Telling the Story of the Art

Art museum as a starting block for a trip

Simona Jurackova
Moravian Gallery in Brno, Czech Republic
Czech Republic
Moravian Gallery in Brno

- second largest art museum in the Czech Rep.
- founded by the ministry of culture
- main partner – UniCredit Bank
- need extra sources (who not?)
5 budov, 1 galerie.

Moravská galerie v Brně. www.moravska-galerie.cz
A tourist – who is it?

• What is interesting for him/her?
• How he/she wants to spend his/her time?
• What he/she needs?
A castle as a typical tourist destination. (Hluboka)
MG permanent exhibitions

- European ancient art to 19th century
- Czech 20th century art
- Applied art and design
- Josef Hoffmann
- Dusan Jurkovic
How to connect them?
The map

- available at MG and MG web site for free
- will send our visitors to associated objects
- sites visitors will come to MG (hopefully)
Opportunities

• to develop special materials to the MG permanent exhibition and provide a better service
• to make these exhibitions more visible
• to bring a brand new audience
• to strengthen the brand
• to develop a brand new product for tourists
Permanent exhibitions as a starting block for a trip