



Strategic Plan 2024 - 2029

GLUCKSMAN





The **Glucksman**, University College Cork Strategic Plan 2024 - 2029

Introduction	5
Vision and Mission	7
Statement of Purpose / Values	9
Organisational Profile	11
Strategic Goals	14
Strategic Objectives	16
Implementation	26
Information	28



As a leading research university, UCC is committed to creativity, innovation, and collaborative practice across all disciplines. Creativity is the spark that ignites our research, teaching, and learning to generate and share new and valuable knowledge. The excitement of discovery in the field, laboratory, lecture theatre, library, performance space and of course, our award-winning Glucksman gallery is a source of enrichment for our students, researchers, staff, and society.

The Glucksman's 2024 - 2029 Strategic Plan builds on the curatorial innovation, inclusive practice and community engagement that currently shape the gallery's artistic programmes. The plan will activate this groundbreaking cultural work in national and international frameworks, and help to establish UCC as one of the most forward-looking places of cultural research and creative risk-taking in the world.

Professor John O'Halloran
President, University College Cork

The Glucksman has received regional, Irish and global awards in recognition of the excellence demonstrated in the gallery's pioneering exhibitions, education and creative engagement programmes. This visionary work has enabled the exploration, understanding and enjoyment of contemporary art for audiences of all ages and abilities.

As the Glucksman celebrates its 20th anniversary in 2024, we look ahead with ambition and focus to further realise our mission to research, create and educate through the visual arts and act as a beacon of culture for the enrichment of society and stewardship of our planet. The Board of Directors is committed to working with the executive team to implement this plan, ensuring that the Glucksman continues to provide creative leadership on campus, in Cork and beyond.

Lawrence O'Hana
Chairperson, The Glucksman Board of Directors



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Resource

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Emotion

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OUR VISION

**Empower
through art**

OUR MISSION

**To act as a beacon
of culture for the
enrichment of
society and the
stewardship of our
planet through the
research, creation
and education
of the visual arts**





Statement of Purpose / Values

The Glucksman contributes to the innovative academic mission of University College Cork through the exhibition and interpretation of contemporary art. The Glucksman's artistic and educational programmes foster open enquiry and exploratory risk in the gallery environment generating new opportunities for research, teaching and learning on campus and actively engaging diverse communities of interest and place with the university.

The Glucksman prioritises excellence in collections care, creative practice and audience engagement, and is an integral part of public cultural provision in Ireland.

The Glucksman shares the values of University College Cork, represented in the mnemonic CAIRDEAS, the Irish for 'friendship'. To these guiding values, we add creativity as integral to the distinctive work of our organisation.

The values signified in this creative friendship guide our everyday behaviours and decision-making.

**Creativity / Compassion / Agility / Integrity / Respect /
Discovery / Equity / Accountability / Sustainability**



Circadian Rhythms

Contemporary art and biological time

Artists: Martin Bass, David Buttle, Saki Chett, Shuting Ma, John Kallir, Carmen Kollmann, Barbara Koppa, Michael Lenz, Rainer Neumacher, and Michael Scharf.

Curated by Chris Carter and Fiona Klemm.

Artwork with APC Macintosh Centre Island, 2019, Curio, LLC.

Artwork with APC Macintosh Centre Island, 2019, Curio, LLC.

The design of the circadian clock through shift work is rooted in Martin Bass' *Real Time*. *Starry Clock*, a 12-hour film documenting two handymen working in a room that functions as both a minute hand, Rainer Neumacher's *Clock* primarily shows a time of 00:00, each time the figure has been seen several times, perhaps defining an anticipated future event.

With Kallir's drawings, suggestion of astronomical charts, present a time of formation of rain water captured during the moon's escape, while Gyller is an ongoing and concrete material that metamorphoses into a landscape, collapse, and travel into a single contradictory object.

Circadian Rhythms is supported by the Art Council of England and the Arts and Humanities Research Council.

The Glucksman is a contemporary art museum situated in the historic grounds of University College Cork, Ireland. Inaugurated by President Mary McAleese in October 2004, it has won numerous awards for its architecture and creative programmes. As a strategically funded organisation of the Arts Council of Ireland, The Glucksman presents ambitious exhibitions of Irish and international art in tandem with a wide range of projects and activities designed to encourage participation from all visitors, whether an art professional or first time gallery-goer.

The Glucksman provides an essential connection for the University with the wider world, enabling public understanding of the visionary research undertaken in all departments and disciplines, and welcoming students, staff and visitors to explore, enjoy and learn about art right in the heart of the UCC campus. As well as the informal learning opportunities threaded throughout the museum experience, the Glucksman provides education programmes at every level from primary to postgraduate to professional development. The Glucksman also facilitates formal learning in the gallery spaces in partnership with academic colleagues in Ireland.

The Glucksman was the first art museum in Munster to receive full accreditation on the Museum Standards Programme for Ireland and in July 2023, it received an award from the Heritage Council for retention of full accreditation for maintaining these standards across all areas of the museum's operations including Governance, Management, Collections, Documentation, Exhibitions, Education and Visitor Services.

The Glucksman is a creative and flexible organisation that responds quickly and thoughtfully to economic, social, cultural and demographic changes that take place in Ireland and globally. During the Covid19 pandemic, the Glucksman developed online and offsite programmes that enabled audiences to continue their creative engagement with the museum. The worldwide impact of this digital work was recognised by the 2020 UK Kids in Museums awards as Winner, Best International Museum. In 2022, our work was recognised by UCC as Best Contribution to a Strategic Initiative of the University, by Cork City Council as the overall primary level winner at the Cork Lifelong Learning Awards, and by the European Museum Academy as winner of the European Art Museum award.

In their award citation, the Art Museum Award judges said: "excellence in curatorial practice, collections care and audience engagement constitute the core values of the Glucksman. The museum puts sustainability and inclusion at the core of their mission, and the staff has realised impressive results with their projects, which serve as an inspiration for museums all over the world. The museum brings communities and artists together, to explore, visualise and express their thoughts and opinions on important societal issues.

This way visual art becomes a powerful tool of expression. Many projects also become part of the museum's presentation. In an aesthetic way, process and results are shared with audiences that visit the museum. The Glucksman prioritises its role as a civic institution that enables creative agency among diverse communities and is therefore well-deserving of the Art Museum Award."



CLOSE ENCOUNTER

MEETINGS WITH REMARKABLE BUILDINGS

6 April – 20 June 2018

Visit a special exhibition of models and drawings of buildings that have inspired the design of the new building. The exhibition is a celebration of the work of the architect and the building that he has created. It is a chance to see the work of a man who has shaped the way we live and work.

CLUCKSPAN
V&A



GOAL 1: ARTISTIC EXCELLENCE

Achieve artistic excellence through a curatorial programme that fosters exploratory thinking, knowledge exchange and imaginative encounters with art.

GOAL 2: CREATIVE LEARNING

Deliver lifelong learning opportunities that encourage the discovery, practice and scholarship of contemporary art.

GOAL 3: EQUALITY, DIVERSITY + INCLUSION

Enable diverse communities and people to access and contribute to our programmes.

GOAL 4: GLOBAL ENGAGEMENT

Expand the Glucksman's reach through local, national and international partnerships to amplify our global impact.

GOAL 5: UCC ART COLLECTION

Provide climate aware care and sustainable professional development for the University College Cork art collection.



Achieve artistic excellence through a curatorial programme that fosters exploratory thinking, knowledge exchange and imaginative encounters with art.

GOAL 1: ARTISTIC PROGRAMME

1. Research and present contemporary art exhibitions that draw on the academic context and cultural resources of the university.
2. Foster creative partnerships with the UCC community, UCC Futures and other cultural and educational organisations to promote contemporary art practice, engaged research, and artistic collaborations in Cork, Ireland and worldwide.
3. Enable Irish audiences to experience global art practices in Cork and Irish artists to present their work in the context of their international peers.
4. Partner with artists to develop site-specific projects that invite audiences to experience contemporary art in new contexts.
5. Offer a wide range of public events that stimulate knowledge exchange and critical reflection in the gallery environment and beyond.
6. Develop the Glucksman's digital estate as a space for born-digital art commissions, creative audience engagement and online learning.



Deliver lifelong learning opportunities that encourage the discovery, practice and scholarship of contemporary art.

GOAL 2: LEARNING PROGRAMME

1. Maximise formal and informal learning opportunities for UCC students, staff and visitors in the gallery environment.
2. Deliver primary and second-level schools programmes that connect contemporary art with other subjects on the curriculum.
3. Devise curatorial projects that explore contemporary art as it relates to the three priority strands of our education programme: Health and Wellbeing; Equality and Diversity; Climate Action and Sustainability.
4. Provide educational workshops, courses and creative activities for all ages and abilities including targeted initiatives for art professionals, young people, families, and older people.
5. Support continuing professional development in creative practice through informal and accredited programmes, residencies and research opportunities.
6. Promote and assist Cork's designation as a UNESCO Lifelong Learning city.



Enable diverse communities and people to access and contribute to our programmes

GOAL 3: EQUALITY, DIVERSITY + INCLUSION

1. Facilitate participation in Glucksman programmes for all ages and abilities and in particular marginalised and seldom heard young people.
2. Invite communities of interest, people and place to participate in curatorial projects that give visibility to their views and experiences in the public realm.
3. Showcase the creativity of UCC students and staff, schools and community groups through a dedicated programme of exhibitions in the Glucksman foyer.
4. Encourage visitors to the Glucksman through an effective marketing strategy that communicates our core values and distinctive programme to current and potential audiences.
5. Partner with civil society organisations to devise access initiatives and creative programmes for people who do not ordinarily or easily access contemporary art museums.
6. Support Cork City and region achieve its vision in becoming a "European Centre of Excellence for Inclusive Arts"



**Expand the
Glucksman's reach
through local,
national and
international
partnerships to
amplify our global
impact.**

GOAL 4: GLOBAL ENGAGEMENT

1. Produce and promote the curatorial programme as a Strategically Funded Visual Arts Organisation of the Arts Council of Ireland and with support from local, national and international funding agencies.
2. Maximise income generation through commercial services including gallery hire, restaurant operation and retail opportunities onsite and online.
3. Partner with artists and makers to stage an annual Craft + Design Fair as a highlight of Cork's cultural calendar.
4. Collaborate with UCC Alumni & Development office and Cork University Foundation on global outreach and philanthropy to maximise stakeholder engagement and investment in the Glucksman and University College Cork.
6. Cooperate with relevant local and national organisations to promote Cork city and the wider region as a destination of choice for creative and cultural experiences.
7. Share the Glucksman's pioneering creative work through external participation in Irish and international cultural, academic and civic networks.



Provide climate aware care and sustainable professional development of the University College Cork art collection

GOAL 5: UCC ART COLLECTION

1. Care for the University College Cork art collection in accordance with the Museum Standards Programme for Ireland and in line with UCC's Climate Action and Sustainability goals.
2. Develop the University College Cork art collection as a learning and teaching resource with particular emphasis on the creation of new digital content to support engagement with contemporary Irish art.
3. Promote the University College Cork art collection as an integral part of the visitor experience to the Glucksman and the wider campus.
4. Consolidate the Art Library programme as a nation-wide touring programme that enables schools, community hubs and healthcare settings to display and promote engagement with original works of art.
5. Expand the University College Cork art collection with community-led commissions and acquisitions of Irish art that relate to the Glucksman's mission, artistic and learning programmes.

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download everything. download everything.



The Glucksman operates in the cultural and educational context of its parent organisation University College Cork and in the national context of public cultural provision in Ireland. We are proud to be supported by the Arts Council of Ireland as a Visual Arts Strategically Funded Organisation, and to have achieved competitive grant awards from local, national and international funding agencies. Our ability to implement the ambitions in this strategic plan will be dependent on sustained investment from public and philanthropic sources.

This plan aligns with UCC's Strategic Plan Securing Our Future 2023-2028 and the Igniting UCC's Creative Potential Arts and Culture Plan 2022-2026, as well as taking account of national policy frameworks such as the Arts Council's Making Great Art Work 2016-2025, Culture Ireland Strategy 2022-2025, the Arts and Culture Policy of the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media, and the Creative Ireland Programme 2023-2027.

The work of the Glucksman is governed by a range of policies, strategies and plans. The Director submits an annual budget and implementation plan to the Board of Directors that outlines specific actions and performance targets under each objective in the Strategic Plan. The progress of the implementation plan is monitored by the Board of Directors at each meeting.

As well as the annual Strategic Plan and annual Strategic Implementation Plan, the work of the executive will be guided by the Glucksman's Care of Collections Strategy, Child Protection Policy, Child Safeguarding Statement, Collections Policy, Disaster Response Plan, Disposal Policy, EDI Policy, Education Policy, Exhibitions Policy, Loans Policy and UCC's Sustainability and Climate Action Plan.

The Board may direct the executive to develop and implement additional policies and operational plans as necessary to the work of the gallery.

In addition, the following performance measures will also be reported to the Board of Directors to provide an overview of public and critical engagement with the gallery:

- Financial performance
- Visitor Numbers
- Public Participation
- Qualitative feedback
- Online Engagement
- External Engagement
- Media Coverage



PETER DINKEL



OPENING HOURS

Tuesday – Saturday 10am – 5pm

Sunday 2 – 5pm

Closed Mondays

Admission Free / Suggested donation €5

CONTACT DETAILS

info@glucksman.org / + 353 21 4901844

www.glucksman.org

SPECIFICATIONS

The Glucksman is located beside University College Cork's ceremonial entrance on Western Road and is designed by O'Donnell + Tuomey architects. The building comprises over 2000m² and includes display spaces with international museum standard environmental controls, education facilities, a riverside restaurant and gallery shop.

Lower Gallery

350m², linear run of display wall 55m x 4.9m height

Close Control Gallery

63m², linear run of display wall 30m x 5.05m height

Close Control Room

21m², linear run of display wall 17m x 2.4m height

Upper Gallery

335m², linear run of display wall 67m x 4.75m height

Loading

Lift: 3.4m x 2.5m x 2.4m Delivery bay and podium access

BOARD OF DIRECTORS

John O'Halloran, President, UCC

Lawrence O'Hana, Chairperson

Paula Cogan

Daisy Desrosiers

Nora Geary

Richard Martin

Des O'Sullivan

Mark Poland

Colm Roche

Tarka Russell

EXECUTIVE TEAM

Director

Fiona Kearney

Senior Curator Exhibitions + Collections

Chris Clarke

Senior Curator Education + Community

Tadhg Crowley

General Manager

Mark Flynn

Retail + Development Manager

Mathilde Corbineau

Administrator

Damian Jones



You can find out more about our programmes on our website www.glucksman.org on facebook.com/theGlucksman, by following us on twitter @glucksman, instagram @theGlucksman, linkedin @glucksman or just by dropping in to say hello!

We look forward to welcoming you.

The Glucksman, University College Cork, Ireland

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