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Explores the Museum’s Images
Exploring My Image
Group art psychotherapy in the museum

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Introduction
This work presents a research about the Cais das Artes, a cultural complex that is being built on the westfront of Vitória, which is the largest island in the state of Espírito Santo, Brazil. The project was born in technical visits carried out in the year 2013. After the course of four years it was possible to integrate in the city the need for visual contact between the citizen and the seafront, but in the modernization process of the commercial port. The Cais das Artes is part of a circuit of art and culture in the waterfront. The space contains a square, a museum and a theater, with the project authored by the architect Paulo Mendes da Rocha. The main focus is on the study of architecture of one of the most celebrated Brazilian architects, Vanucci of his creative process with the natural and urban context.

Abstract
The architect signs a singular style, with works ruled by a taste for materiality and monumentality. His designs are examples of the contemporary application of Brutalism aesthetics, in which we have been able to offer plastic tool by which they stand out. The project was presented in 2013, but only in 2015 the first area of the square was inaugurated in the presence of an archetypical piece: a café. The architectural project was designed in such a way to take the museum and the theater releasing the view from the bay of Vitória to the observer of the level of the square. The museum space was designed with total visual integration between the ground level, the first and the second floor; through panels of natural glass that allow the internal lighting by reflection of the light on the floor and the height allows the exhibition of large works.

Background
Built in a global context of the use of museums as urban landmarks capable of promoting cities and attracting considerable amounts of tourists, Cais das Artes emerges as a space designed to promote the cultural scene of the city of Vitória, a state capital that is eclipsed by cities of the neighboring states such as São Paulo, Rio de Janeiro, and Belo Horizonte.

As a creative method that parallels other major museum projects, the Brazilian Paulo Mendes da Rocha seeks to establish rich relations between the artistic, architectural and urban environments, both in terms of form and discipline, as a trans-disciplinary experience, as well as in the areas of the museum. The architect is not only an object, but an essential interactive process or event, or the “architectural icon” as the project is an example of the new production of museums of a more flexible and simple character, in the sense of working greater integration to the context inserted and directed to a more diverse public, that is to say the crowds in search of the consumption of art.

Paulo Mendes da Rocha is one of the most experienced museum architect in Brazil because he designed more than a dozen museums around the world. The architectural boldness designed by Paulo Mendes da Rocha, for the whole of South, cites the Cais das Artes in the context of the tradition of audacity of the great spaces and other solutions in the museum architecture of Brazil. In cases like Reduto and MAM, Lima Bo Bardi and MASP and Museu da Rocha in Vassouras at MUSE (HEINZCLOFF, 2010, p.12).

Research Questions
This work develops in the perspective of presenting a deeper study about the proposed architectural path in relation with the architect’s position within the Brazilian context, the relation with the project proposed, between the city and the project, putting the urban environment as the main stage of the work. The focus of this study is to research the methodology of the program, in a more specific analysis about the number of users which is intended to meet, dimensions of environments and specifics of the project. In the final analysis, the aim is to unveil the objectives of the project and how it will impact the city’s environment when the project is completed, looking in general to enrich the debate about the architecture of museum.

Methodology
The methodology process begins with the bibliographical research about the architecture of museums and emphasizing the impacts of cultural equipment in the urban environment. The interaction between the program and the place is described in the Campus and METRO texts. More specifically information about the architect are described the publications of Silas, Silva, Wanzel and Zeti.

Continuing the work, field research was carried out in the building site of the project, where through oral reports was collected that was complementary of the project text.

The Project
In the prediction the architect Paulo Mendes da Rocha was the designer of the buildings and the integration of man with nature, according to his view, architecture must be dedicated to the rehabilitation of the city, and its contrast between the built and the natural and stronger things. The buildings present a dialogue between the new constructive technics and the force of Brazilian, an architectural current that began in the 50’s.

The Project of the Cais das Artes in many aspects involved many themes that the architect oversaw, his minimal proposal and integration with the surroundings in this case with a particular relation with the landscape, finds echoes in previous projects of Paulo Mendes da Rocha, so we can see in the reflection made by Silas in his book Brazilian Sculpture Museum, built in São Paulo, Brazil: "The quality of this minimal proposal lies in the simplicity […] as well as the coherence of the theoretical-conceptual foundations that dealt with the relationship between edification and the urban environment.”

Conclusion
After a certain dynamism in the construction in its initial stage in 2010, due to paralyses, contractual changes and increase of production costs, the work was paralysed in 2015. In a visit to the construction site, in May 2017, it was verified that the work continues paralyzed.

As a result of this paralysis, it remains to wait to see the impacts of a cultural project of this size in the city of Vitória, and how the space and symbolic relations predicted by Paulo Mendes will be appropriated by residents and visitors of the city.

References
Museum Governance: The case of Saudi Arabia

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Museums throughout history proven to be one of the cornerstones of the educational process, and a reflection of an era or country’s history, culture and society. However, some museums have become a burden on government financially and otherwise. In Saudi Arabia, and especially with the reform plan Vision 2030, the government aims to utilize and enhance the role of museums in directing and enhancing human and economic development. Thus, this paper analysis public museums’ practices in Saudi, and then introduce applying good governance factors to support the Saudi government’s efforts in enhancing the role of public museums in social, cultural, educational, and economic development.

- Many studies have shown that applying governance practice and concepts will enhance the effectiveness and efficiency of nonprofit organizations and museums. Accountability, transparency, management stability, and public participation, among other factor of governance are all factors that researches and studies’ results support in order to have effective and efficient governing of museums (Albassam, 2016; Anderson, 2012; Exell & Wakefield, 2016).
- In Saudi Arabia, few studies have been conducted regarding the governance in general, and in museums in particular; Since museum culture is new to Saudi Arabia, also, museums’ role in the cultural, social, and political dialogue is also rare (Bin Mania, 2014; Exel, 2016; Saudi Vision 2030, 2016).
- Assisting museums to be less dependent on governmental funds to be self-sufficiency financially since current public museums depends fully on the government’s support.
- Activating museums’ collaboration with other public institutions such as other cultural institutions, and educational institutions.

Conclusion/recommendations

Applying good governance practices to public museums will result in:

- Supporting the role of museums in the society through public participation and bringing back public trust to museums as an important institution in the educational, social, cultural and political process.
- Also, adopting good governance practices by museums will give legitimacy to the museums institutions’ work as an independent public institution.
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