

Prix Elysée an Innovative Public Private Partnership

Speaker

Pascal Hufschmid, Musee de L'Elysee, Switzerland

Key Learnings

Key to Success:

You must always have trust along with long-term commitment, involvement, relevancy, ongoing flow of information, and learning.

Summary Conclusion:

- Brands do not meet. People do.
- A prize is a means to an end.
- Share, trust and empower.

Notes

Musee de L'Elysée

- A museum dedicated to photography.
- More than just a museum, a point of view.
- A catalyst for change and value.

Parmigiani Fleurier

In year 2014, a prestigious watchmaker brand (restores pieces), Parmigiani Fleurier, approached the museum creating content together with an exclusive photography exhibit to launch their new watch collection. It was very successful.

Parmigiani Fleurier and the museum identify with the same values, heritage, innovation, and bringing more knowledge into the 21st century.

There's a new project to create content book together. Project cycle, applications to content book, is from January 2018 through June 2020.

Dreaming Big & Outreach

- 325 Candidates
- 5530 Photographs
- 56 Countries

It's a win-win collaboration for the museum, artists, the sponsor, and the publisher.

The company is important in the project process; however, it does not have the ability (authority) to change the project. They can offer input.

The museum did not have to pay for marketing, most of it was through word of mouth.

These are new ways of working together.

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Challenges:

- Tailor-made
- Resources
- Experiment
- Museum Outreach
- Patience

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