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As reported in [The Art Newspaper](#), the Centre Pompidou is looking to expand abroad with a chain of galleries that will carry the flagship French institution's brand. Target countries include India, China and Russia.

Alain Seban, the president of the Centre Pompidou, says that museums, universities and even shopping malls could host exhibitions of items drawn from the Paris-based institution's 72,000-strong collection of modern and contemporary art. Seban plans to establish a network of sites, each measuring around 2,000 sq. m to 3,000 sq. m, for periods of between three and five years.

The ambitious move will draw comparisons with the Solomon R. Guggenheim Foundation, which has established a global network of museums in New York, Venice, Bilbao and Berlin, with another outpost due to open in Abu Dhabi's Saadiyat cultural district in 2017 (see below), and another proposed in Helsinki. "The Guggenheim model of expansion was based on replicating the New York original: flagship architecture, cutting-edge temporary exhibitions, a modest display of the permanent collection and the fantastic appeal of the brand," Seban says. "We are taking a more modest approach, with temporary projects in existing venues like museums [and] universities, but why not historical monuments, former industrial facilities or shopping malls? We will draw on the scope of our collection, [which is] the best in Europe, and the strength of our own brand."

He would not be drawn on exact locations abroad but indicates that he is targeting Bric (Brazil, Russia, India, China) countries with growing economies—and art scenes. "This is a strategy for expanding internationally into territories that can aim to create their own contemporary art brands. Countries such as China, India and Brazil, for instance, can develop such brands in the future." Such ventures abroad would require a "fee" to facilitate funding, Seban says.

Read the [full article in The Art Newspaper](#)


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