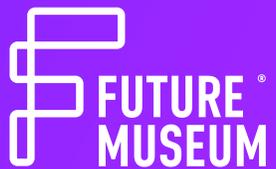


FUTURE MUSEUM PHASE III

PROJECT PRESENTATION





47 INSTITUTIONS

18 COUNTRIES

4 CONTINENTS

2 HEMISPHERES



Getty

GUGGENHEIM BILBAO

THYSSEN-BORNEMISZA MUSEO NACIONAL

MK&G



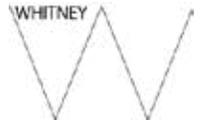
ALBERTINA



MUSEUMS VICTORIA



phaeno



BELVUE MUSEUM



LOUISIANA MUSEUM OF MODERN ART



POWERHOUSE MUSEUM



SERLACHIUS museums



MOMU MOESGAARD MUSEUM

mumok



VIENNA NOW • FOREVER

DRIEHAUS MUSEUM

KANSALLISGALLERIA • FINLANDS NATIONAL GALLERY • FINNISH NATIONAL GALLERY •

MUSÉE AIR + ESPACE AIRCRAFT MUSEUM - LE BOURGET



SWAROVSKI KRISTALLWELTEN

SCHEWZERBUNDNES NATIONALMUSEUM EDU. MUSÉE NATIONAL SUISSE. MUSEO NAZIONALE SVIZZERO. MUSEU N NAZIONAL SVIZZER.



weatherspoon art museum

VISION & RELEVANCE OF MUSEUMS

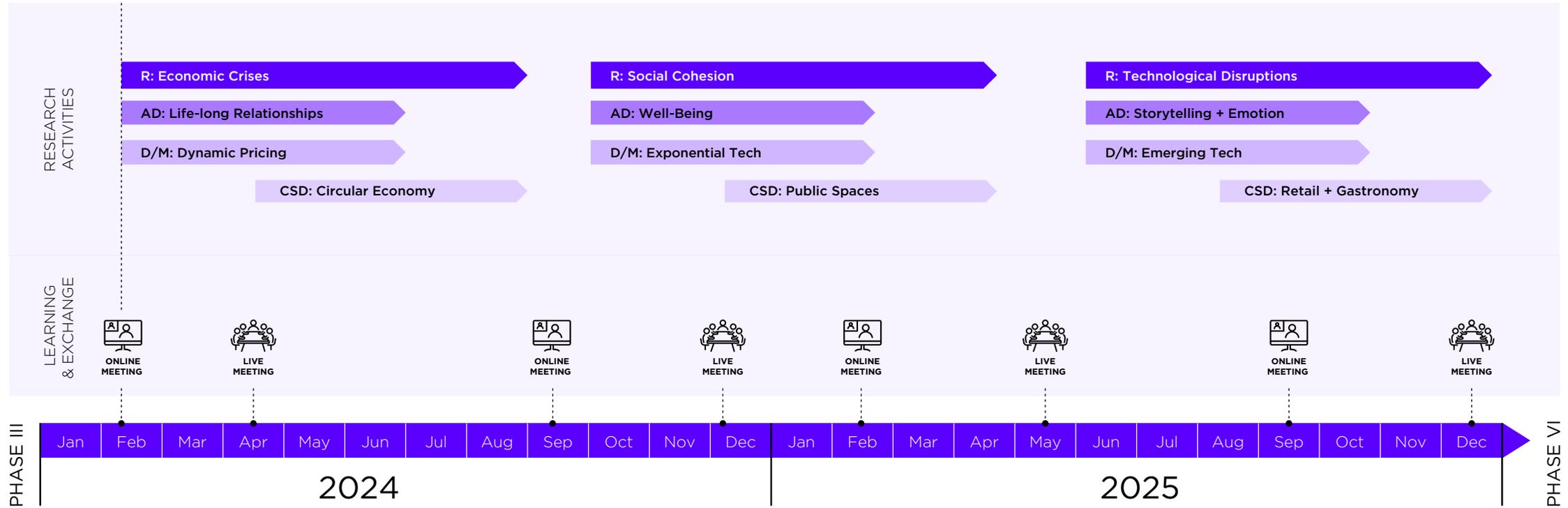
AUDIENCE DEVELOPMENT

DIGITALISATION & MANAGEMENT

CROSS-SECTOR DEVELOPMENT

FUTURE MUSEUM PHASE III

RESEARCH TIMELINE



THREAD #1 - ECONOMIC + POLITICAL / Feb - Sep 2024

Relevance: What are the long-term strategies for museums facing cost-of-living crises and economic downturns? (How might we prove relevance to stakeholders that provide funding?)

Audience Dev / Eng: What are the key factors and experiences contributing to visitors developing a strong emotional connection with museums, and how can museums leverage these elements to cultivate lifelong relationships with their audiences?

Digital / Data Management: How might museums effectively implement dynamic pricing strategies for admissions, memberships, and special events, leveraging real-time data and demand patterns to optimize revenue generation while maintaining accessibility for diverse audiences?

Future of X: What are the most effective strategies for museums and science centres to engage local businesses and entrepreneurs in developing and promoting circular economy practices aligned with the doughnut economics model to create more sustainable, resilient, and equitable communities?

THREAD #2 - SOCIAL + TECHNOLOGICAL / Oct 2024 - May 2025

Relevance: What are the long-term strategies for museums in the face of societal polarization and isolation?

Audience Dev / Eng: How might museums collaborate with experts in psychology, neuroscience, and public health to better understand the relationship between art, culture, and well-being and utilize this knowledge to develop impactful experiences for visitors?

Digital / Data Management: In what ways might museums leverage AI-driven content recommendation systems to tailor the digital experience for individual visitors, promoting relevant exhibits, events, and educational resources that align with their interests and preferences?

Future of X: In what ways might museums and science centres work with local government agencies and urban planners to contribute to developing public spaces and cultural districts, ensuring that these areas reflect the doughnut economics model and promote a vibrant and sustainable community?

THREAD #3 - ENVIRONMENTAL + TECHNOLOGICAL / Jun 2024 - Jan 2026

Relevance: What are the long-term strategies for museums in the face of technological disruptions?

Audience Dev / Eng: To what extent can storytelling and narrative techniques in digital museum experiences enhance emotional connections, audience participation, and personal relevance, ultimately driving daily engagement among potential visitors?

Digital / Data Management: To what extent might the use of gamification and metaverse technologies in showcasing museum collections impact visitor learning outcomes, and how can museums assess and measure the effectiveness of these digital experiences in promoting cultural understanding and appreciation?

Future of X: How might museums and science centres work with the shopping and gastronomy sectors to develop location-based initiatives that contribute to revitalizing and enriching urban spaces, fostering vibrant cultural hubs that appeal to locals and tourists?

**TREND REPORTS
AND SCENARIOS**

At the end of each sprint package, reports and alternative future scenarios will be shared, aiding in strategic foresight and planning.

CASE CARDS

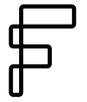
Innovative approaches from various sectors will be profiled for cross-industry learning.

**TOOLKIT
DEVELOPMENT**

A comprehensive toolkit, including mindset, heartset, toolset, and skillset templates, will be developed to aid in your strategic planning.

WHITE PAPERS

In-depth analyses and insights will be documented for your reference and application.



FUTURE MUSEUM PHASE III

PARTNERS' ROLE & CONTRIBUTION

RESEARCH SPRINT 1

Understand Phase
February 2024

Input Shaping:

Help define the scope by providing insights on strategic priorities, day-to-day challenges, and emerging trends in the museum sector.

Interview Participation:

Engage in formative interviews and discussions to offer unique perspectives and experiences.

Diverge Phases
March - May 2024

**Desk Research
Collaboration:**

Contribute to gathering and reviewing secondary research, including publications and case studies.

Primary User Research:

Participate in interviews, focus groups, and workshops to offer diverse views and novel insights.

Converge Phase
June 2024

**Data Synthesis
Engagement:**

Reviewing the analysis, coding, sorting, and synthesis of all collected data into coherent frameworks using methodologies like affinity mapping and trend analysis.

Validate Phase
July 2024

Review and Feedback:

Provide critical feedback on early findings and work samples, ensuring the research aligns with participant needs and views.

Final Output Validation:

Help validate interpretations and outcomes for resonance with the museum community.



2024

FUTURE MUSEUM PHASE III

RESEARCH CONTRIBUTORS



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Monash University, AU



John H. Falk, Ph.D.,
Institute for Learning
Innovation, USA



MUSEUM BOOSTER, AT

FUTURE MUSEUM PHASE III

LIVE MEETINGS



18-19 April 2024

**Statens Museum
for Kunst**
Copenhagen,
Denmark



20 April 2024

**Louisiana Museum
of Modern Art**
Humlebaek,
Denmark



2-3 December 2024

**Swarovski
Kristallwelten**
Wattens,
Austria



May 2025

**Peabody Essex
Museum**
Salem, MA, USA



May 2025

**Musée McCord
Stewart**
Montréal,
Canada



TBC:
December 2025

Tate Modern
London, UK

FUTURE MUSEUM PHASE III

ONLINE MEETINGS

1-2 February 2024

16-17 September 2024

24-25 February 2025 (tbc)

8-9 September 2025 (tbc)





COMMUNICATION PLATFORM

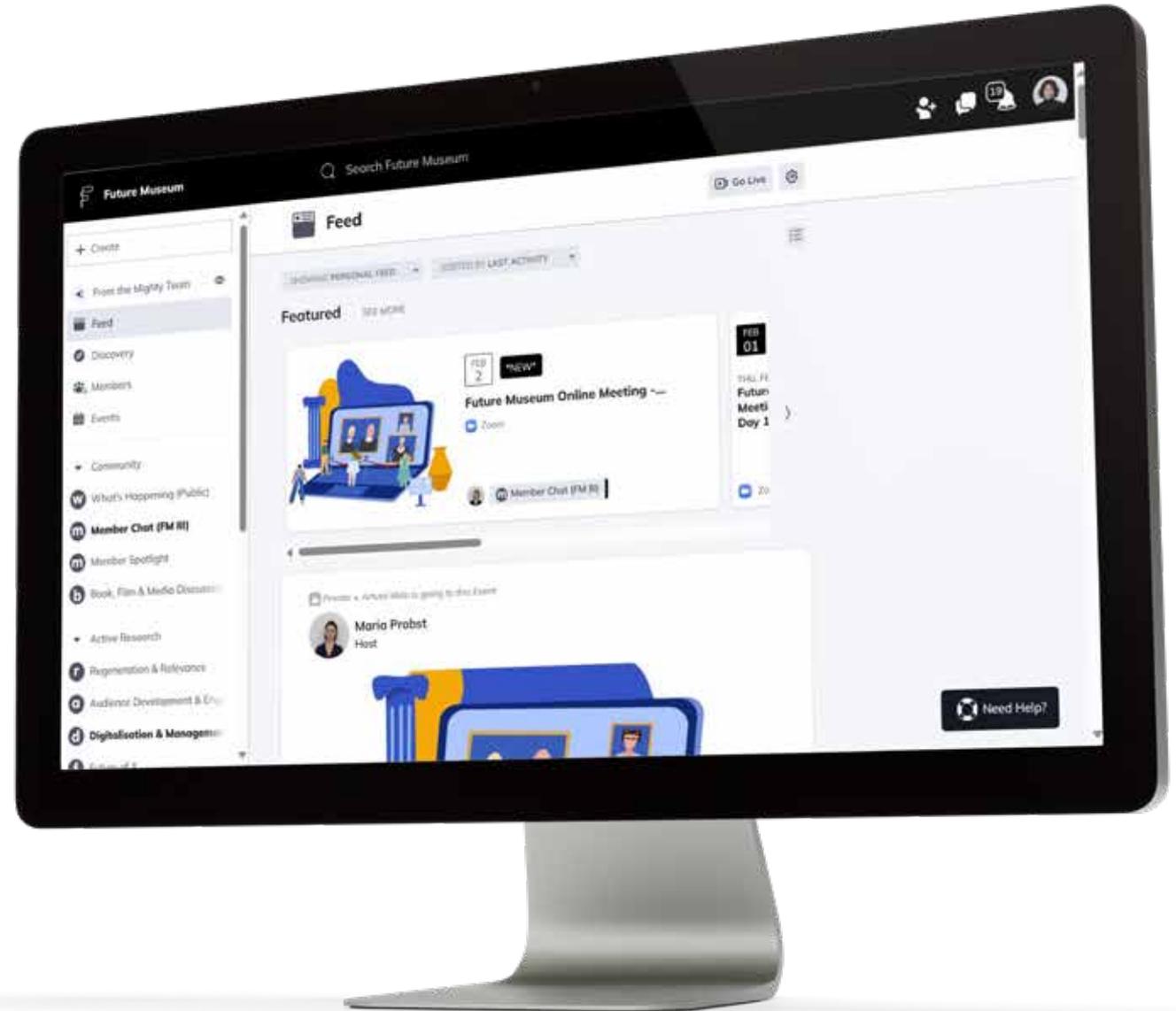
powered by Mighty Networks

#BookDNA Discussions

#Member Spotlight

#Active Research

and more



Primary research questions

- How can museums be better linked to other touristic and/or city infrastructure stakeholders?
- How can museums reach new target markets? How to attract repeat/regular visitors? How to generally attract more visitors?
- How can museums become better storytellers?
- How to communicate with visitors before, during and after the museum visit?
- Which digital strategies make sense in a museum and how can they enhance analogue formats?
- How can dynamic pricing, revenue & yield management be used in museums?
- At which stage of the visitor journey can visitor data be collected and used in a meaningful way?
- Which ideas and tools are available for effective museum management?
- How should architecture & design of museums reflect shifting expectations by visitors?
- What are the ideas for new exhibition design & new exhibition formats?
- How can augmented reality (AR), virtual reality (VR), electronic displays and projections enhance the visitor experience in new ways?
- Which methods work best for ticketing & access control?

Secondary research questions

- How to link the interests of tourists and the local population in the context of a modern visitor economy?
- How can visitors be better distributed in terms of timing (periods of a day – from morning to evening; days of the week; seasons) and location (routing in museums)?
- Which interactive elements make sense in museums and how can their operations & maintenance be organised efficiently?
- The face of museums: how can websites, social media and other elements of digital marketing be improved?
- How can digitalisation be integrated in a sustainable way in the organisational structure of museums?
- Which new revenue sources could museums tap into?
- Which KPIs (key performance indicators) are needed for benchmarking and management purposes?
- How can business processes of museums be optimised?
- How should educational facilities and event areas be adapted to current and future needs?
- How can modern visitor guidance be incorporated into museum planning (building and exhibition space)?
- How to use AR, VR, electronic displays and projections meaningfully and cost-efficiently?
- Which innovative and cost-efficient ways exist for museum apps?

Primary research questions

- How to improve visitor journey in a museum?
- What are the key components for the digital strategy in a museum?
- How can museums reach digital audiences?
- How can digital content be monetised?
- How to improve the audience commitment?
- What are the possible improvements of the physical visitor journey in a museum?
- What types of data should museums collect and how can it be used for a specific objective?
- What are the new crucial factors for visitor satisfaction in museums and how can the measurements be implemented?
- How can intermediary spaces be part of the museum experience?
- Which technologies enhance storytelling, both online and at locations?
- How to introduce and improve communication between visitors?

FUTURE MUSEUM TEAM



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