

# Ameline Coulombier

## Strategy Consultant



Ameline graduated with honours from Sciences Po, the Institute of Political Sciences in Paris. With a Master's degree in Management of Cultural and Artistic Institutions she specialized in the museum field. Her double background in social sciences and business allows her to apprehend the specific issues of the financing and management of museums in a competitive context, as well as to develop an acute understanding of different audiences' expectations.

Concerned by the role played by cultural institutions in contributing to cultural dialogue and mutual understanding between communities and countries, Ameline has a solid experience in international cultural cooperation. She worked for a year as a volunteer for cultural development in a Canadian NGO in Burkina Faso (West Africa). She then experienced first hand the French institutional action abroad while preparing a French cultural festival in Reykjavik, Iceland.

Ameline also developed skills in project management during the organization—from the conception of the exhibition to the closing day—of a contemporary art exhibition in Paris for EDF Electra, the private art foundation of the French energy leader.

With a lively interest in recent developments in visitor-friendly museums, Ameline was granted a scholarship by the French leader in the luxury sector LVMH (Louis Vuitton Group) to carry out a study on the use of new technologies in Japanese museums and its impact on the perception of cultural heritage by visitors. Her report was awarded the first prize by the jury.

Since joining the European office of the Lord Cultural Resources network in January 2008, Ameline has worked on different projects concerning strategic development, marketing and financial aspects. Her recent and ongoing projects include:

- Monnaie de Paris (French Mint), Paris, France, Visitor Study and Market Analysis, 2009
- Musée du Luxembourg, Paris, France, Global Audit of the Museum, 2009
- House of History, Vienna, Austria, Visitor Study and Market Analysis, 2008
- Latvian Contemporary Art Museum, Riga, Latvia, Institutional, Operational and Business Plan, 2008
- Santralistanbul, Istanbul, Turkey, Visitor Study and Strategic Planning, 2008
- Hermès Conservatory of Creations, Paris, France, Storeroom Planning and Functional Planning, 2008
- House of the Laughing Cow, Lons-le-Saunier, France, Analysis of Cultural and Tourist Environment, Benchmarking, Visitor Study and Business Plan, 2008
- Casablanca Park, Morocco, Concept Development for the Architects Arte Charpentier, 2008