The site is known as the ‘Romanesque Sistine Chapel’, the Abbey-Church of Saint-Savin contains many beautiful 11th- and 12th-century murals which are still in a remarkable state of preservation. It has been a UNESCO World Heritage Site since 1983. It is run by a Public Institution for Cultural Cooperation (with local Authorities and the city involved).

- Provide a UNESCO World Heritage Abbey Church with new visitor perspectives, tripling the number of visitors, that is to say, reaching the threshold of 60,000 annual paid visitors in 5 years.
- Develop an outreach local strategy but also on a national and international level.
- Develop the exhibition concept for the Abbey Church
- Establish an overall development strategy for the Abbey Church taking account the constraints and obligations of the site.

### Challenges

- A UNESCO World Heritage site
- Abbey still operating
- Initial project already planned
- 35 people in the steering committee from local authorities
- Tight deadlines: only 7 months to deliver the project

### The in-house team

- Project manager - in tandem
- A museographer, developing the exhibition content
- An expert in visitor flow management
- An expert in marketing and tourism
- An architect specialized in heritage sites

### Work methodology

- Using an Agile Development cycle, by iteration, working closely with the client support at early stage.
- Setting a scientific committee
- Innovative content transforming the client’s practices bringing the site to be economically self-sustaining.
- 360 degrees full-proposal: from the marketing strategy of visit, business strategy and exhibition concept development, boosting the customer satisfaction by early and continuous cooperation.

### HOW DID WE DO THIS?

- FUNCTIONAL ASSESSMENT
- DEVELOPMENT OF THE EXHIBITION CONCEPT
- DEVELOPMENT OF THE STRATEGIC PLAN
- PROJECT DELIVERY

### ABOUT UNIVERSCIENCE

Universcience, comprising the Cité des sciences et de l’industrie and the Palais de la découverte in Paris, is the first French public institution for the communication of scientific and technical culture.

Universcience shares its know-how throughout the world with a view to spreading scientific and technical culture. It puts its expertise in various fields at its partners’ disposal: museology and touring exhibitions, notably for the young public, cultural engineering, and advising in the technology of planetariums, science facilitation and digital communication, audience research, accessibility.


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