

Strategic Plan 2023-2026



Fundació Joan Miró

*  Barcelona

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The Fundació Joan Miró's Strategic Plan 2023-2026 stems from the work, reflection and commitment of the entire Fundació team, the Administration, Board of Trustees and partners of the institution. In the same pluralistic manner in which the Fundació originated, stemming from the generosity of the artist, his family and friends, in drawing up this plan we have also worked together to identify challenges and promote a project that will help Joan Miró's dream to grow for Barcelona in the 21st century.

Art and culture continue to play a vital role in today's complex environment. Art is a vehicle for entertainment that allows us to channel and convey feelings and emotions. It is also a space for reflection, critical thinking and social transformation. We are fully aware of this at the Fundació Joan Miró and want to be involved with new proposals that can feed our entrepreneurial spirit, expressiveness, critical awareness and creativity.

With the 50th anniversary of the Fundació drawing near, and in line with our values of proximity, sustainability, innovation and commitment, we have developed four main strands of work for the coming years: placing visitors at the centre of our action, promoting Miró throughout the world, ensuring the Fundació's sustainability and strengthening our action in accordance with our purpose and values. This plan follows the programmatic lines that revolve around Joan Miró and the collection preserved by the Fundació – with special attention to research – supporting emerging art, presenting contemporary art exhibitions and a public social programme for all audiences that facilitates a truly innovative visitor experience, both in the Fundació and beyond.

This plan will drive the Fundació Joan Miró towards a more sustainable museum that is focused on excellence and the creation of knowledge for all visitors. Its strategic lines also contain proposals to develop the talent of a team committed to the institution and the artist's legacy, which now needs to be projected into the future. We rely on the professionalism, experience and enthusiasm of our team to enable this.

Sara Puig Alsina

President of the Fundació Joan Miró

In November 2019, the Board of Trustees of the Fundació Joan Miró received the first draft of a strategic plan launched by the management in collaboration with its staff. The proposal indicated the strategic lines of the institution for the coming years, but it was radically affected by the pandemic shortly thereafter. The fact that our first draft responded to a previous moment of financial difficulty meant that we were relatively well prepared against a highly complex backdrop, with four well-established main strategic strands. Rather than commencing again from scratch, this vision has been refined in order to delve deeper and identify even more rigorous solutions. Aware of the changes we have experienced and those to come, the entire team has collaborated with its commitment in developing the 2023-2026 strategic plan.

We have used this period to consolidate our main factors, our reason for being: the importance of art for our lives, the importance of individual, social and planetary well-being. More than ever, we view art as a tool to question the world, to trigger creativity, to enjoy and to generate new knowledge, but also to manage the complexity and uncertainty of life as well as of our relationships with other people and the planet. We are aware of the importance of what we do and for whom we do it, our visitors, as well as of the origin of all our efforts in the work of Joan Miró and his commitment to new, diverse and radical art. We realise that we must share art with the world, from our immediate surroundings to distant collaborators. The state of the world today has shown us that it is vital to pursue sustainability in

the broadest sense of the term, from ecology to economics, with an emphasis on resilience and diversified solutions. Internally at the Fundació, we focus on a culture aligned with a new concept of work, more collaborative and with the spotlight on people and their growth, on their professionalism, diversity, involvement and well-being.

The Fundació Joan Miró has a future of opportunities to consolidate and develop the artist's project. We will collaborate with the Picasso Museum in 2023 on a major Miró and Picasso exhibition, the first on an international scale of a dialogue between the two artists, representing a return to a top-tier exhibition programme that will set the pace for coming years.

We will celebrate the 50th anniversary of the Fundació Joan Miró in 2025-2026 with a major programme of exhibitions and associated activities in tribute to its first fifty years of major achievements and changes, as well as to activate its future as a unique and vital cultural institution in Barcelona and the world.

Beyond the timeframe of this strategic plan, in 2029 we will participate in the centenary of the Barcelona International Exposition: a city-wide celebration that will remind us of the importance of the ecosystem, of thinking about ourselves as a collective and, above all, of continuing to prepare for the future by listening and keeping our eyes open.

Marko Daniel

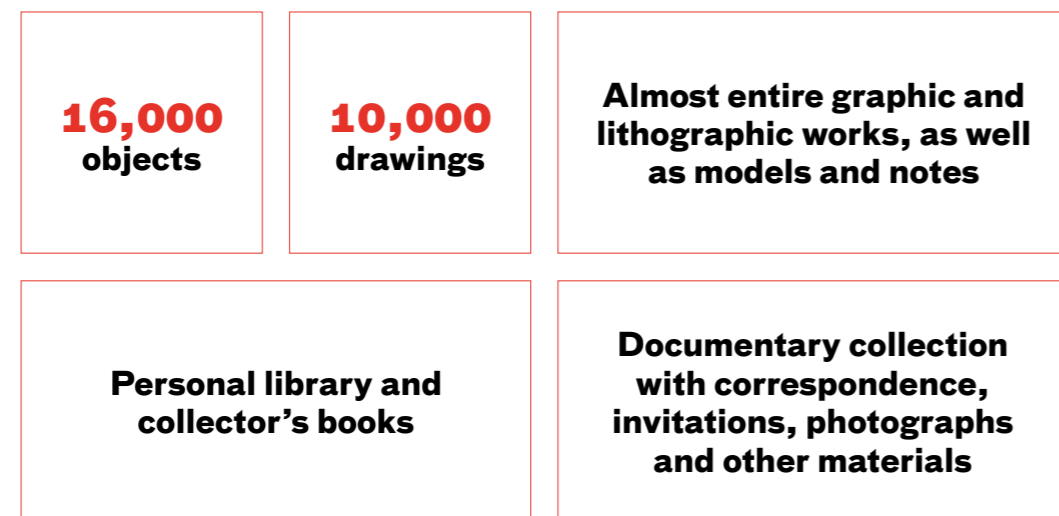
Director of the Fundació Joan Miró



The Fundació Joan Miró

KEY FACTS

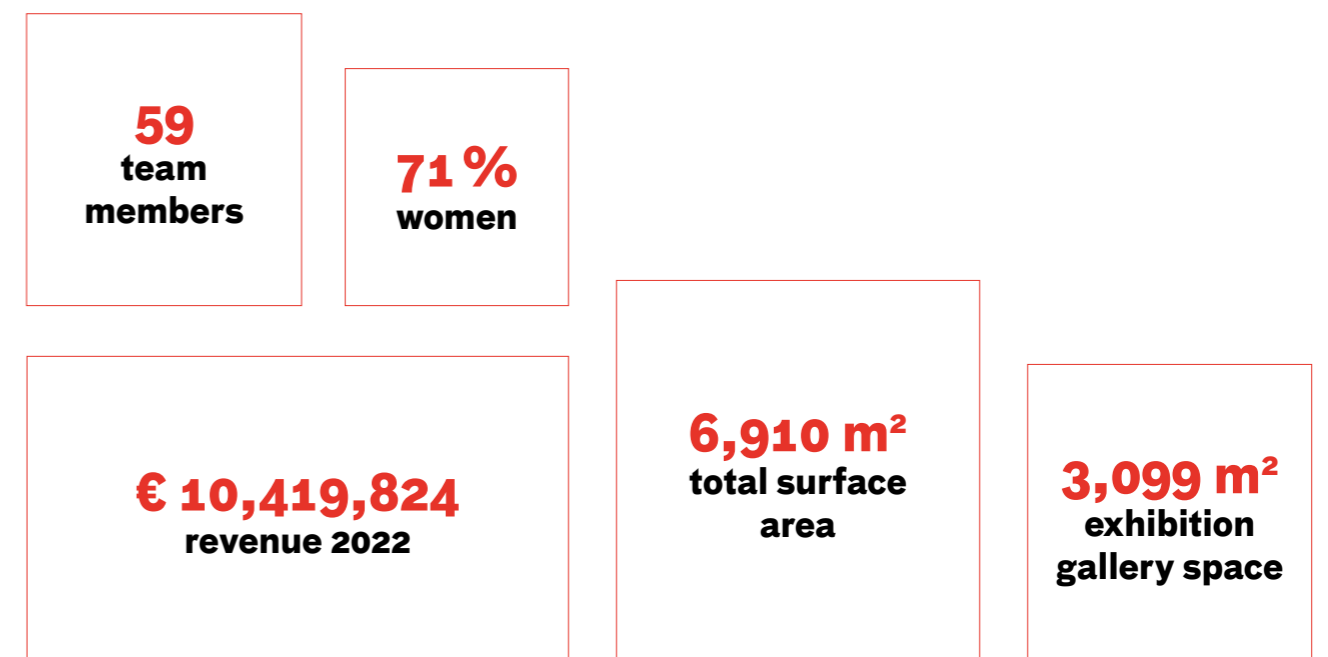
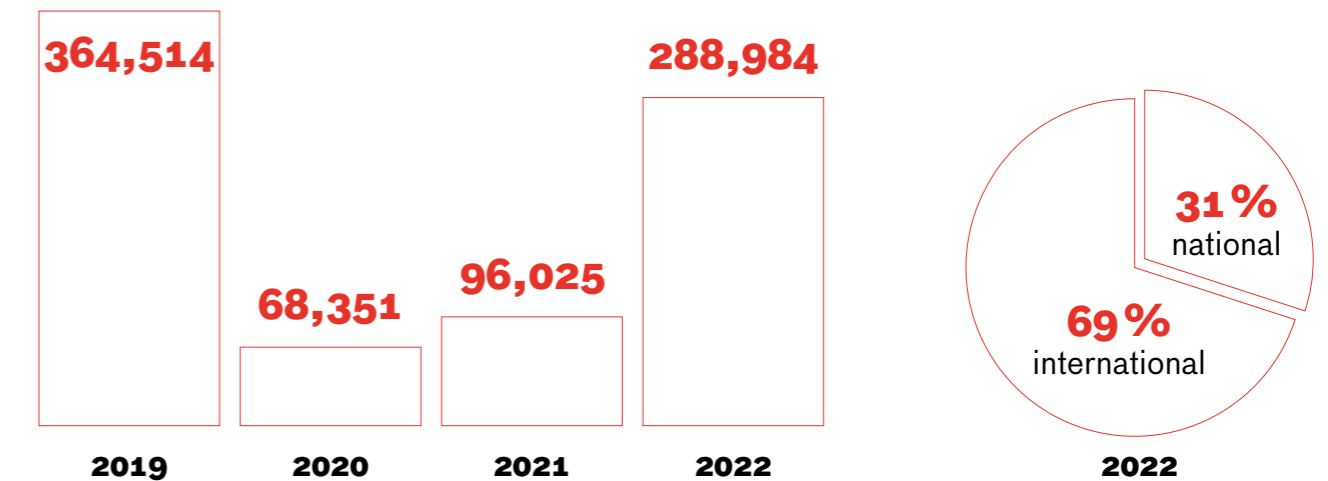
The Fundació Joan Miró Collection and Archive include



This extensive collection, based on a generous initial donation made by Miró when the Fundació was set up, represents all the periods of and techniques used by the artist. The contributions of his friends, family, collaborators and collectors have helped

to constantly expand the Fundació's collection with new long-term loans – such as the latest: 59 works by Miró's descendants in 2021 – as well as donations, providing us with many avenues of research on the artist.

Visitors



ABOUT US

The Fundació



The Fundació Joan Miró was set up by the very same artist with an initial collection of works drawn primarily from his private collection. His aim was to establish in Barcelona a Miró space of international reference to promote research and studies on Miró and contemporary art. Thanks to the generosity and involvement of the artist's family and friends, the Fundació today conserves, presents and disseminates a unique collection of works by Joan Miró, his personal library and an archive containing almost all of his preparatory drawings, thereby converting it into an international reference centre for the artist.

The Fundació opened its doors to the public on 10 June 1975 and has since then become a dynamic space where the art of Joan Miró coexists with the most contemporary artistic creation. Housed in a building designed by Josep Lluís Sert, it is a unique example of a monographic museum in which artist and architect established a knowing dialogue between the work, the architecture and its natural surroundings.

The Fundació provides visitors with a journey through Joan Miró's vital artistic landscapes, establishing rewarding relationships with other artists of the 20th and 21st centuries. Ever since it opened as Barcelona's first museum dedicated to modern and contemporary art, the Fundació Joan Miró has shared Miró's work and legacy with the world, bringing the major names of modern, contemporary and emerging art to Barcelona.

The Fundació has promoted and developed academic activities, international projects and many temporary exhibitions with the support of public and private institutions. It has also launched Espai 13, one of the first venues dedicated to emerging artists and curators, active since 1978. The Fundació Joan Miró uses its exhibition programme, educational spaces and public and social programming to focus on promoting research, creativity and critical thinking, as well as a greater understanding of and relationship with modern and contemporary artistic practices.

COLLECTIONS

- Presentation of Joan Miró Collection
- Research, management and documentation of collections (Joan Miró, Joaquim Gomis Archive, Josep Lluís Sert Archive, other artists)
- Preventive conservation and restoration
- Travelling exhibitions
- Short- and long-term loans
- Library, archive and auditorium: the Tower of Knowledge

PUBLIC AND SOCIAL PROGRAMMES

- Programmes in schools and neighbourhoods
- Workshops and other activities
- Experiential programmes
- Accessibility
- Support for emerging and mid-career artists

EXHIBITIONS

- Temporary exhibitions
- Joan Miró Prize
- Espai 13 programme for emerging artists and curators
- Photography in foyer

RESEARCH

- Research into life and work of Joan Miró
- Research into modern, contemporary and emerging art
- Fundació Joan Miró – UPF Chair of Contemporary Art
- Publications

ABOUT US

Purpose & values



PURPOSE

WE PROMOTE TRANSFORMATIVE EXPERIENCES OF ART.

The Fundació Joan Miró is a museum and creative space that is as unique and inspiring as the artist who created it.

VALUES. OUR PRINCIPLES



OPEN

We are welcoming, approachable, collaborative and offer experiences that are accessible to all people.



INNOVATIVE

We explore, stimulate and develop creativity in all areas.



COMMITTED

We seek excellence through rigour, coherence and transparency. .



SUSTAINABLE

We believe in sustainability and our social, environmental and financial responsibility.

Strategic principles, strategic objectives and main projects

STRATEGIC PRINCIPLES

STRATEGIC PRINCIPLE 1

Make visitors the focus of our actions

Offer (in person or online) visitors a unique emotional and intellectual experience based on what we have to offer artistically, architecturally, socially and in terms of research and according to their concerns and expectations.

STRATEGIC PRINCIPLE 2

Project Miró throughout the world

Extend the reach of the Fundació Joan Miró beyond our doors.

STRATEGIC PRINCIPLE 3

Ensure sustainability

Offer a respectful financial model that leads to a positive and measurable impact and remains coherent and aligned with the environment and the demands of an open, inclusive society.

STRATEGIC PRINCIPLE 4

Promote a culture of talent by prioritising team cohesion and well-being

Provide a model of management by and with people and adapt our organisational structure, resources and workspaces.



STRATEGIC PRINCIPLE 1
MAKE VISITORS THE FOCUS
OF OUR ACTIONS

Offer (in person or online) visitors a unique emotional and intellectual experience based on what we have to offer artistically, architecturally, socially and in terms of research and according to their concerns and expectations.

STRATEGIC PRINCIPLE 1
To consolidate
transformative and
innovative programming.a

To make Miró's work as well as modern and contemporary art accessible to everyone. To create exhibitions and present the collection in a participatory manner with professional input from all of the Fundació's areas and with our visitors. To include active research on Joan Miró, modern and contemporary art and the impact of this experience on visitors. To present a transformative, innovative programme to attract the widest possible range of audiences. All these aspects are at the heart of the following projects:

STRATEGIC PRINCIPLE 2
To Promote Research and
Knowledge

To promote research through the collection and all activities to create and disseminate new knowledge. To promote opportunities for internal research and new research projects. To create an internal research culture and promote opportunities for new young researchers outside the Fundació.

STRATEGIC PRINCIPLE 3
To Develop Public and
Social Programming (PSP)

To make the Fundació Joan Miró a cultural agent that is committed to society and its challenges, promoting awareness, critical creativity, diversity and improving social cohesion and a sense of community.

STRATEGIC PRINCIPLE 4
To Acquire Knowledge of
Our Visitor

To research and acquire in-depth knowledge of our visitors to improve their experience and engagement and to facilitate data-driven decision-making.

STRATEGIC PRINCIPLE 2
PROJECT MIRÓ THROUGHOUT
THE WORLD

Extend the reach of the Fundació Joan Miró beyond our doors.

STRATEGIC OBJECTIVE 1
To prioritise the Fundació's strategic markets: USA,
Spain, Asia-Pacific and Europe, and to strengthen
international communication.

USA: the country that has the most works by Miró in private and public collections, as well as the market with the greatest philanthropic potential.
Spain: nearest audience with greatest growth potential.
Asia-Pacific: most important emerging market for new museums and audiences with the greatest capacity for growth.
Europe: increasingly consolidated market for medium-sized projects and increasingly important for the exchange of institutional loans. Largest network of artist museums.

STRATEGIC OBJECTIVE 2
To foster visibility and
reputation.

To foster the international visibility of the Fundació and to consolidate local and national visibility. To create a new communication narrative.

STRATEGIC OBJECTIVE 3
To consolidate institutional
relations.

To strengthen and extend the Fundació's network of collaborators and to increase our capacity to influence.



STRATEGIC PRINCIPLE 3
ENSURE SUSTAINABILITY

Offer a respectful financial model that leads to a positive and measurable impact and remains coherent and aligned with the environment and the demands of an open, inclusive society.

STRATEGIC OBJECTIVE 1
To develop business and new sources of revenue.

To maximise the potential of the Fundació's own business (shops, inside and outside the museum, e-commerce), to increase venue hires and to promote the Fundació in new tourist markets. To diversify our sources of funding through new alliances with our partners by offering new forms of long-term relationships with the Fundació.

STRATEGIC OBJECTIVE 2
To ensure heritage management, investment and maintenance (building and collection).

To ensure the sustainability and future of our collection and building through proper management, investment and maintenance, as well as minimising our environmental impact.

STRATEGIC OBJECTIVE 3
To ensure good governance of the Fundació.

To ensure that the Fundació is governed with excellence, both internally and externally, and to prevent potential risks.

STRATEGIC PRINCIPLE 4
PROMOTE A CULTURE OF TALENT BY PRIORITISING TEAM COHESION AND WELL-BEING

Provide a model of management by and with people and adapt our organisational structure, resources and workspaces.

STRATEGIC PRINCIPLE 1
To promote talent management.

To attract and develop the talent of the Fundació's people and teams. To have the best professionals to ensure the future of the institution as a place of excellence

STRATEGIC PRINCIPLE 2
To prioritise change management.

To maintain motivation and enthusiasm for our future project, understanding the need for constant change and thus the importance of innovation. To transform the Fundació so as to transform the world with a team in continuing professional development.

STRATEGIC PRINCIPLE 3
To ensure the well-being and health of people.

Taking care of our team is our priority. To develop the necessary actions to make people feel good, both in terms of physical and emotional health.



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