

National Museum of Denmark - strategy 2019-2024

<p>Purpose</p>	<p>To teach us about the present</p> <p>Why do we need to spend millions of kroner preserving our national history? Because history is a short cut to understanding what's happening here and now. And Denmark's largest museum of cultural history must be able to tell our story - in the present tense. For unless we understand the present, the past becomes a purely academic exercise.</p>		
<p>Strategy 2019-2024</p>	<p>Expert knowledge and business acumen</p> <p>The National Museum has probably to some extent been living in the past. Not surprisingly. We stand on a solid foundation of expert knowledge, but commercially the museum is not a viable enterprise. Both our finances and our role in society need strengthening significantly if we are to survive in the long term. We therefore need to take a great leap forward - into the present. We must take a business approach to everything we do, without compromising on our excellence as a knowledge institution. And no, this does not spell the death of research. After all, we live only as long as we learn.</p>		
<p>Initiatives</p>	<p>Visitors come first</p> <p>The National Museum must put its visitors first - and foremost. From our research and curating work to our knowledge dissemination activities, it's all about making the narrative about ourselves attractive to a wide audience.</p>	<p>Blow up the silos!</p> <p>We're in this together. Artefacts and all. We're all part of the story that needs to be told, and we - all the various departments and museums - must work closely together to bring the exhibits to life. Including the ones that might need a little artificial respiration.</p>	<p>Create headlines</p> <p>Research can change people's view of the world. Keeping this in mind, we need to communicate in the present tense and provoke reflection. Because seeing is believing.</p>

