

La Cité de l'Économie et de la Monnaie The City of Economics and Money



WHY?

ASSESSMENT:

- **Insufficient public knowledge in economics, money & finance**
- **Teachers need to offer an original experience for pupils & students**
- **The “French exception” : no central bank museum**

OBJECTIVES:

- **Increasing awareness, knowledge, inclusion and empowerment**
- **Helping:**
 - **The public understand the tasks of policy makers**
 - **The latter achieve their goals**
- **Providing a memorable, interactive experience: WOW-factor**

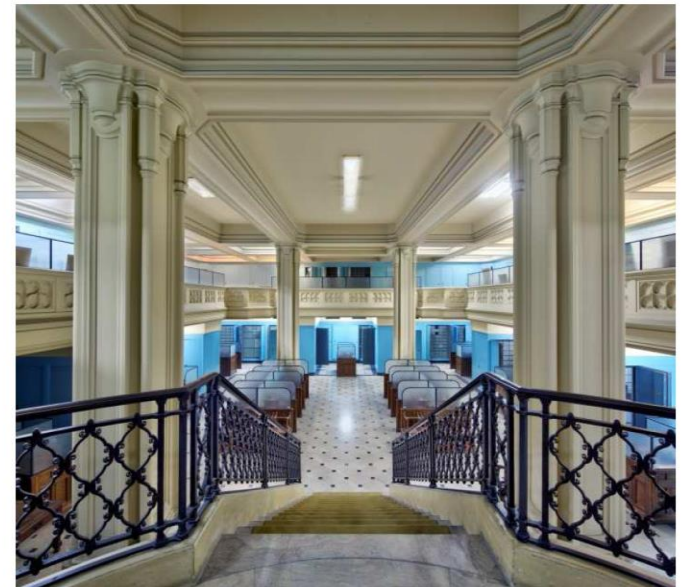
WHEN & WHERE? Planned for 2019, year of grand opening to the public In a Parisian, Neo-Gothic & Art Deco masterpiece



Façade
and
detail

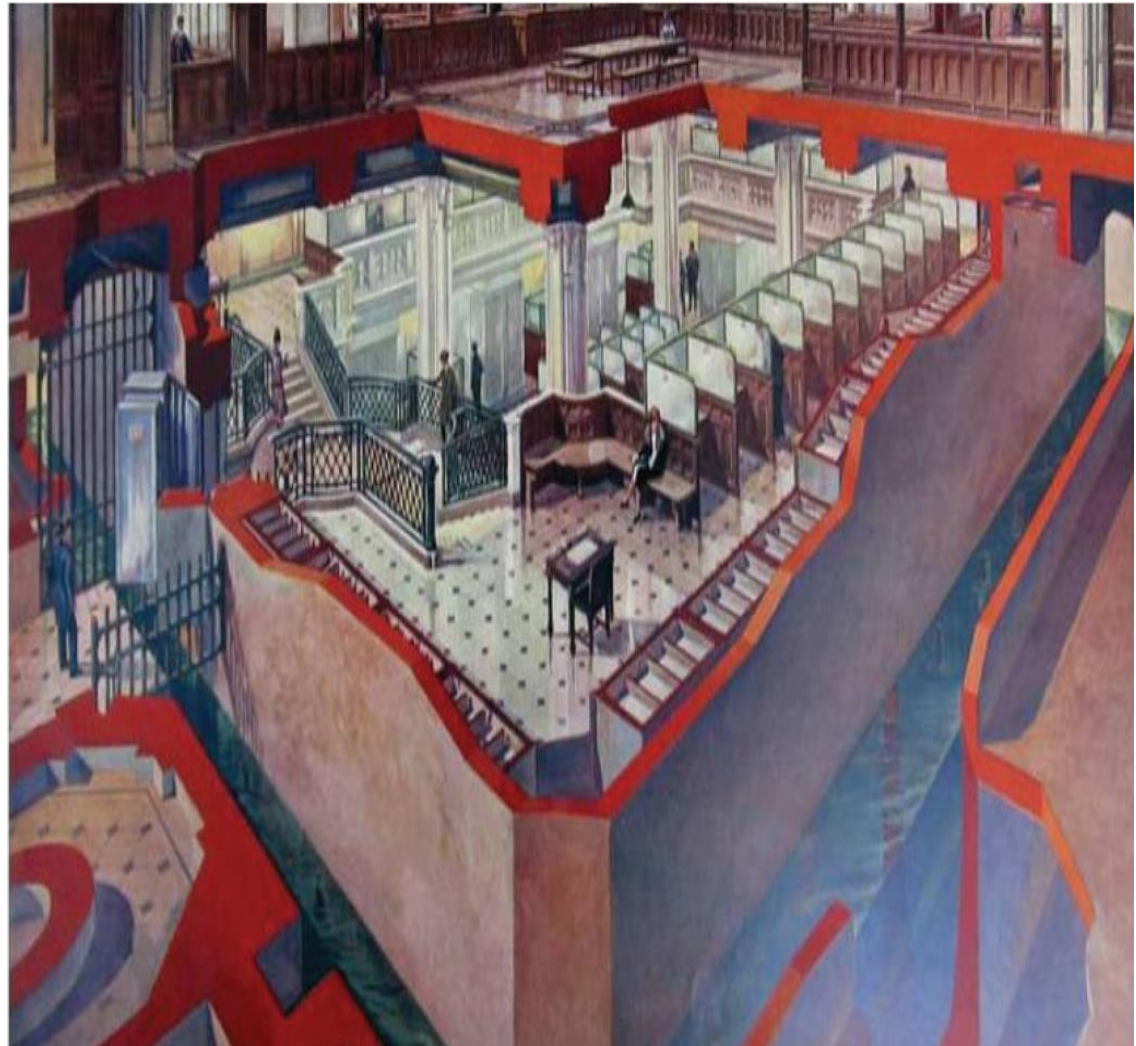


Grand
staircase



Art Deco safe
deposit room

WHERE (cont): a sort of castle with a retracting bridge ...



WHAT FORMAT?

Main Features

- Total area : 5000 m² (with half for permanent exhibition)
- Auditorium, workshops, website, etc.
- Trilingual written display : French, English, Spanish
- Expected attendance : 130k visitors/year (at least 30% school age)
- Shop, modern terraces, café

Terrace



Café



WHAT CONTENT?

1 – Exchanges



Game on barter versus money

2- Actors



Consumer mobile & game

3- Markets



Stock Exchange Game

4- Instabilities



Debates (in every section)

5- Regulations



Decision Board (ext. view)

6- Treasures



Safe deposit room

HOW?

- **A non-profit, separate legal entity, financed by the Banque de France, with additional private sponsorship**
- **A high-level independent Scientific Council**
- **Partners : Ministries (e.g. Education), Universcience, other CB museums, MIDE, French National Library, French Mint, IEFP**

CONCLUSION: not easy to BE READY TO EMBRACE CONTROVERSY

As illustrated by pictures already shown in the test exhibition:

What's missing if ...

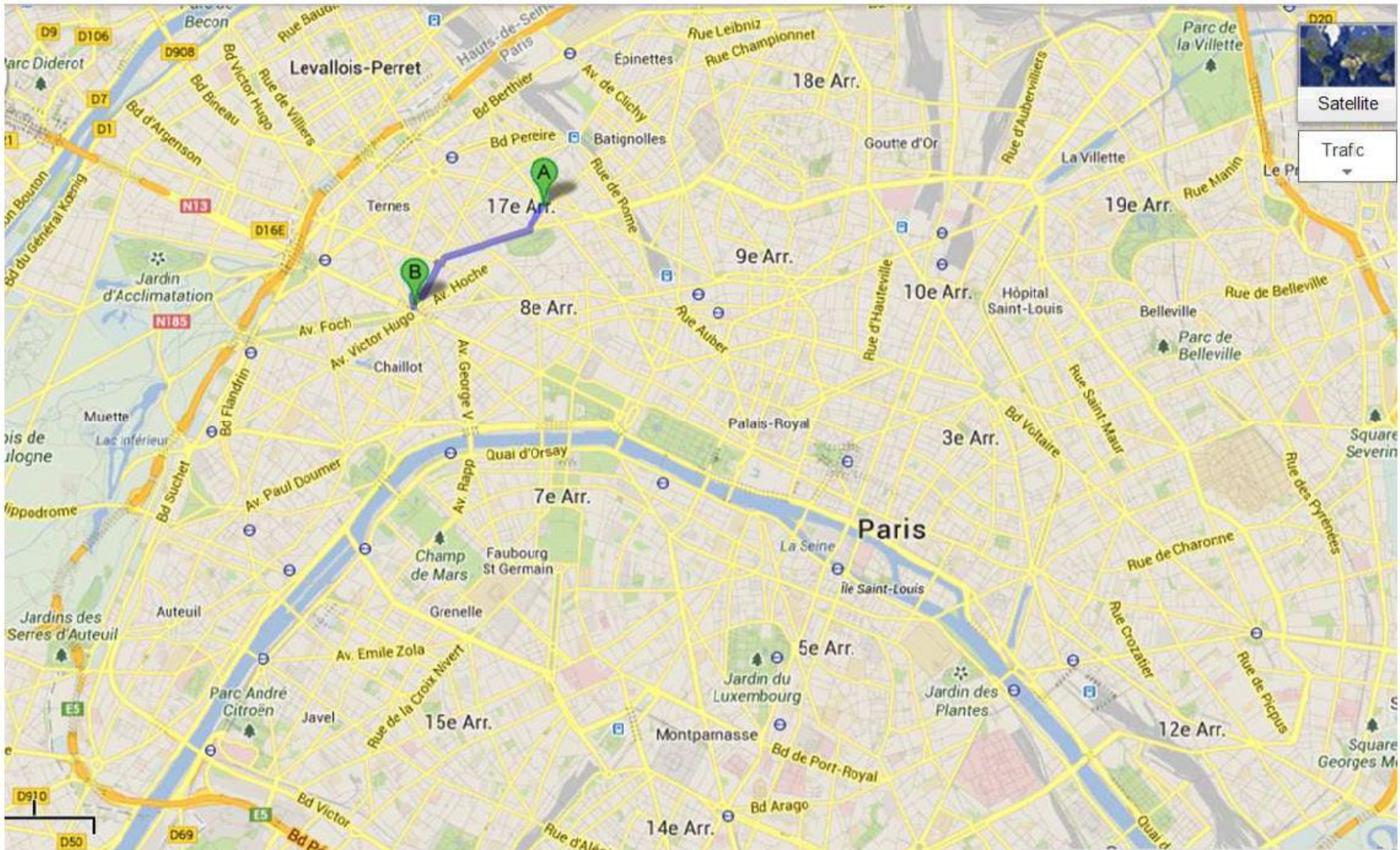
borders were closed



credit © Mathieu Sartre

Appendices (1)

WHERE?

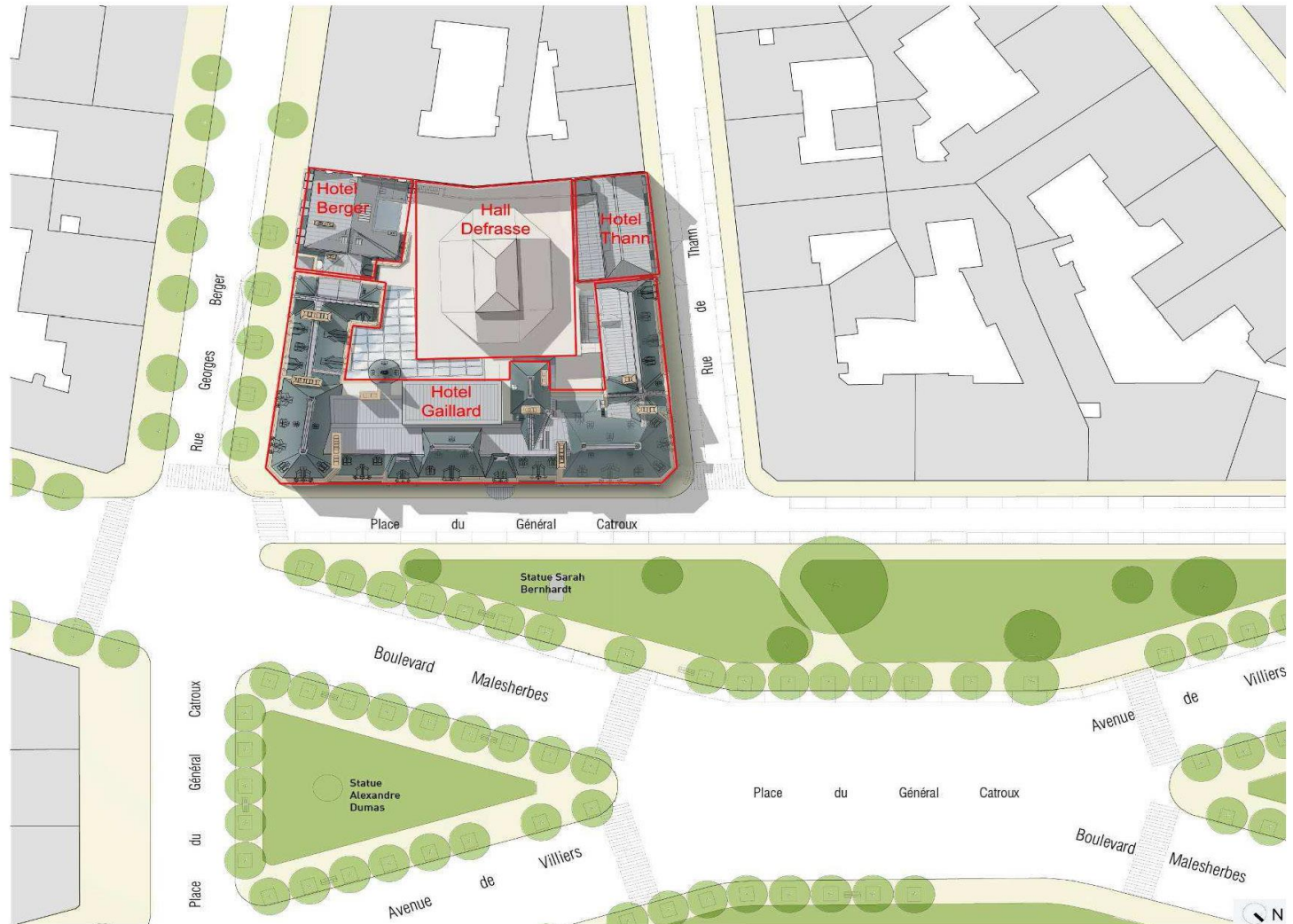


Hôtel Gaillard (A)

Arc de Triomphe/Champs Elysées (B)

Appendices (2)

WHERE ?



The different sections of the Hôtel Gaillard