

Carmel Allen

Speech title

People, Places and Things – What makes for successful destination tourism in the cultural sector, and how can we make it exciting, relevant, and memorable?

Speech Abstract

Tate Galleries drive nine million visits a year and Tate Modern has overtaken the British Museum as the most visited tourist attraction in London. What has made this a 21-year-old gallery a cultural phenomenon? This talk explores how the moving co-ordinates of people, places and things purposefully align, stimulating fresh curiosity and engagement in a prized national art collection amongst new and diverse audiences. Allen reflects on what has worked well for Tate – and what hasn't! – especially in how it navigated the COVID pandemic, then looks ahead to the next decade and how Tate seeks to stay bold and relevant in the rapidly shifting sands of our digital and socio-political landscape.

Picture

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Job Title

Managing Director, Tate Galleries

CV

Carmel Allen was appointed Managing Director of the Tate Galleries (Tate Modern, Tate Britain, Tate St. Ives and Tate Liverpool) in August 2022. She has forged an interesting career that combines creativity and commerciality. Previously CEO of Tate Commerce, she led on the organisation's publishing, retail, product development, image and licensing businesses, developing a host of innovative new initiatives and generating vital revenue for Tate. During this time she has been instrumental in ensuring Tate's commercial activities chime with its

artistic and social ambitions, from championing a more diverse range of designers and writers, to putting environmentally sustainable practices at the heart of her work.

Carmel arrived at Tate with a strong mix of business and creative experience, having been creative and marketing Director for brands such as Heal's, The Conran Shop and Linley. She has also worked at internationally renowned media companies such as Time Inc (InStyle, Wallpaper), Conde Nast (Vogue and Tatler), Guardian Media Group and the Financial Times where she launched The How To Spend It magazine.

Carmel Allen wurde im August 2022 zur Geschäftsführerin der Tate Galleries (Tate Modern, Tate Britain, Tate St. Ives und Tate Liverpool) ernannt. Zuvor leitete sie als CEO von Tate Commerce das Verlagswesen, den Einzelhandel, die Produktentwicklung und das Bild- und Lizenzgeschäft. In dieser Zeit trug sie maßgeblich dazu bei, die kommerziellen Aktivitäten der Tate mit den künstlerischen und sozialen Ambitionen in Einklang zu bringen.

Carmel bringt ihre ökonomischen und kreativen Erfahrungen ein, nachdem sie als Kreativ- und Marketingdirektorin für Marken wie Heal's, The Conran Shop und Linley tätig war. Sie arbeitete auch bei international renommierten Medienunternehmen wie Time Inc (InStyle, Wallpaper), Conde Nast (Vogue und Tatler), Guardian Media Group und der Financial Times und hat etwa das Magazin *How To Spend It* ins Leben gerufen.