

# **Service Charter of the Soffici Museum and the Italian 20th century**

## **Foreword**

The Service Charter responds to the need to establish principles and rules in the relationship between the administrations that provide services and the citizens who use them. It constitutes a communication and information tool that allows users to know the services and quality standards offered, in order to adapt, in harmony with the requirements of protection and research, the organisation of activities to the expectations of the public and to promote a wider appreciation of the cultural heritage.

The Charter identifies the services that the Museo Soffici e del'900 Italiano undertakes to provide on the basis of its own Rules and Regulations and of current regulations, respecting its identity, mission and the needs of its users, whose satisfaction is a primary objective for the Museum. The Charter is updated every two years, or when significant changes occur in the structuring of services in order to consolidate the quality levels achieved and to record changes due to improvement projects or periodic monitoring of user opinion.

The Charter of Services is published on the institutional website of the Municipality of Poggio a Caiano and on the Museum's website and is made available in printed form to visitors who request it at the entrance to the Museum.

The Service Charter is guided by the principles of transparency, equality, impartiality, continuity, participation, effectiveness and efficiency.

## **Transparency**

The Museum pursues maximum transparency in the sense of total accessibility of information. Respect for this principle is the basis for the process of improving the quality of services.

## **Equality**

The Museum provides its services and guarantees access to all without distinction of nationality, gender, language, religion or political opinion. The Museum endeavours to guarantee access to users with physical, sensory and cognitive disabilities through the presence of appropriate facilities and services.

## **Impartiality**

The Museum bases its behaviour on principles of objectivity, justice and impartiality. Users can rely on the competence and helpfulness of the staff in meeting their needs, expectations and requests.

## **Continuity**

The services are provided continuously and regularly, in the manner and at the times established. Any service intentions are promptly communicated, taking all necessary measures to reduce user inconvenience.

## **Participation**

The Museum promotes the participation of users, both individual and associated, in order to encourage their collaboration in improving the quality of services, identifying the ways and means through which they can express and communicate suggestions, observations, requests and complaints.

## **Effective and efficiency**

The Museum provides services according to criteria of effectiveness and efficiency, adopting appropriate indicators to assess the quality of the services provided.

## **1. MUSEUM PRESENTATION**

### **The Venue**

The Museo Soffici e del '900 Italiano is located in Poggio a Caiano, Via Lorenzo il Magnifico 9, on the first floor of the prestigious Scuderie Medicee building.

Telephone: 0 5 5 - 8 7 0 1 2 8 7

Website: [www.museoardengosoffici.it](http://www.museoardengosoffici.it)

Facebook page: <https://www.facebook.com/museosoffici/>

### **History and Mission**

The Museo Soffici e del '900 Italiano was established in 2009 as an organisational unit within the Municipality of Poggio a Caiano and is also recognised as a museum of "regional relevance", pursuant to Regional Law no. 21 of 25 February 2010, "Testo unico delle disposizioni in materia di beni, istituti e attività culturali" and its implementing regulations, approved by Presidential Decree no. 22/R of 6 June 2011. The Museum has also been a member of the Prato Museum Network since 2020.

More than fifties paintings are on permanent display in the rooms of the Museum, traversing the entire span of the activity of the painter, poet, narrator, literary critic and essayist Ardengo Soffici (1879-1964): his original cubo futurist moment (1911-1916), the critical tangency with the Valori Plastici movement and - from 1919 onwards - that 'synthetic realism' that the artist himself indicated as the sign of his renewed poetic, in contact with the reality of man and nature. The Pinacoteca has the support of a Soffici Study Centre in this unique museum space. In addition to the permanent exhibition of a selection of works by Ardengo Soffici and other 20th-century artists, there is also a specialised library, located on the ground floor of the Scuderie Medicee, with the first editions or anastatic reproductions of the Tuscan artist's printed works, a collection of his critical bibliography, the complete series of the magazines he edited or to which he collaborated, and an archive in progress of photos and documents related to the artist.

Pursuant to its own Regulation, approved by Resolution No. 25 of 8 June 2012, the Museum is configured as "a non-profit institution, at the service of the community, open to the public, which holds, preserves, enhances and promotes the study and knowledge of its collection" (Art. 2). The Museum aims to document and enhance the work of the painter and writer Ardengo Soffici and modern and contemporary art, and to promote study and knowledge. For these purposes and with the aim of protecting, preserving and enhancing its heritage, the Museum is particularly concerned with:

- a) Carrying out didactic and educational activities concerning cultural and artistic phenomena through exhibitions, publishing initiatives, conferences, seminars, debates, video/cinema screenings, concerts, internships and workshops;
- b) to promote and carry out studies and research on historical, artistic and literary thought;
- c) foster cooperation and exchange with public and private museums, institutions, institutes and associations at national and international level;
- d) ensure, on the basis of appropriate agreements, the safekeeping and possible exhibition of cultural goods deposited by organisations, institutions and private individuals;
- e) to organise activities in the field of contemporary arts and creativity as a link between art and other aspects of culture, also making use of venues outside the institutional one.

### **Exhibition space**

The museum consists of six exhibition rooms, one of which is also used as a video library, with the screening of a documentary on the life of Ardengo Soffici.

The works are exhibited according to a scientific plan and all the spaces set up are open to visitors. Each room has explanatory panels, while the works are accompanied by captions in Italian and English.

Alongside the main works, there are also QR-Codes to be framed by smartphones to activate audio-guides in both Italian and English, with in-depth thematic information on the life, works and context in which Ardengo Soffici worked. Using the QR-Codes it is also possible to take part in a multimedia game-path within the Prato Museum Network.

### **Collection**

The Museum's assets consist of movable and immovable property owned by the Municipality of Poggio a Caiano.

The Museum's collection consists of works and documents by Ardengo Soffici and other 20th-century Italian artists owned by the municipality or granted free of charge by private individuals, organisations and institutions. The works are exhibited in the permanent collection of the Museum and partly kept in the Museum's depository.

Pursuant to the Museum Regulations, the increase of the collection through acquisitions, donations and testamentary legacies is encouraged, according to the guidelines set out in the Museum's policy documents (Art. 3, c. 1).

The Museum's holdings are registered in special inventories, which are periodically updated, and a scientific cataloguing sheet is drawn up for each work, containing the data required by current legislation (Art. 3, c. 2).

For the conservation and care of the heritage and the collection, the Museum employs appropriate professionals to carry out all the activities necessary to guarantee the safety and conservation of the movable and immovable assets, ensuring the maximum integrity of the works on all occasions (exhibition, storage, handling) and verifying with appropriate controls and monitoring the environmental conditions of the exhibition and storage rooms (art. 3, c. 3).

The loan of works for exhibitions and temporary exhibitions is normally allowed, subject to conservation and safety reasons, taking into account the quality of the hosting context and with the authorisation of the Director and the owner of the work itself, if different from the Municipality (Art. 3, c. 4).

The Museum's income consists of: the resources entered in the Municipal Administration's budget for the Museum, including donations, bequests, entrance fees and income from the Museum's activities, contributions from other bodies and private individuals, and sponsorship (Art. 3, c. 5).

## **2. OPENING, RECEPTION AND TICKETING SERVICE**

### **Public opening hours**

The Museum is open all year round, with a differentiation between summer and winter.

Period Opening days Opening hours

October to March Fridays, Saturdays,  
10.00-13.00/14.30-17.30

April to September Thursday, Friday,

Saturday, Sunday and public holidays\*.  
10.00-13.00/14.30-19.00

The Museum is only closed to the public on the following holidays: 1 January and 25 December.

On the other hand, the Museum remains open on the remaining holidays, i.e.: 6 January, Easter Sunday, Easter Monday, 25 April, 1 May, 2 June, 15 August, 7 October for the patron saint of Poggio a Caiano, 1 November, 8 December, 26 December.

The Museum organises special openings and evening openings on the occasion of special events, includes for schools and families, guided tours, temporary events.

### **Reception, ticketing and information service**

In order to guarantee an efficient service to the public in terms of reception, supervision and custody of the museum rooms, the municipal administration may outsource the task to cultural associations, social cooperatives, etc., in accordance with current legislation (Art. 8 of the Museum Regulations).

Staff working in the reception, ticketing, sales and security services, as well as cleaning and maintenance of the facilities, wear identification tags. The ticket office is located in the entrance hall of the Museum. The ticket for the visit can only be purchased on site, at the ticket office, on the day of the visit to the Museum. At the ticket office there is a dedicated reception desk where it is possible to obtain information about the museum and the visit route, as well as information material and brochures made available to users.

Information is also available: by telephone, by calling the Museum's number (055-8701287) during public opening hours; by e-mail, by writing to the Museum's address [info@museoardengosoffici.it](mailto:info@museoardengosoffici.it) online at the Museum's website or on its Facebook page. At the Museum there is a bookshop for the sale of the Museum and temporary exhibition catalogues, postcards, gadgets and other publications published by the Municipality of Poggio a Caiano.

### **Reservations**

Reservation of the visit is not compulsory.

In any case, an e-mail booking service is available for individual and school groups (in order to avoid overlapping and overcrowding). In the case of events involving exceptional public influxes, access may be restricted at the museum entrance by the museum operators themselves.

### **Entrance fees and concessions**

Admission to the Museum is chargeable, with the exception of certain individuals, categories and professions expressly identified by Municipal Council Resolution No. 15 of 02/03/2021.

The Museum registers admissions on time, even if they are free of charge.

Full-price ticket: cost € 3.00 for visiting the Museum rooms and its permanent collection (subject to different rates to be established for temporary exhibitions).

Free ticket reserved for:

- residents of the municipality of Poggio a Caiano, in order to promote knowledge of the territory and the heritage preserved there;
- under 18 years of age;
- school groups and accompanying teachers;
- disabled persons and a family member or other accompanying person who can prove that they belong to the social-health care services, according to Ministerial Decree 507/97 updated to Ministerial Decree 13/2019 and L.104/92;
- tourist guides and interpreters;

- Italian and foreign journalists enrolled in the Italian National Register of Journalists, upon presentation of their membership card bearing the annual stamp affixed by the Order of Journalists or the relevant 'stamp', referring to the current year;
- teachers and students enrolled at the Fine Arts Academies or corresponding Institutes of the European Union, by producing the certificate of enrolment for the current academic year;
- teachers and students of undergraduate, postgraduate or postgraduate degree courses and PhDs from the following faculties: architecture, cultural heritage conservation, education sciences or literature and philosophy with an archaeological or historical-artistic focus;
- professors and students of corresponding faculties or courses, established in the countries of the European Union (free admission is allowed to students by presenting the certificate of enrolment for the current academic year, to professors by presenting the appropriate document);
- International Council of Museums (ICOM) members.

### **3. ACCESSIBILITY AND ENJOYMENT**

Access to the Museum is guaranteed for people with disabilities due to the absence of architectural barriers and the presence of a lift to access the first floor of the Scuderie Medicee, where the Museum is located. There are also dedicated and reserved toilets. There is also a large car park at the back of the Scuderie Medicee and directly connected to it. The Museum does not have a cloakroom and object storage service, nor does it have a cafeteria and restaurant service.

Silence must be maintained in the exhibition rooms and visitors' behaviour must not damage the works or disturb other users. Smoking and the consumption of food and drink is prohibited (Art. 9, c. 3 of the Museum Regulations).

### **4. VALORISATION**

The Museum promotes and pursues the promotion of its collection through the following activities:

#### **Exhibitions**

The Museum organises and periodically hosts exhibitions of Ardengo Soffici and other 20th century Italian artists in the Scuderie Medicee Exhibition Hall and also participates, with the loan of its works, in exhibitions organised by other organisations and institutes both nationally and internationally.

#### **Events**

The Museum periodically promotes and organises conventions, conferences, seminars, book and catalogue presentations related to the history of modern and contemporary art and the main protagonists of the Italian 20th century.

#### **Publications**

All temporary exhibitions are accompanied by a scientific catalogue.

The Museum also promotes the "Biblioteca di Inediti e Rari" series, with the republication of essays and writings by Ardengo Soffici, in new limited edition editions, which can also be downloaded from the digitised archive on the Museum's website.

#### **Educational services and activities**

"The Education Service is a fundamental function associated with the knowledge and public use functions of the Museum. Its purpose is to contribute to the education and training of citizens and to the dissemination of awareness of cultural heritage in relation to local history and contemporary reality. Educational activities, at different levels of depth, are aimed at school-age and adult audiences as well as families" (Art. 11 of the Museum's Rules and Regulations).

Diversified activities are offered for various audiences, including children and families. The main services on offer, which can be found on the museum's website, include:

- guided tours for all age groups, including special openings for special events or exhibitions;
- art and creative activities and workshops for children and families;
- educational activities for schools of all levels, starting with pre-schools, to which the Museum caters by providing professionalism, space and materials;
- sensory paths for schools in which pupils can play on visual-spatial perception through the shapes, dimensions, thicknesses and colours of nature, geometric forms, diversity and materials used by the artist.

From Museum to Landscape: guided tours with nature walks to explore the context and landscape in which Ardengo Soffici worked.

Guided tours and workshops for schools are adapted to the age of the pupils. The degree of depth and the language register are calibrated according to the class and knowledge of the topics covered during the school year.

The educational activity for schools can be carried out on any day of the week by prior booking, by sending an email to [info@museoardengosoffici.it](mailto:info@museoardengosoffici.it) and indicating: date and time, the chosen educational route, the number of pupils taking part, the school details and the contact details of the contact person/accompanying person.

The cost of participation is indicated on the Museum's website, under the type of activity included in the educational offer.

#### **Other services.**

Internet browsing via Wi-Fi

The Museum is equipped with free WI-FI connection covering the entire exhibition area.

#### **Dissemination of activities/initiatives**

Different communication channels are used for the communication and dissemination of the initiatives, including: the Museum's website, which is constantly updated in its contents; Museum's Facebook page; posters on the occasion of temporary exhibitions; newsletter of the municipality of Poggio a Caiano

### **5. USER PARTICIPATION**

#### **Customer satisfaction survey**

The museum has adopted the Museum Visitor Survey form developed by the Region of Tuscany to carry out a qualitative analysis of museum use. The questionnaire is proposed to all users, at the end of the visit, by the museum operators present in the hall.

#### **Complaints, proposals, suggestions**

Any complaints or reports from the public regarding inefficiencies encountered in the exhibition itinerary or in the Reception area may be forwarded to the e-mail address [info@museoardengosoffici.it](mailto:info@museoardengosoffici.it) using the form that can be downloaded from the Museum's website. A reply will be communicated within 30 days of receipt of the complaint.