



Aspects of the day of the programme's presentation, 4 October, 2008.

❖ Gulbenkian Programme of Education for Culture – *Descobrir*



	Amount in euros
Personnel costs	119 306
Operating costs	8 878
Own initiatives	131 972
Total	260 156
Receipts	15 116

2008 was the year that marked the beginning of the Gulbenkian Programme of Education for Culture – Descobrir (PGEC). Following on from its decision in principle to create the PGEC, at the end of 2007, the Board of Trustees appointed its director and commissioned a study of the organisational and management models that were best suited to the project from the firm Anderson Consulting. This study, drawn up in association with all of the Foundation's departments involved in cultural and training activities for public audiences, made it possible to decide upon a software programme that could simultaneously centralise the procedure for booking these activities and bring it into line with the general systems for the processing of accounts and the management of the Foundation's premises and resources. It thus became possible to programme the start of the public demonstrations of the project for the beginning of the 2008-2009 season, in early October.

The following actions were established as the PGEC's priorities:

- › the maintenance, in the preliminary phase, of the educational teams currently operating under the auspices of their respective departments, namely those working in the Music Department (“Discovering Music at the Gulbenkian” project), the Gulbenkian Museum (Educational Services), the Modern Art Centre (Sector of Education) and the Central Services Department (“Living the Gulbenkian Gardens”);



- › the adoption by the PGEC's central core of a system designed to coordinate and interlink the contents of the various educational programmes mentioned, namely through the search for transversal themes that can be applied to each of the project's specific areas of intervention;

- › the possibility of the PGEC developing new projects, either autonomously or in association with the Foundation's other departments, that, because of their interdisciplinary nature or because they previously belonged in other disciplinary areas, were not covered by pre-existing programmes;



- › the centralisation in the PGEC of the definition of the strategy for promoting and publicising the series of activities covered by the programme, namely in the form of a single brochure, a coordinated plan of publicity and unified recourse to online media for its promotion;

- › the creation within the PGEC of a centralised system for the booking of the programmed group of activities.

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The implementation of this model made it possible for the PGEC to be publicly launched on 4 October, with a transversal programme of activities that continued throughout the day and aroused great interest amongst both the general public and the media. Thereafter, this project's activities followed the previously announced plan, under the terms described in this report in the sections referring to each of the departments involved. The table below provides a summary of the distribution of costs, the number of events and the number of participants in this set of activities, as well as the income and expenditure of the PGEC's central core.

Educational Activities – 2008

Department	Activity	Total cost	Editions/Sessions	Participants
		Euros	No.	No.
Central Services	“Living the Gulbenkian Gardens”: Workshops	35 704	17	119
Modern Art Centre	Guided Visits	70 297	1 236	25 748
	Workshops	90 238	210	2 938
	Courses	9 918	11	189
	Operating costs	193 097		
Gulbenkian Museum	Guided Visits	–	772	13 255
	Workshops	–	167	2 314
	Course (Training Schemes for Guides)	–	10	123
	Operating costs	283 354		
Music	Commented concerts	45 490	11	10 836
	Other concerts	35 024	6	2 124
	Guided Visits	26 982	212	5 199
	Workshops	30 178	166	3 236
	Courses	17 447	11	522
	Operating costs	57 394		
PGEC	Coordination and technical support of the programme	127 784		
	Promotion and publicising of activities *	132 372		
TOTAL		–	2 829	66 603

* Includes the publication of the brochure Descobrir. October 2008 / September 2009 (25,000 copies) and the organisation of the Open Day for the Launching of the Programme, on 4 October, amongst other activities.

Besides the numerous activities involving thematic crossovers between two or more of the teams taking part, the first transversal theme chosen for the opening season was the commemoration of the 250th anniversary of the death of the composer Georg Friedrich Händel, which served as the basis for multiple pedagogical approaches to the theme of the Baroque, both in its historical implementation and in terms of its repercussions on contemporary arts. In parallel to this programme, the PGEC’s central team began to take shape with the recruitment of new members from other departments at the Foundation, while the previously established operating models and computer software programmes were gradually tested, assessed and improved in keeping with the practical experience gained through their application, seeking to optimise their suitability and effectiveness.