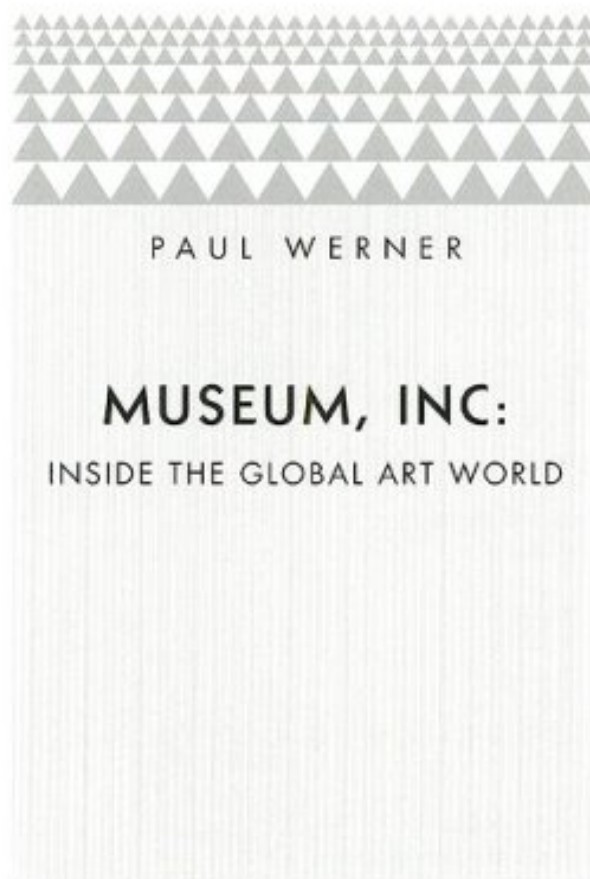


(Mobile book) Museum, Inc.: Inside the Global Art World

## Museum, Inc.: Inside the Global Art World


*Paul Werner*

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**Paul Werner : Museum, Inc.: Inside the Global Art World** before purchasing it in order to gage whether or not it would be worth my time, and all praised Museum, Inc.: Inside the Global Art World:

0 of 0 people found the following review helpful. Interesting for those in the field of museology. By Matteo OInteresting premise. The back of the book describes it as being "structured like the informal gallery talks Werner used to give", and it reads very much like that. There is great potential here, but I'd like to see his arguments further

elaborated. I had to come back and revise my original review because I regularly found myself pondering several of his statements and agreeing more more with Werner. 7 of 7 people found the following review helpful. A must read  
By La chichimeca  
First of all, this book is funny. The stream of consciousness, thinking aloud style of Paul Werner is terribly amusing and extremely entertaining which puts it in a class of its own. Paul Werner does not pontificate, does not condescend... he just dissects with great wit and surgical precision the politics of a privately owned museum in today's world.. We understand how some museums are more obsessed with selling their brand name to cities in need of tourist attraction than showing us the gullible public works of art worth seeing. Anybody who thinks something is amiss in the art world must read it. His description of being a tour guide to hairy 200 pound lifelong bikers in the now infamous Motorcycle exhibition seems straight out of a Chaplin movie...

Has corporate business overtaken the art world? It's no secret that art and business have always mixed, but their relationship today sparks more questions than ever. *Museum, Inc.* describes the new art conglomerates from an insider's perspective, probing how their roots run deep into corporate culture. Paul Werner draws on his nine years at the Guggenheim Museum to reveal that contemporary art museums have not broken radically with the past, as often claimed. Rather, Werner observes, they are the logical outcome of the evolution of cultural institutions rooted in the eighteenth-century Enlightenment, the colonial expansion of the liberal nation-state, and the rhetoric of democracy. In a witty and argumentative style, Werner critically analyzes today's art institutions and reframes the public's accepted view of them, exposing how their apparent success belies the troubling forces operating within them. He ultimately argues that the art museum we know and love may have already run its course. An engaging discourse structured as an informal gallery talk, *Museum, Inc.* is a thought-provoking and passionate polemic that offers ideas for a new, more democratic museum.

"What a treat. And what catharsis. . . . 75 delicious pages of witty remarks and cogent arguments. It's truly enviable to be able to write like this. . . . A must-read for people who feel that something has gone off in the museum business."