

# National Museum of Denmark - strategy 2019-2024

<p><b>Purpose</b></p>	<p><b>A shortcut to understand the present</b></p> <p>Why should we spend millions on the preservation of our national history? Because history is a shortcut to understanding, what happens here and now. And Denmark's great national museum must be able to tell the history of us all - in the present tense. If we do not understand the present, the past is merely of academic interest.</p>		
<p><b>Strategy 2019-2024</b></p>	<p><b>Deep expert knowledge combined with business acumen</b></p> <p>It is a natural occupational hazard, but the National Museum has probably lived a little in the past. We stand on a solid foundation of professionalism, but our business is not viable. Both our financial model and our position in society must be considerably stronger, if we want to survive in the long run. Therefore, we have to make the big leap - into the Present. We must learn to think business in everything that we do, without sacrificing our professionalism. And no, it will not be the death of research. You only live as long as you learn.</p>		
<p><b>Actions</b></p>	<p><b>The Guest first</b></p> <p>The National Museum must place the visitors first - and foremost. From research to work with the collections to public dissemination, it is about making the story about us all interesting to the most people.</p>	<p><b>Break down the silos</b></p> <p>No department is an island. No artefact may die. We are all part of the history that must be told, and we have to work across departments and museums to give the objects life. And that includes those, which may need artificial respiration.</p>	<p><b>Make headlines</b></p> <p>Research can change world views. We have to use that to communicate in the present tense and provide food for thought. For if it is not seen, it has never been.</p>

