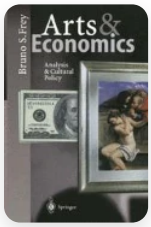
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For Art's Sake — Open Up the Vaults

Chapter

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Abstract

Museums keep a substantial share of their holdings hidden in storage rooms. Why is that so, and what can be done to overcome this situation? New possibilities can only be suggested in a useful way after having analyzed why the situation is as it is.

This chapter is based on Bruno S. Frey (1994), "Cultural Economics and Museum Behaviour", previously published in the *Scottish Journal of Political Economy* 41 (3), pp. 325–335, used by permission of Blackwell Publishers.

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Reference

1 Other aspects of the economics of museums are analyzed in the special issue of the Journal of Cultural Economics, edited by Johnson and Thomas (1998).

2 Surveys are given by Dawes 1988, Frey and Eichenberger 1989a,b; collections of readings are Kahneman, Slovic and Tversky 1982, Hogarth and Reder 1987, Arkes and Hammond 1986.

3 See the surveys by Butler and Hey 1987, Roth 1988, Smith 1989.

4 Museums then have a mixed form of governance incorporating both public and private governing authorities. Such “hybridization” is under way both in the United States and Europe (see Schuster 1998 and, for the aspect of communication, Rutter 1998a).

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Total Revenue | Storage Room | Foreign Visitor | Corporate Sponsor | Public Museum

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