

## Mission Museum Schloss Moyland

### **Our Mission**

Our mission is based on the Museum Schloss Moyland Foundation's charter and deed of foundation, which were signed by the three founding parties, Hans and Franz Joseph van der Grinten, the von Steengracht family and the state of North Rhine-Westphalia. On this basis, the Museum Schloss Moyland Foundation dedicates itself to the classic museum tasks of collecting, preserving, researching and documenting as well as exhibiting and educating. We do so in compliance with the internationally recognised standards set by the German Museums Association and the International Council of Museums (ICOM).

We use these guidelines, which have been accepted worldwide, as a benchmark in order to constantly improve the quality of our museum work, and to be able to measure ourselves and be measured against them.

### **We are an art museum and a research centre**

The Museum Schloss Moyland Foundation is an art museum as well as an international research centre on Joseph Beuys. The museum's collection is based on the former private collection of the brothers van der Grinten and is preserved and displayed in the historic castle and park complex. It is also the site of the museum library and the Joseph Beuys Archive, which simultaneously serves as an institute at the Kunstakademie Düsseldorf (academy of arts).

With its diverse exhibition, education and events programme, the Museum Schloss Moyland Foundation is an attraction of regional, national and international importance.

### **We show the diversity of our collection**

The multi-faceted collection includes a wide range of both the fine and the applied arts movements since the 19th century, with monographic and genre-based focuses. Joseph Beuys's varied oeuvre forms the core, with a collection of his early works that is unrivalled in its scope. Numerous artists, many of them from Joseph Beuys's own circle, are also represented with large groups of works. In terms of a genre focus, key areas include the collection of prints and drawings as well as the holdings of paintings, sculptures and art objects. Our changing exhibits show the diversity of the collection and include items from the Joseph Beuys Archive. The internationally oriented programme of special exhibitions draws on various aspects of the collection and presents classic and current topics of art as well as individual artistic visions.

### **Our responsibilities are clearly defined**

The Museum Schloss Moyland Foundation is dedicated to the maintenance and preservation of the historic castle and garden complex. Our central

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responsibilities, however, include in particular the investigation and documentation of our inventory as well as its preservation, expansion and presentation. The Joseph Beuys Archive develops and supports scientific research projects as well as publications on Joseph Beuys's work, and is open to visitors for research. The museum library, with its extensive collection of books, magazines and printed materials, supports employees in their work and is open to the public.

In order to fulfil our educational mandate, we employ the latest methodologies and tailor our offerings to different target groups. Thus, we convey a broad range of topics to our visitors in a lively and informative way.

### **Cooperation and networking are important cornerstones of our actions**

In order to achieve our goals, we cooperate internally and externally. We have regular team and interdepartmental meetings and cultivate a constant exchange with the museum's management and members of the board of directors and board of trustees. In addition, we work closely with our long-term partners, the Society of Friends of the Museum Schloss Moyland, the district of Kleve and the municipality Bedburg-Hau, and cooperate with our external partners in the areas of culture, science, education as well as business and politics on a national and international level. A wide network of institutional and personal contacts serves as a dynamic instrument of exchange and collaboration, in a spirit of trust.

### **Our museum has international impact and strong regional ties**

Due to the special focus of the collection and its varied exhibition activities, the Museum Schloss Moyland Foundation holds a unique position in the national and international museum landscape. At the same time, the artists represented in the collection, the donors and the castle with its neo-gothic appearance and garden complex anchor the museum in the cultural landscapes of the Rhineland and the Netherlands.

### **The visitor is our main focus**

Our educational and cultural entertainment programme is directed at different kinds of visitors and is guided by their special interests and needs. It is our goal to raise awareness, promote knowledge and make museum visits a memorable experience, in dialogue with our visitors. Approachability, politeness and a friendly tone are a matter of course for us.

### **Our museum work is thoroughly documented**

We ensure that our work is transparent internally and externally, and make our findings available to researchers and educators, among others. We compile numerous printed and digital documents, such as annual reports, inventory, collection and exhibition catalogues, conference proceedings, publications by the Society of Friends as well as press reviews.

### **We take responsibility for our resources**

Conscious of our obligation to our donors, society and future generations, we handle the resources of the Museum Schloss Moyland Foundation professionally and with respect. We treat the collection entrusted to us as well as the archival and library materials as responsibly as we do the financial resources that support our work.

We know and use our strengths and capabilities, and continue to improve ourselves. Our expertise and commitment form an important foundation of our success.

### **We communicate respectfully and openly**

Our internal information exchange is well-organised; it provides transparency; and it is conducted personally, wherever possible. We value a respectful and open communication culture, based on mutual regard and trust as well as on the concrete and constructive outcomes of discussions. Moreover, we welcome suggestions for improvement and encourage an active feedback culture.

### **Self-reliance, recognition and motivation shape our actions**

We understand leadership as setting a framework which requires independent and creative work processes. We recognise performance and allow for criticism. Our work is thus sustained by high motivation and satisfaction.

### **Our future outlook**

We are the Beuys centre.

We are among the most important art museums in North Rhine-Westphalia and work under optimal spacial and financial conditions in close and genuine partnership with our visitors, donors and supporters.