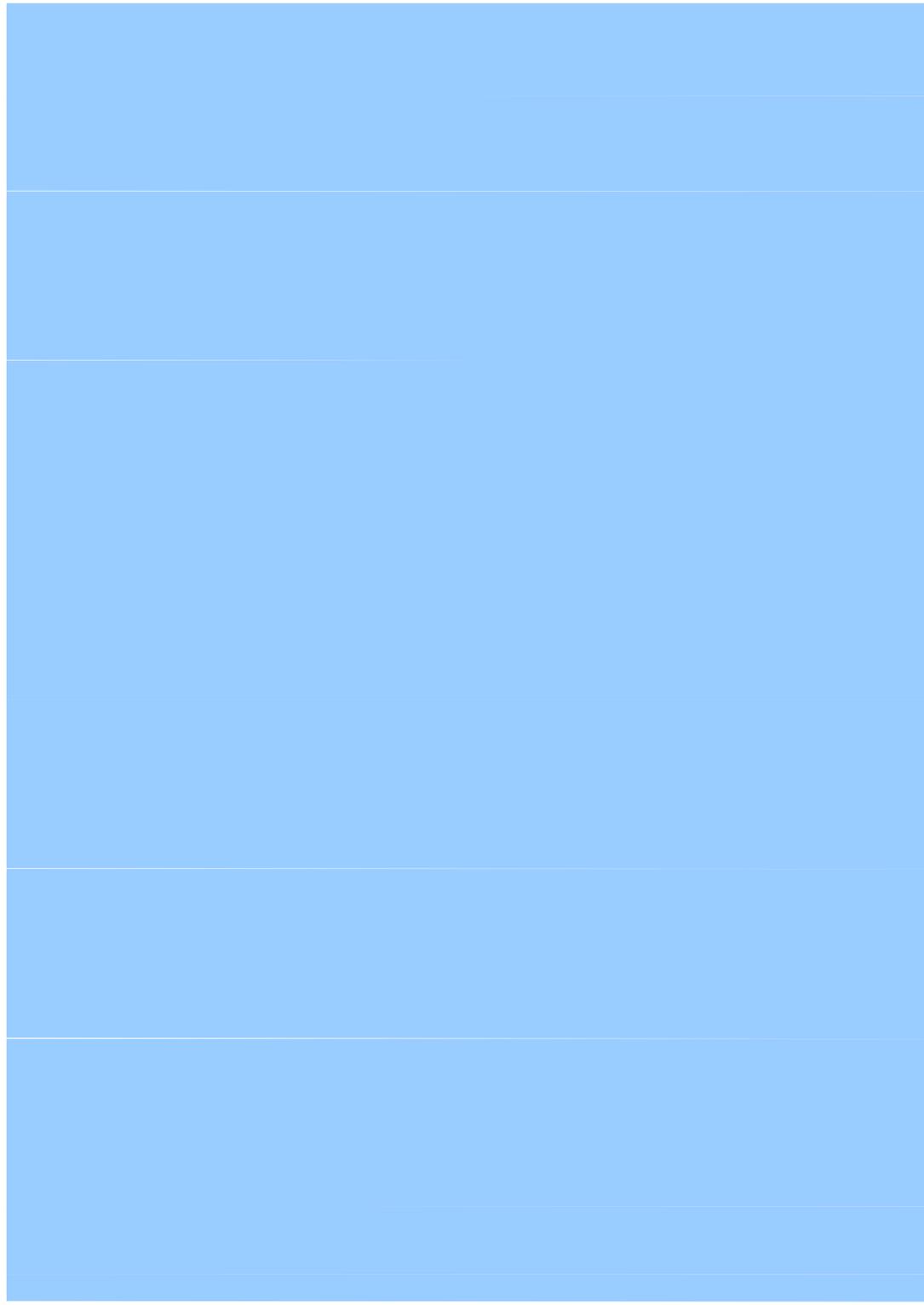
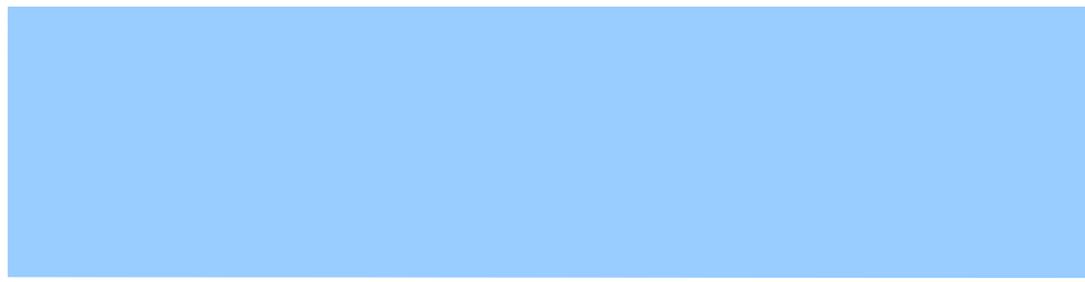




Museum: Pinacoteca di Brera. Milan



I - PRESENTATION

WHAT IS THE SERVICE QUALITY CHARTER?

The Service Quality Charter sets the principles and regulations governing the relationship between public administrations providing services and citizens using them. It provides rules and information about the services offered, as well as their conditions and the guaranteed standards of quality. Users can thus verify whether the services have been properly provided and express their opinions and possible complaints.

The adoption of the Service Quality Charter by the institutions belonging to the *Ministero per i beni e le attività culturali* (Ministry of Culture and Heritage) is aimed at promoting a wider appreciation of their cultural heritage, and to adapt the organization of activities to users' expectations, in accordance with conservation and research requirements.

The Service Quality Charter will be updated on a regular basis to assess its success, to record the improvements made, and to monitor users' opinions.

THE PRINCIPLES

In providing services to its visitors, the Pinacoteca di Brera refers to the "basic principles" set forth in the Directive of the President of the Council of Ministers of 27 January 1994.

- *Equality and Impartiality*

Services are provided in compliance with the principle of equality, granting equal treatment to all citizens regardless of nationality, sex, language, religion or political opinion.

The museum will do its best to overcome any inefficiency and make its services accessible to foreigners, people with disabilities, and culturally and socially disadvantaged visitors.

The information, communication, documentation and scientific aids to research and education are based on the principles of objectivity, fairness and impartiality.

- *Continuity*

The continuity and regularity of the services are guaranteed within established opening hours. Should any problems arise, the museum will inform users in advance and adopt all necessary measures to minimise any inconvenience.

- *Participation*

The museum promotes information about its activities, and takes into consideration the needs and suggestions expressed by users, either individually or through relevant associations.

- *Efficiency and Efficacy*

The Director and staff of the museum make every effort constantly to improve the service efficiency and efficacy by adopting the best technological, organizational and procedural solutions.

II - DESCRIPTION OF THE STRUCTURE

PINACOTECA DI BRERA

Via Brera 28 - 20121 Milano

www.brera.beniculturali.it

Phone +39 02722631 – Fax +39 0272001140

ESSENTIAL INFORMATION

Legal status

The Pinacoteca di Brera is a national museum, run by the *Soprintendenza per i Beni Storici Artistici ed Etnoantropologici di Milano* (Department of the Historical, Artistic and Ethno-anthropological Heritage of Milan).

Location

The Pinacoteca di Brera is located on the first floor of the baroque building of the same name, which previously belonged to the Jesuits. Since the late 18th century, the building has also housed other important cultural institutions of Milan, whose histories are closely related to each other. These institutions include the Braidense National Library, the Botanical Garden, the Astronomical Observatory, the Institute of Science and Literature, and the Academy of Fine Arts. The ground floor is home to the classrooms of the Academy of Fine Arts.

History

The origin of the Pinacoteca di Brera is connected to the creation of the Academy of Fine Arts (1776), but it was only in the Napoleonic period that a real collection was started. At that time, Milan – the capital city of the Kingdom of Italy – acquired a lot of paintings coming from the deconsecrated and nationalized churches and monasteries of the conquered territories, such as Lombardy, Veneto, Emilia-Romagna, and Marche. During the 19th and 20th centuries, the collection grew thanks to bequests, donations and acquisitions. In 1882, the Pinacoteca was separated from the Academy of Fine Arts. Today, only one-third of all its works of art are on public display.

The gallery will undergo a major overhaul as soon as some larger rooms on the ground floor of the building are available. At present, works of art are organized both chronologically and according to similar cultural areas.

In the first gallery, you can see Donato Bramante's *Men-at-Arms* and some surviving fragments of Bernardino Luini's cycle of decorations from the Villa della Pelucca. The tour begins with the 14th century frescoes from the Porro Oratory at Mocchirolo, acquired in 1949 and reassembled in the second room of the Pinacoteca. These frescoes are followed by works of art from the 13th to the very early 16th century, characterized by the typical "gold ground"; this collection includes some of the greatest masterpieces of the so called International Gothic. You can then admire some 15th and 16th century paintings from Veneto and Lombardy in the Napoleonic and adjacent rooms, as well as some famous Renaissance works by Mantegna and by mannerists from Lombardy. In the rooms looking onto the inner courtyard, paintings by artists from Ferrara, Marche and Emilia can be seen.

Paintings by Piero della Francesca, Bramante and Raffaello are separated from the rest of the collection. The selection of 17th century art not only focuses on paintings by Carracci and Caravaggio, but also on artists from Lombardy and masters of the international Baroque. The 18th century art is divided into sacred and profane, including large-size

works from churches as well as portraits, landscapes and genre paintings by Tiepolo, Canaletto, Bellotto, and Guardi.

The 19th century is represented by a few well-known works by artists such as Hayez, Fattori, Lega, Segantini, and Pellizza da Volpedo. Maria and Emilio Jesi's donation and Lamberto Vitali's bequest are housed in the areas next to the Napoleonic rooms.

Mission

Our institutional aim is to increase, collect, conserve, display and revive our heritage through constant update. The collection includes paintings, drawings, sculptures and historical pictures that represent some of the finest works of Italian art in the period from the 13th to the 20th century.

Our mission is also to improve and spread historical and artistic knowledge of the Italian cultural heritage, thanks to conservation and restoration activities. We carry out research in the fields of history, art and museology. We act as a meeting point between the Italian and the international scientific communities, aiming to promote and facilitate debates, partnerships, integration and synergies. We design and run exhibitions and cultural events, and organize educational activities in the context of a continuing education programme. We ensure accessibility to our collections to all visitors, promoting intercultural exchange and involving a diverse audience, both for education and entertainment purposes.

TASKS AND SERVICES

Tasks

Our main tasks, regarding both the collections and the visitors, are those mentioned in our mission statement.

Services

a) Services that we manage directly:

- publications;
- cultural events (exhibitions, concerts, meetings, videos and slide shows);
- educational activities (pilot projects for schools, refresher courses for teachers, weekend activities);
- sale of photographic reproductions;
- archive consultation (documents, drawings, pictures from current and historical photo library);
- internet website;
- online forms;
- room hire for cultural events.

b) Services managed by our partner (Skira Editore):

- bookshop;
- unattended free self-service cloakroom for bags and umbrellas;
- reservations;
- guided tours to the collections (with an Italian or foreign language-speaking guide);
- audio guides;
- information desk.

Description of services

Permanent collection

The exhibition space covers an area of around 3,000 square metres, with almost 650 works on display. This number is approximate, and it may vary according to loans and restoration projects. You can find out which works are on loan or unavailable due to restoration at the information desk and on our website.

Temporary exhibitions

In the spaces belonging to the Pinacoteca, we may set up temporary exhibitions related to our collection or organized jointly with other organisms.

Store rooms, archive of drawings and historical photo library

Researchers can visit them on request by contacting the Director of the Department of Heritage. The photo library contains over 20,000 images, while the archive of drawings contains over 900 antique drawings.

Information desk

You can find the information desk at the ticket office of the museum.

Press and media

Guides and catalogues of the Pinacoteca and its past and current exhibitions are on sale at the bookshop.

Educational Activities

We regularly organize educational activities. Please refer to the *Education* section of this Charter to find out more.

We ensure scientific control over all educational activities, both those organized by the museum and by our partner (Skira Editore).

Website

Our website (www.brera.beniculturali.it) provides information about our collections, events, access, participation and services, and ways of interacting with us.

Ticket office

Tickets are valid for a single admission to the permanent and temporary exhibitions. Free admission and concessions are possible according to the laws and regulations in force. This service is performed by the authorized partner.

Picture sales and reproduction authorization

This service is provided by the picture laboratory.

Cloakroom

Unattended free self-service lockers are available.

Bookshop

The bookshop is located at the entrance of the museum. It is also the end point of the tour.

Museum space hire

The museum spaces can be hired during and outside opening hours, according to the laws and regulations in force:

- occasional hire of spaces belonged to the Pinacoteca;
- hire of spaces and authorization for filming.

The requests should be addressed to and authorized by the Director.

Security and safety measures

In order to guarantee the collection security and visitor safety, all rooms, access doors and the courtyard are subject to video surveillance. The works of art have a detection system with an acoustic signal to ensure a safe distance.

III – PRACTICAL INFO AND QUALITY STANDARDS

ACCESS

Opening hours	Tuesday - Sunday: 8.30am – 7.15pm Last entrance 6.40pm Closed on Mondays, 1 January, 1 May, 25 December
Tickets	Tickets are available at the ticket office, by telephone (+39 0292800361), on our website (www.brera.beniculturali.it), or on www.vivaticket.it
Waiting time	Max 10 minutes to purchase tickets at the ticket office when there is a large number of visitors. Longer waiting times will be communicated at the entrance - groups: max 15 minutes - school groups: max 15 minutes - other: max 10 minutes
Information desk	The information desk is located at the entrance to the museum, before the ticket office
Information brochures	Free brochures with the museum map are available at the ticket office
Signage	Room numbers, toilets and general information.
Labels	The works on display have a label with identification data. Information about possible replacements, restoration projects and loans is provided.
Disabled access	For disabled users, it is possible to enter the courtyard of the Pinacoteca by car. There is an inner parking area. Access to the museum is provided with a lift. The visit is barrier-free. Two electric wheelchairs are available. Support staff are available on request.
Online information	You can find more information on our website: www.brera.beniculturali.it

VISIT

- Open rooms** Rooms I – XXXVIII, i.e. 100% of the rooms.
Any possible temporary closing of single rooms is communicated at the entrance
- Visit spaces** Rooms displaying the collection represent 95% of the museum space. Researchers can enter the other spaces (store rooms) by appointment. The air-conditioned store rooms contain around 50% of the Pinacoteca's collection
- Information material**
- free information brochures are available at the entrance
 - information about the rooms in 80% of the rooms
 - short guides (on sale)
 - museum catalogue (on sale)
 - audio guides (on sale)
- Guided tours for groups**
(managed by Skira Editore)
- in Italian € 100
 - in other languages € 120
 - school groups € 80
- Reservations/Information:
Phone +39 02 92 800 361 – www.vivaticket.it
- Free thematic tours** For children and adults, offered by the Educational Service (information on our website or at the entrance)
- Online information** www.brera.beniculturali.it
(Educational materials, information about the museum and its collections)
- Qualified assistance for disabled people** (on request)
Phone +39 0272263219
sbsae-mi.didattica@beniculturali.it

EDUCATION

- Information and assistance**
Monday - Friday: 9.30am – 12.30pm
Phone +39 0272263219
sbsae-mi.didattica@beniculturali.it
- Consultation of documents for education-related purposes** (by appointment)
Phone +39 0272263219
sbsae-mi.didattica@beniculturali.it
- Study material for visitors**
Please refer to the section on Educational Activities on our website www.brera.beniculturali.it
- Educational Activities organized by the Department of Heritage**
- Joint educational and cultural projects, set up through specific conventions with schools in the province of Milan. Information at: www.brera.beniculturali.it

- Project publication and preparation of educational materials (visit and evaluation sheets)

Thematic tours: available on request

Refresher courses for teachers: organized by the Educational Service and the Association *Amici di Brera e dei Musei Milanesi* (Friends of the Pinacoteca di Brera and other museums in Milan)

Special projects developed in collaboration with schools

- *Discovering the Pinacoteca* (for primary schools)
- *"I'm at the Pinacoteca too!"*. Intercultural education (primary and middle school)
- *The museum: a resource for schools* (middle school)

Public events

Pinacoteca di Brera: another history. Intercultural tours at the museum. (The Pinacoteca di Brera is interpreted by museum mediators of migrant origin)

More information about our events is provided

- on our website (www.brera.beniculturali.it)
- in regional and national media
- on the website of Museiscuola@ (www.comune.torino.it/museiscuola)
- on the website of *Patrimonio e intercultura* (www.ismu.org/patrimonioeintercultura)

HERITAGE DOCUMENTATION AND ACCESS

Consultation: At the Pinacoteca, by appointment with qualified personnel
Contact us: sbsae-mi.segreteria@beniculturali.it

Catalogue sheets: Consultation by appointment
Electronic sheets of 90% of the collection
Contact us: sbsae-mi.segreteria@beniculturali.it

Restoration sheets: Consultation by appointment
Documentation on restoration projects since 1985
Contact us: sbsae-mi.segreteria@beniculturali.it

Photo library: Consultation by appointment
Photographic reproduction of 100% of the museum collection is possible.
Contact us: sbsae-mi.segreteria@beniculturali.it

Historical archive: Consultation by appointment
Contact us: sbsae-mi.segreteria@beniculturali.it

Museum library: Access by appointment
Contact us: sbsae-mi.segreteria@beniculturali.it

IV – PROTECTION AND PARTICIPATION

COMPLAINTS, PROPOSALS AND SUGGESTIONS

If you feel the standards set out in this Charter have not been met, you can file a formal complaint by:

- filling in the forms available at the entrance to the museum and handing them to our staff at the ticket office;
- sending an email to sbsae-mi.segreteria@beniculturali.it

The Pinacoteca di Brera monitors complaints on a regular basis, and undertakes to reply within 30 days and to deal with any problems that arise. You can also provide suggestions for the improvement of our organization and services. We will carefully consider your proposals.

COMMUNICATION

The Service Quality Charter will be available at the entrance to the museum and on our website.

REVISION AND UPDATING

The Service Quality Charter is reviewed and updated every two years.

MINISTRY OF CULTURE AND HERITAGE

PINACOTECA DI BRERA

Via Brera 28 - 20121 Milano www.brera.beniculturali.it

Phone +39 02722631 – Fax 0272001140

COMPLAINT FORM

(PLEASE WRITE IN CAPITAL LETTERS)

COMPLAINT SUBMITTED BY:

FAMILY NAME AND FIRST NAME _____

BORN IN _____ ON _____

HOME ADDRESS _____

PHONE _____ EMAIL ADDRESS _____

SUBJECT OF COMPLAINT

PROPOSALS FOR THE IMPROVEMENT OF THE SERVICE

In compliance with the Italian “D.Lgs. n. 196” of 30/06/2003, art. 13, all information will be treated exclusively to answer the present complaint and to send information about the cultural events organized by this museum.

DATE _____ SIGNATURE _____

We will reply to this complaint within 30 days