

Museum Publishing Policies: What Are the Challenges Today?

Tuesday 24 march 2026 - 6 pm / 8.30 pm

Grand Auditorium du Grand Palais & plateforme Zoom

About the meeting

Far from being a secondary aspect of museum activity, publishing is one of its essential expressions. Showcasing the scholarly research conducted on collections, disseminating knowledge to audiences, preserving a record of the evolution of scholarship and of the ways in which collections are interpreted — all of these fundamental missions lie at the heart of the act of publishing.

However, publishing activities have evolved considerably in recent years, and the transformations affecting the museum world as a whole — the drive to diversify audiences, the pursuit of inclusivity, the search for sustainability, financial constraints, and the growing consideration of societal issues — have inevitably also impacted the publishing sector. Printed editions of summary catalogues or catalogues raisonnés are becoming less common, exhibition catalogues are evolving, and digital publishing is challenging professional practices. Beyond form, questions also arise regarding content: what level of scholarly rigor should museum publications aim for? Can museums still produce authoritative reference works, or must they adapt to an “event-driven” form of publishing, with the risk that books disappear from bookshop tables the day after an exhibition closes? What place should be given to scholarship and the dissemination of knowledge relating to permanent collections?

The issue of publishing reflects many of the concerns at the heart of professional debates today, and defining a publishing policy clearly carries a strong ethical dimension across several areas:

- **Audience targeting:** Who are the intended audiences? What kinds of publishing strategies should be developed to meet their expectations? How can publications contribute to the dissemination of knowledge and raise broader public awareness of the content produced by our institutions?
- **Sustainability:** At a time of multiple crises that are reshaping professional practices across the board, how is publishing evolving to address environmental, financial, and societal challenges?
- **Governance:** Who sets and leads the major orientations of publishing policy in a field where distribution, pricing, and commercial strategy are significant issues?

Topic selection, diversification of authors, varied and appropriate formats, different tones, creative renewal, a coherent offer reflecting the museum’s overall project, knowledge of readers, and a commitment to quality and reliability of content — these are among the themes that will be explored by the speakers during this evening event. They will discuss how these issues are addressed within their institutions and the solutions they implement on a daily basis to respond to these multiple demands, in order to preserve and strengthen the vitality of a sector that is essential to museum activity.

Émilie Girard, *president*, March 2026

Programme

Official openings

Charles Personnaz, Director of the Institut national du patrimoine

Nathalie Blanc-Guelpa, Deputy Managing Director of the GrandPalaisRmn

Émilie Girard, Chair, ICOM France

Speakers

- **Lize Braat**, Head of the Publishing Department, musées de Strasbourg
- **Laure Lane**, Head of Book Publications, Bibliothèque nationale de France (Bnf)
- **Cécile Martin**, Head of General Interest Publishing, Muséum national d'Histoire naturelle (MNHN)
- **Virginie Perreau**, Sales and Marketing Director, GrandPalaisRmn

Moderator: Dominique de Font-Réaulx, General Curator, Special Advisor to the President-Director of the Louvre Museum

Practical details

ON SITE

Grand Auditorium of the Grand Palais:

Main entrance Square Jean Perrin - 17 Avenue du Général Eisenhower 75008 Paris

Public admission 5.40 pm

ONLINE (Digital Platform Zoom)

ID of the web-seminar: 860 6523 0473

Secret code: 539215

[Direct link to the Zoom webinar:](https://us06web.zoom.us/j/86065230473?pwd=IGE3DJKpyPRdEHPQhlo1ldOPCHmoVC.1)

[<https://us06web.zoom.us/j/86065230473?pwd=IGE3DJKpyPRdEHPQhlo1ldOPCHmoVC.1>]

This session will be simultaneously interpreted in English, Spanish and French.

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