

Embracing change



Kerstin Mogull, Managing Director, Tate

Changes

Population changes

Global – local

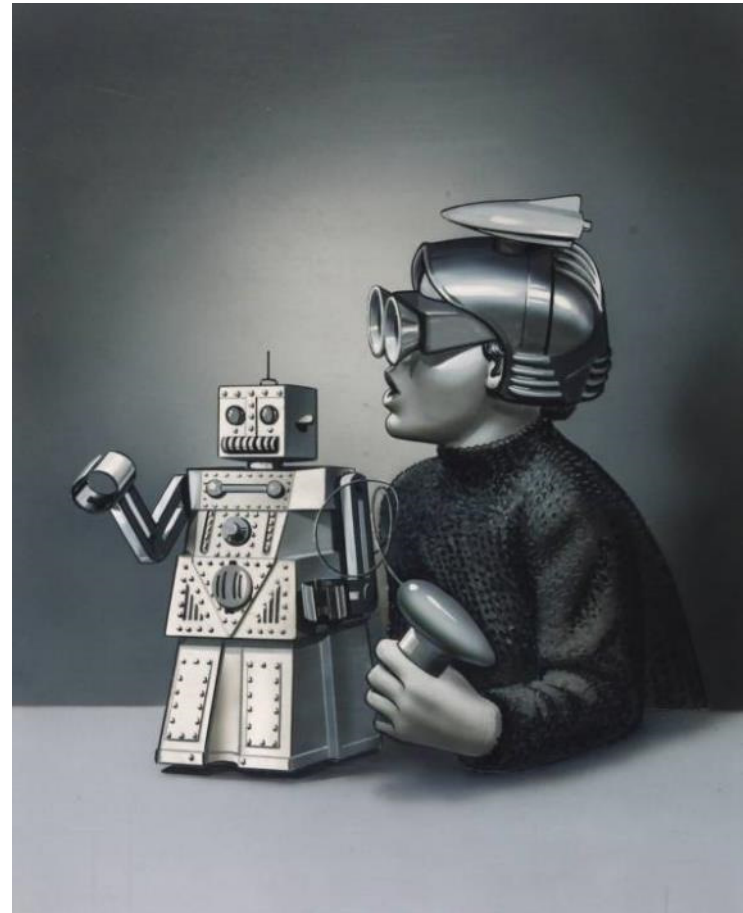
Competition for time

Experience economy

Digital growth

Information overload

Participation



Sir Eduardo Paolozzi, *Wonder Toy: Robert the Robot*, 1971

A new vision

Championing art and its value to society

Tate responses

Broad, diverse audiences

Digital investment

The whole experience

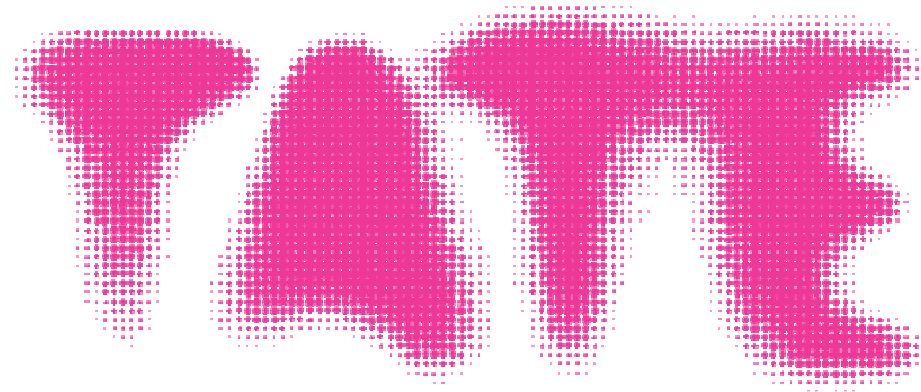
Brand

Tate Exchange

The new Tate Modern



Tate brand



1998 Democratising access to art

2009 Provoking dialogue about art

2015 Activating people through art

The new Tate Modern

International focus

Local engagement

Live art

Participation

Social spaces

Members



Challenges



Quiet contemplation

AND lively engagement

Broad, popular exhibitions AND niche art, new artists

Revenue AND accessibility

Audience inspired NOT audience led

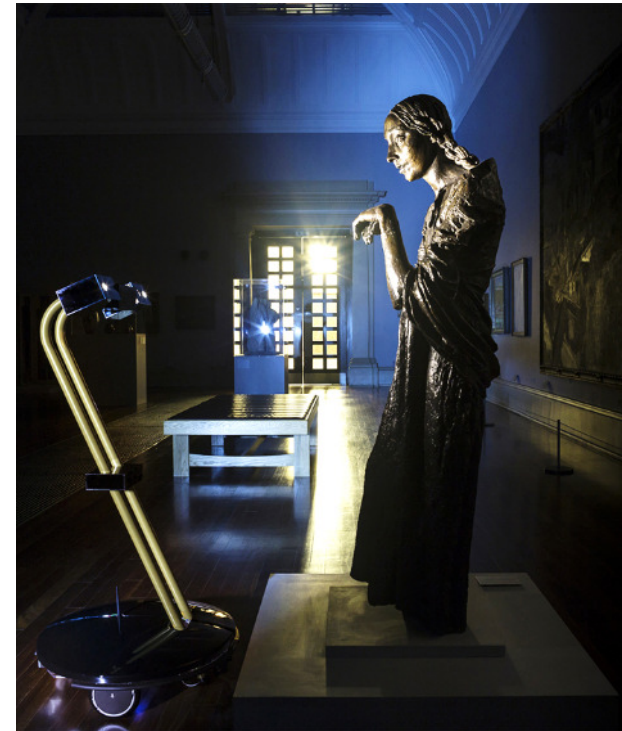
Motivating people

Joined up vision

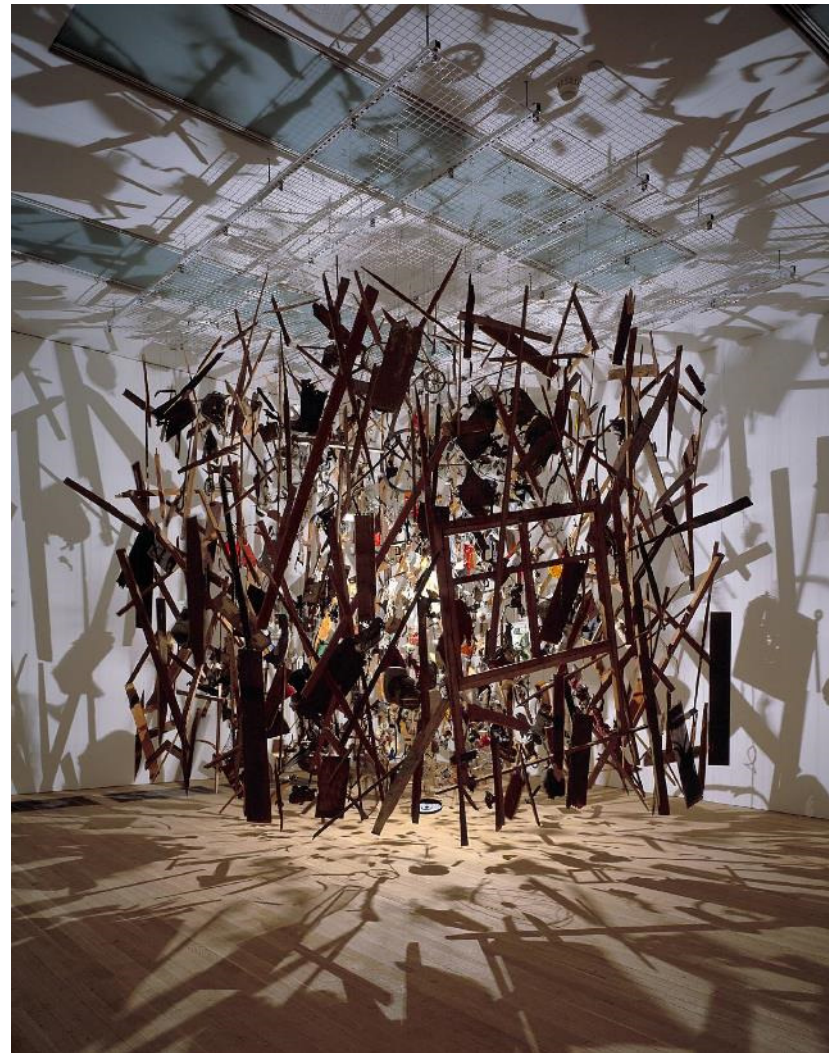
Avoid silos

Remove obstacles to change

Dare to innovate



Thank you



Cornelia Parker, *Cold Dark Matter: An Exploded View*, 1991