

## **SERVICE CHARTER OF THE MUSEO PINACOTECA ACCADEMIA CARRARA**

### **INTRODUCTION**

The Service Charter is the instrument by which the Museum communicates and interacts with its visitors. It establishes the services that the Foundation undertakes to provide in accordance with applicable laws and with the Museum Regulations, with a view to meeting the needs and expectations of its users, whose satisfaction is a primary objective. The Quality Service Charter thus responds to the need to establish principles and rules for the relationship between the provider of the services and those who use them.

It is indeed a “pact” with its users, a means of communication and information that informs them about the services offered and the methods and standards that are promised. It allows users to ensure that the commitments entered into are respected, and to express their own assessments also in the form of complaints.

The adoption of the Charter of Services is designed to ensure broader promotion of the cultural heritage preserved in the Pinacoteca Accademia Carrara and to ensure that, to the greatest extent possible, the organisation of the activities meets the expectations of users, while bearing in mind the need for protection and research.

The Charter will be revised every two years in order to consolidate the levels of quality achieved, and to record any positive changes made possible by improvement projects, which may also be based on the periodical monitoring of users’ opinions.

The revision, to be drafted by the management of the Foundation and subject to approval by the Board of Directors, will be put into effect in any case in the event of:

Modification of regulations concerning museum services

New service requirements

Users’ suggestions and observations that are deemed to be of particular importance.

The Charter is made public on the Museum website and a printed version is available to visitors and to those who ask for it at the ticket office of the Pinacoteca Accademia Carrara.

### **I – FUNDAMENTAL PRINCIPLES**

#### **Principles**

In carrying out its institutional activities, the Pinacoteca Accademia Carrara takes inspiration from the founding principles contained in the Directive of the President of the Council of Ministers dated 27 January 1994:

## **Equality and Impartiality**

The services are provided in accordance with the principle of equality, ensuring equal treatment for all citizens, without distinction of nationality, sex, language, religion or political persuasion.

This Museum will always strive to remove any inefficiencies and promote initiatives to facilitate access and use by foreign citizens, persons with physical, sensory, and cognitive disabilities, and individuals who are socially and culturally disadvantaged.

The instruments and activities of information, communication, documentation, scientific assistance for research, education and teaching are always based on criteria of objectivity, fairness and impartiality. Users can rely on the skills and willingness to assist of all the personnel in order to satisfy their own legitimate requirements, expectations, and requests.

## **Continuity**

The Museum guarantees the continuity and regularity of its services, in the ways and at the times established. In case of difficulties or impediments, it undertakes to give adequate warning to users and to adopt all such measures as may be necessary to minimise any inconvenience.

## **Participation**

The Museum provides constant, prompt information about its activities and, when making its management decisions, it takes into consideration the needs and suggestions submitted by users, either individually or as groups. It also promotes participation and collaboration in order to improve the quality of its services. To achieve this, it identifies the simplest and most suitable ways and means to allow users to express and communicate their suggestions, observations, requests, and complaints.

## **Efficiency and Effectiveness**

The aim of the director and staff of the Museum is to ensure constant improvement of the efficiency and effectiveness of the service, adopting the most suitable technological, organisational and procedural solutions.

## **Safety and Privacy**

The Museum guarantees the conformity of its services with safety laws in force and full compliance with legal provisions for the protection of individual privacy. The user's personal data are used exclusively for institutional purposes and are not processed by unauthorised personnel, nor are they transferred or otherwise communicated and/or disseminated to third parties.

## **Assistance and Clarity of Information**

The conduct of Museum staff with regard to the public is based on the premise of kindness, courtesy and collaboration, and on the principle of the simplification of bureaucratic procedures. The staff undertake to perform their tasks using a language that is easy to understand and accessible for all users.

All members of staff are required to give their name when interacting with users, also on the telephone and in writing (both on paper and when using electronic formats).

## II - DESCRIPTION OF THE PROJECT

### History

The Academy was founded on the initiative of Count Giacomo Carrara (1714-1796), whose idea was to create a school of fine arts accompanied by a picture gallery with works that would be useful for the students. Set up in 1796, thanks to the considerable bequest left by the count, in 1810 it moved into the building specially built by Simone Elia, which also housed the picture gallery, or Pinacoteca. The gallery contained works collected by the Carrara family and, during the course of more than two centuries, it received donations from collectors of international renown, including Guglielmo Lochis, the great art connoisseur and, most recently, the art historian Federico Zeri.

The collection has been entrusted to the Fondazione Accademia Carrara since 2016. The Museum owns about 1800 paintings, over 3000 drawings, and more than 8000 prints, together with sculptures, furniture, and decorative-art objects, as well as the historic library with volumes that originally belonged to Giacomo Carrara, and materials linked to the academy of fine arts (paintings, drawings, cartoons, plaster works). As such, it is emblematic of Italian collecting. In its galleries, we find some of the great masterpieces of the history of art, with works by Pisanello, Botticelli, Giovanni Bellini, Mantegna, Raphael, Moroni, Baschenis, Fra Galgario, Tiepolo, Canaletto, Hayez and Piccio.

### Mission

The institutional mission of the Pinacoteca Accademia Carrara is to expand, improve, preserve, exhibit, promote and show its collection to the public, while constantly modernising. The collection consists mainly of Italian works dating from the thirteenth to the twentieth century. The aim is to preserve the memory of, and arouse interest in, the past, and to promote the development of critical means to ensure a better understanding of the present. It also works to examine and broaden historical and artistic knowledge of Italian cultural heritage in general, and that of the city of Bergamo in particular, through conservation, restoration, and other means. It carries out and promotes research in the art history and museum sector, acting as a meeting place for the national and international scientific communities in order to foster and bring about interaction, collaboration, integration and synergy between them. It plans and puts on exhibitions and cultural seminars and conferences, training courses and internships, guided tours and workshops, publications and presentations, and it carries out teaching activities as part of a lifelong learning programme. It promotes broad access to its collections by the most diverse categories of visitors, contributing in particular to greater intercultural dialogue and to the involvement of those not traditionally associated with museums, both for educational and for entertainment purposes. The Museum bases its work on criteria of quality, simplification of procedures, and information for users.

## III - DUTIES AND SERVICES

### Duties

The duties outlined in the mission are to be considered as fundamental, both as regards the collections and as regards the public.

## **Services**

### *a) Managed internally:*

- cultural initiatives (exhibitions, concerts, conferences, screenings, publications);
- education services (pilot projects for schools, refresher courses for teachers, workshops and tours for individuals and groups);
- the sale of photographs;
- consultation of the archives (documents, drawings, images from the present and historical photo archive);
- website;
- venue hire for private and cultural events.

### *b) Managed externally:*

- bookshop;
- cloakroom for cumbersome bags,
- umbrellas (unsupervised);
- bookings;
- audio-guide hire;
- security;
- information and reception.

## **Services in detail**

### *- Permanent exhibition:*

Exhibition area of about 1600 m<sup>2</sup>, with about 600 works on display (indicative figure, subject to variation due to loans and restorations). A list of works on loan or being restored is provided at the ticket office and on the website.

### *- Temporary exhibitions:*

Temporary exhibitions linked to the collection, in some cases put on in collaboration with external institutions, may be held at the Pinacoteca.

### *- Storage galleries and collection of drawings and prints:*

These can be visited, by appointment, by scholars who make reasoned request to the director.

### *- Reception and information:*

The desk is at the Museum ticket desk.

### *- Catalogues and Press:*

Guides to and catalogues of the Pinacoteca and past and current exhibitions are on sale at the bookshop, together with a selection of the most recent art publications.

- *Education Service:*

This service performs the duties listed in the Education and Learning section.

It provides scientific supervision of all the teaching projects, put on both by the Museum and by the Associazione Guide della Carrara, the association of museum guides.

- *Website:*

The Museum website ([www.lacarrara.it](http://www.lacarrara.it)) provides information about the collection, museum initiatives, means of access and participation, and services for the public.

- *Ticket sales:*

One ticket covers admission. Any supplements due to the presence of particular exhibitions will be communicated on a case-by-case basis.

Reduced and free admissions are granted solely in the manner communicated.

- *Sale of photographs and reproduction permits:*

Managed internally ([segreteria@lacarrara.it](mailto:segreteria@lacarrara.it)).

- *Cloakroom service:*

Unattended self-service lockers are available free of charge.

- *Defibrillator:*

Located in the cloakroom

- *Cafeteria:*

Next to the restroom facilities on the ground floor

- *Changing table:*

At the restroom facilities on the first floor

- *Bookshop:*

At the entrance to the museum, on the right, in a room that is accessed also at the end of the visit.

- *Venue hire:*

Various forms of use of the Museum and its annexes can be arranged outside of normal opening hours, in accordance with current laws and Museum regulations: requests for such use are to be addressed to, and approved by, the director, and drafted into a special agreement.

- *Security devices and measures:*

To ensure the security of the collections and visitors, the galleries, access routes, and spaces around the building are subject to video surveillance. The exhibits are equipped with a detection system with acoustic alarm.

## IV – COMMITMENTS AND QUALITY STANDARDS

### **ADMISSION**

Winter opening hours | 9.30 a.m. – 5.30 p.m., Wednesday to Monday, last admission 5 p.m.

Summer opening hours | 10 a.m.-7 p.m., Wednesday to Monday, last admission 6 p.m.

Opening days | Open every day except Tuesdays, 1 January, 1 May, 25 December

Purchase of tickets | tickets can be purchased from the ticket office or booked by phone or online ([www.lacarrara.it/visitaci/orari-biglietti](http://www.lacarrara.it/visitaci/orari-biglietti))

Waiting times for entrance to the galleries | max 10 minutes for purchase on site. In the event of exceptional numbers of visitors, waiting times will be shown at the entrance:

- . for groups, max 15 minutes
- . for schools, max 15 minutes
- . for other categories, max 10 minutes

### **Reception desk**

At the entrance, next to the ticket office

### **Information material**

Free information leaflet (in English and Italian) with museum map available at the ticket counter. More printed information is available on the tables in the entrance hall.

### **Signage**

Gallery numbers, services, and legally required signage.

### **Gallery texts**

The works on display are accompanied by a label with basic identification details and, in the case of the most important works, a brief description. Notice is given of replacements and of works being restored or on loan.

### **Facilitated access for people with disabilities**

The complex can be entered by car if necessary. The Museum can be accessed by means of a lift. There are no architectural barriers in the galleries. Two wheelchairs are available. (For full information, see [www.lacarrara.it](http://www.lacarrara.it))

## **ACCESS**

### **Galleries open**

The galleries are numbered from I to XXVIII. The temporary closure of any gallery will be indicated at the entrance.

### **Display areas**

The areas devoted to exhibits constitute 97% (verificare, grosso modo) of the total museum space. The remaining areas are devoted to education services, the bookshop, the cloakroom,

and security services.

### **Information on the exhibits:**

- Free information brochure, available at the entrance
- Panels in all galleries
- Brief guides on sale
- General catalogue on sale
- Audio-guides and tablets for hire
- Guided tours for groups and adults:

> in Italian €100

> foreign languages €120

> schools €70

Free thematic studies:

Close-Up / Vista da Vicino – for adults and children, by the Education Service (info on the website and at the reception)

Online info – [www.lacarrara.it](http://www.lacarrara.it) (educational materials, information about the Museum and the collections)

Expert assistance for people with disabilities (on request), [servizi.educativi@lacarrara.it](mailto:servizi.educativi@lacarrara.it)

## **EDUCATION AND LEARNING**

*Information and assistance:*

Monday-Friday 9 a.m.-12.30 p.m.

Tel. +39 035 234 396 #2

[servizi.educativi@lacarrara.it](mailto:servizi.educativi@lacarrara.it)

Consultation of teaching materials | (by appointment) Tel. +39 035 234 396 #2 or e-mail [servizi.educativi@lacarrara.it](mailto:servizi.educativi@lacarrara.it).

Programme put on by the Museum's Education Service

- Special cultural and educational partnership projects with schools
- Publication of projects and preparation of teaching aids (exercise cards, assessment tools)
- Theme tours and visits
- Training courses for school teachers: organised by the Education Service and the Associazione Guide Accademia Carrara
- Special projects arranged with schools:
- School and work learning

*Programmes for the public:*

- Close-Up / Vista da Vicino. Free insights and analysis
- Weekend tours

### *Targeting the programmes:*

- The Pinacoteca website ([www.lacarrara.it](http://www.lacarrara.it))
- Regional and national news media
- Heritage and Interculture website ([www.ismu.org/patrimonioeinterculturala](http://www.ismu.org/patrimonioeinterculturala))

## **DOCUMENTATION OF AND ACCESS TO CULTURAL ASSETS**

Consultation | on-site, by appointment with the managers concerned

Requests to | [segreteria@lacarrara.it](mailto:segreteria@lacarrara.it)

Catalogue entries | consultation by appointment.

Requests to: [g.valagussa@lacarrara.it](mailto:g.valagussa@lacarrara.it) and [p.plebani@lacarrara.it](mailto:p.plebani@lacarrara.it)

Restoration files (documentation on the restoration of works in the Museum) | consultation by appointment.

Requests to: [g.valagussa@lacarrara.it](mailto:g.valagussa@lacarrara.it) and [p.plebani@lacarrara.it](mailto:p.plebani@lacarrara.it)

Photographic Archive | consultation by appointment. Reproductions can be made of all the Museum's cultural assets (also historical)

Requests to: [segreteria@lacarrara.it](mailto:segreteria@lacarrara.it)

Historical Archive | consultation by appointment.

Requests to: [p.plebani@lacarrara.it](mailto:p.plebani@lacarrara.it)

## **V – USERS' RIGHTS AND OBLIGATIONS**

### **Users' rights**

All citizens are entitled to enter the Museum and use its services in accordance with the procedures laid down by the regulations and included in this Charter.

Users are entitled to:

Receive clear and useful information about what the Museum has to offer and about how to access its services and programmes;

Communicate with the Museum using all means available for this purpose.

The Museum has an information and bookings desk, and users may also communicate with the staff by telephone and e-mail.

Other basic information is available on the Museum website.

Opening hours for the public are established by the Museum management, in compliance with current standards, and are made adequately public.

Access to the Museum is subject to the purchase of an admission ticket, with reductions as applicable, in accordance with the decisions of the Board of Directors of the Foundation, taken after agreement with the municipal administration. Rates, ticket prices, and costs of services and fees are laid out in special schedules on display to the public and shown on the website.

To ensure regular planning of visits, booking is compulsory in the case of schools and groups, whether or not the assistance of a guide is requested for the occasion. Booking is also required for teaching workshops and activities.

Bookings can be made during Museum opening hours by telephone or on the website.

Visitors can give their comments and suggestions, or make complaints, using the visitors' register on the table at the entrance or by filling in the form at the bottom of the page.

The director and the technical, academic and administrative staff of the Museum are available to the public by appointment.

### **Users' obligations**

Visitors to the Museum are obliged to observe the rules of proper conduct and behaviour with regard to other visitors and to Museum staff, and to comply in every way with the rules imposed for conservation of the works. Any conduct that fails to comply with these rules and the prohibitions indicated at the entrance, or with the instructions provided by the staff, may provide grounds for removing the person concerned from the Museum.

Visitors are required to leave luggage at the Museum entrance and to place large bags and backpacks in the designated lockers.

In the Museum it is forbidden to:

- touch the works
- introduce animals (excluding guide dogs, for blind or partially sighted persons) or any object with characteristics that might represent a risk for the safety of people, of the building, or of the works;
- take photographs with the use of a flash;
- smoke;
- use a mobile phone inside the exhibition spaces;
- consume food and drinks in the exhibition spaces.

## **VI – PROTECTION AND PARTICIPATION**

### **Proposals, suggestions, complaints**

In order to assess the quality of service, compliance with standards, the degree of user satisfaction, and the potential for further improvements, the Foundation carries out periodic checks on the quality and overall effectiveness of the services, also with the involvement of users. It assesses the level of approval of the proposals, and the degree to which expectations have been met, as well as providing quantitative data.

The Museum uses surveys – questionnaires, complaints and suggestions using a special

form that can be found at the Museum and on the website – to measure the level of user appreciation and satisfaction. Complaints will be the subject of an annual report by the director to be submitted for assessment to the Board of Directors of the Foundation and to the Municipal Administration, which will also examine any proposed amendments to this Charter.

Thanks in part to the outcome of the various analyses (visitor numbers, questionnaires, complaints, and suggestions), the Foundation will provide accurate information about the policies implemented and about the impact of such policies (social report).

The process of participation and interaction is designed to reduce deviations from the expected standards and to prevent any possible disservice, encouraging a positive attitude among visitors.

In order to strengthen and give concrete form to citizens' rights, the Museum may provide additional forms and mechanisms for protection and restoration that can be activated in the event of non-compliance with the principles contained in this Charter.

Should users find any non-compliance with the commitments outlined in the Quality Service Charter, they may make detailed complaints in the following ways:

- by filling in the forms at the bottom of this page, which are also available at the entrance, and handing them in to the staff at the ticket office;
- by sending an e-mail to [direzione@lacarrara.it](mailto:direzione@lacarrara.it).

The Pinacoteca Accademia Carrara constantly monitors complaints, and undertakes to respond within 30 days and to take prompt and appropriate action.

### **Communication**

The Quality Service Charter is available at the entrance to the Museum and on the website.

### **Amendments and updates**

The Charter is updated every two years, with a revision of data and services offered.