

## **Cultural Valorisation**

### **A comprehensive and pondered perspective for the evaluation of small museums**

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## **Propositions**

To accompany the thesis "Cultural Valorisation – A comprehensive and pondered perspective for the evaluation of small museums", by JOSÉ ALDO DO CARMO JUNIOR.

1. Small museums are different from large museums. They are small organisations, with limited budget, polyvalent staff and volunteers in charge of key functions (this thesis).
2. Purposes are the fundamental reasons for the existence of an organisation. Museums should be faithful to their purposes, which are usually reflected in their productions (this thesis).
3. 'Purpose-drift' is the deviation from the own purposes of the organisation, as consequence of excess or deficiency of managerial practices (managerialism), bureaucracy (bureaupathology), or marketing (marketisation) (this thesis).
4. Museums are hybrid organisations. They combine two identities: the normative related to its purpose (here named Cultural Activities), and the utilitarian concerning museums' operations (here named Support Activities) (this thesis).
5. Cultural Activities and Support Activities may be in conflict due to their nature. The dynamic equilibrium between conflicting identities is crucial for the success of hybrid organisations (this thesis).
6. Exhibitions, publications, studies, educational programs and tours constitute Cultural Activities. These contribute to the evolving cultural capital of visitors, as direct consequence of the visit (this thesis).
7. Support Activities are divided in four clusters: Collection-related, Non-collection-related, Finance-related, and Stakeholders-related activities. Stakeholders are individualized in three groups: Internal (staff), External (direct influencers), and visitors (professional- and amateur-visitors).
8. This study introduces the Cultural Valorisation Method – an evaluation programme designed for small museums considering them hybrid organisations, aiming the long-term equilibrium of the Cultural Activities and Support Activities, towards the creation of relevant and lasting museums (this thesis).
9. "Like all the great travellers, I have seen more than I remember, and remember more than I have seen". (Benjamin Disraeli)
10. "When you get there, there is no there... there!" (Gertrude Stein)
11. The egg came first!