definition of responsibilities

All members of the staff have a communication role.

PR and Administration Officer

Manages the implementation and promotion of this policy. The PR Officer interacts with visitors, the staff, curators and media in order to streamline messaging and goals inside and is responsible for effectively communicate Gallery's mission and brand awareness to the general public. Is also responsible for all printed materials and oversees the A. G. L. G. web site and online.

Administration Officer

Assists in the management of the implementation and promotion of this policy.

Deputy Director

Assists and Supervises policy implementation.

Director

Coordinates and supervises policy implementation.

References and further reading:

Strategic Plan 2015-2020

Dickman, S. *The marketing mix: promoting museums, galleries and exhibitions*

Public Relations Society of America Official Statement on PR



A. G. L. G.
SHOP - ART CORNER

SHOP - ART CORNER

Definition

The A. G. L. G. Shop will work as a hybrid, a cross between a gift shop and an A. G. L. G. exhibit. It is an integral part of the A. G. L. G. that contributes to the institution's stated purposes, both financially and educationally. Several features will distinguish the A. G. L. G. store from a gift shop, but the most significant one is the addition of educational obligations to the tenets of good retailing.

The Goals

- To contribute to the educational purposes of the A. G. L. G.
- To assist financially the A. G. L. G. and its targets
- To assist the A. G. L. G.'s marketing efforts by generating good publicity, attracting visitors and treating customers in a professional, courteous and hospitable manner.

The Target

- To identify or develop related products that will both educate and sell well.
- To manage the shop's assets in such a manner as to maximize a financial contribution to the A. G. L. G.
- To contribute into the A. G. L. G.'s community image through courteous interaction with the visitors and hospitable, knowledgeable staff that can answer visitors questions and meet their needs.
- To become integral part of the A. G. L. G.
- To attract A. G. L. G. visitors
- To attract the local community
- To identify customers and address their needs
- To structure the merchandise purchasing so that there will be a wide range of retail items

A. G. L. G. Shop committee

A committee of advisors should be established.

The committee will investigate and express its ideas on the variety of objects that may be on sale in the shop

Products

- Products can relate to the A. G. L. G. collection in the terms of the artists, the works displayed
- Products can relate to the A. G. L. G. artistic category or categories i.e. the 3 different collections/ sub collections etc.
- Products can relate to artists' inspirations related to the existing collection
- Products can be relevant to the development of the history of Art/ history and social history of Europe and the promotion of European culture.
- The Shop will be able to make special agreements with other Galleries and organisations in Cyprus and abroad and sell specific products from their line of products such as books/ video or audio productions/ children's products etc.
- All products will be ordered by the A. G. L. G. Deputy Director after the agreement of the Committee and approval of the Director.

Trademarks

The shop items should follow patterns and designs approved by the A. G. L. G. Committee that is based on the branding policy of the A. G. L. G.

The Shop should follow and strive to preserve and enhance the value of its marks.

(see Vision, Mission and Strategic Objectives, chapter 17 Trademarks policy page 62).

Developing a Merchandise Plan

The shop will sell the following:

- Jewellery
- Toys
- Tools
- Kitchen items
- Postcards
- Household accessories
- Apparel accessories
- Books
- Prints
- Posters
- CD and CD-ROM
- Children's items
- Any other object approved by the Committee.

Design

The design will follow the Branding Development and Marketing Policy of the A. G. L. G. as it was approved by the Museological Committee in 2013.

Packing

Special packaging will be also developed based on the Branding and Marketing Policy.

Management

The Director and the Deputy Director will be responsible for ensuring the best possible operation of the Shop.



A. G. L. G.
TEMPORARY EXHIBITIONS



TEMPORARY EXHIBITION POLICY

1. About this Policy

This policy defines the principles for the A. G. L. G. temporary and travelling exhibition programme. The programme focuses on designing, developing and organising exhibitions, which draw on the A. G. L. G. collections and vision.

Occasionally these exhibitions may travel to related museums and institutions within or outside Cyprus.

2. Exhibition Philosophy

- Exhibitions are central to the A. G. L. G. programme. We believe that an essential part of the Gallery's role is the display and interpretation of art; in hosting shows that will allow the community to envisage the artistic heritage of Europe through tangible artifacts, in bringing together objects, text, graphics, props, furniture or architectural elements in a physical space and dedicated to the exploration of specific themes and messages and in delivering an aesthetic and educational experience.
- The A. G. L. G. will organise at least 2- 3 temporary exhibitions per year.
- The A. G. L. G. will host at least one major, high-budget, 'blockbuster' exhibition per year, developed especially through international collaborations between the A. G. L. G. and other Museums and Art Galleries, Private Institutions, Collections or Foundations.
- The A. G. L. G. will organise at least one low-budget exhibition with the collaboration of local Museums and Art Galleries/ Private Institutions, Collections, Associations or Foundations.
- The A. G. L. G. will organise exhibitions related to its permanent collections/ research / educational programmes.
- In all exhibitions, paramount importance is given to clarity, coherence and accessibility – we will focus on keeping the exhibition relevant to the community, effective communication, offering learning opportunities for all ages as well as maintaining our high academic and safety standards.

3. Exhibition Scope and objectives

The themes/ scope of the temporary exhibitions will reflect the museum's mandate, demonstrate its commitment to the highest possible standards and best museum practices, and address the needs and interests of the community it serves, as the above are defined in the 5 Year Strategic Plan.

4. Temporary Exhibitions: Aims and Goals

- The temporary exhibitions will provide visitors with varied learning opportunities and will offer an experience, which will inspire people to return to the museum to see "something new".
- The A. G. L. G. will both hold exhibitions in-house, using its staff, collaborators and volunteers, as well as host travelling exhibitions, designed, developed and organized by other Institutions, Museums and Art Galleries world-wide.
- Before accepting exhibits as part of a temporary display, the museum will complete an Incoming Loan Agreement with the lender and a Condition Report on each object within the exhibition.
- Objects on loan, to be presented in temporary exhibitions, will only remain in the museum for the duration of the display, after which they will be returned to the lender.
- Long-term and permanent loans will be handled separately and not considered part of the Gallery's temporary exhibitions plan.

5. Who decides?

The Director in close collaboration with the curators, Deputy Directors and other collaborators in Cyprus and abroad will decide and propose exhibition themes to the Board of Directors by preparing a short memo explaining and defining the objectives and the scope of the proposed exhibition.

6. Developing Temporary Exhibitions

In order to present effective and successful temporary exhibitions that are relevant, informative and subject to best museum practices, the A. G. L. G. will ensure that exhibits are presented in an ethical and professional manner.

- Exhibits will conform to the A. G. L. G. policy and Collections Management Policy and will provide opportunities for learning as well as for the enjoyment and appreciation of art.
- Staff and volunteers will follow the ICOMs Code of Ethics in the development of exhibition plans and the presentation of museum exhibits.
- Ongoing research will be undertaken in accordance with the A. G. L. G.'s Research Policy to give an accurate and insightful presentation of the exhibition topic or theme.
- Resources are allocated in support of planning, preparation, and installation of exhibits.
- The A. G. L. G. will adhere to requirements that impact exhibition content.
- All staff and volunteers involved in the planning, preparation, and installation of exhibits will have the necessary skills and training to bring together exhibitions that meet the expectations of visitors and needs of the collection at the highest possible standard.
- Any commercial support or sponsorship of exhibits will not compromise the A. G. L. G. standards and objectives.

7. Learning Opportunities

The A. G. L. G. will ensure that exhibits effectively promote learning and enjoyment by using a variety of interpretation methods to meet the needs and interests of all visitors.

When possible, the A. G. L. G. will partner with schools and other organizations to align exhibitions with the existing school curriculum, but also with community events, commemorations, etc.

8. Interpretation

Exhibitions will aim to “provoke”, “relate”, and “reveal”; the A. G. L. G. will remain up-to-date on new interpretive techniques and principles, and will utilize these methods in conveying exhibition messages to visitors.

Text and information panels as well as digital displays will follow best museum practices (i.e. be consistent in a size and font that can be easily read by all visitors) – and will be presented in a way that does not compete with artefacts on display.

For every Temporary Exhibition the Curator should fill in the necessary form that will help keep all members of staff informed and up to speed with every stage of the exhibition process; the form includes press and branding procedures/ a strict timetable for the completion of the project and other necessary information.

(see also A. G. L. G. Facility Report/ A. G. L. G. Loan Form/ A. G. L. G. Condition Report)

9. Conservation

Staff and volunteers will respect the integrity of the artefacts to be exhibited, avoiding any situation, which might put the artefacts at risk. This will be accomplished by providing staff and volunteers within the A. G. L. G. with all necessary training and experience in the proper care and handling of artefacts and ensuring these methods are put in practice.

Artefacts on display will be reviewed regularly to ensure they are in good condition.

Any artefacts found in poor condition (i.e. exhibit fatigue) will be immediately removed from display, and appropriate museum personnel will be notified.

Any artefact presented in an exhibition must be in stable condition and be fully catalogued. A condition report will be completed before placing an artifact on display.

Conservation treatments on loaned material will follow guidelines established in the *Collections Management Policy*.

Lighting and environmental conditions within the exhibition space will be controlled in accordance with current conservation standards as much as possible.

Temporary Exhibition areas will be cleaned and inspected regularly by trained staff or volunteers.

10. Safety and Accessibility

- The A. G. L. G. will ensure that all exhibitions are kept safe for visitors, staff, and volunteers.
- The A. G. L. G. will adhere to municipal requirements, or those established by the Government of Cyprus that impact exhibitions (i.e. safety codes and accessibility legislation).
- The A. G. L. G. will avoid using hazardous materials in exhibitions.
- The A. G. L. G. will provide staff and volunteers with training in proper handling and operation of artefacts (i.e. machinery) used in exhibitions.
- The A. G. L. G. will strive to ensure that the exhibitions can be enjoyed by visitors of all ages and abilities.

11. Evaluation

Each temporary exhibition will have clearly defined objectives and will be evaluated against these objectives on a yearly basis to help ensure that visitors understand and relate to the exhibits. Exhibitions that do not demonstrate continued success in communicating with visitors would be changed or upgraded to make them more engaging and visitor friendly.

