

ICOM – MPR – Moscow 2009

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Three museums merge into one

- The Oslo City Museum
- The Intercultural Museum
- The Theatre Museum



How to reach new target groups...



...the tourists



Background

- The Norwegian museums reform
- The aim has been to make the museums more effective and functional.



A new museum

Three museums in Oslo were meant to merge into one...

The main challenges

- Three different locations
- Three different profiles
- Three different main target groups



The former situation

- Three different profiles, three different contents



Name of the new museum

- How?
- Why?



And the result is...

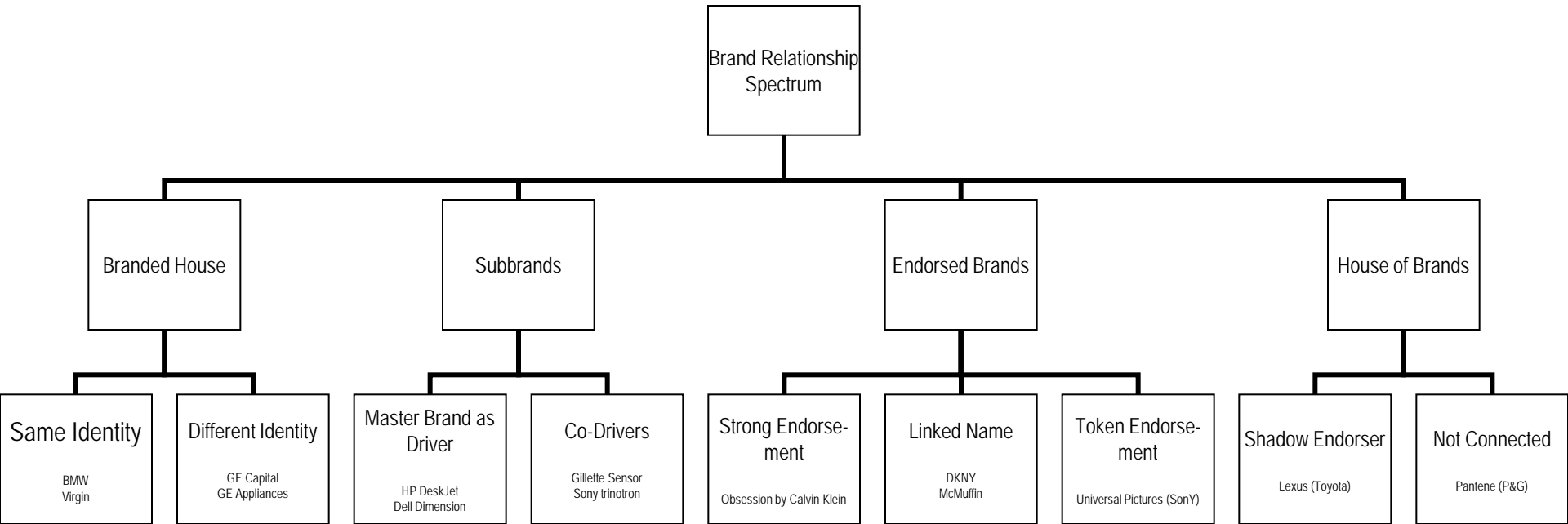
om;
oslo museum

Hmmm – but what museum is this?
Is it a brand new museum or is it
"same shit, new wrapping?"



A possible way to branded house?

(Brand Leadership. David A. Aaker, 2000)



A possible future



Former situation

om; bymuseet

om; interkulturelt museum

om; teatermuseum



om; oslo museum

Bymuseet, Teatermuseet og Interkulturelt Museum (IKM) har fra 2006 sluttet seg sammen og dannet et nytt kulturhistorisk museum, Oslo Museum. Våre utstillinger vises i hovedsak på Bymuseet, i Gamle Rådhus og på Interkulturelt Museum.
Oslo Museum bygger på verdiene kompetent, inkluderende og modig.

Oslo Museum

Bymuseet

Gamle Rådhus

Interkulturelt museum

Om Oslo Museum

Besok oss

Utstillinger

Hot Spot

Prosjekter

Mangfoldnettverket

Bibliotek

Kontakt oss



om; bymuseet



om; gamle rådhus



om; interkulturelt museum

- Three different museums
- Three different main target groups

The Oslo City Museum:

- The inhabitants of Oslo

The Intercultural Museum:

- The immigrants and people around them

The Theatre Museum

- People with a special interest of theatre



A target group on the bottom of the three lists:

...The tourists

Which attempts can be made to reach them?

What is the dream situation?



Often heard:

“The tourists have to become an important target group!”

- An extremely relevant question or often forgotten...
- Are the exhibitions adapted to this group?
- How about texts in different languages?
- Do we have guides and explanations for these groups?



Where do we start?

Our starting point:
The visitor center



Museumsbutikk og kafé i Bymuseet

I museumsbutikken finner du et bredt utvalg av Oslo-litteratur, design-gjenstander, spill og leker for barn i alle aldre. Her får du også svar på spørsmål om museets utstillinger og arrangementer.

I hyggelige og uformelle Kafé Mathia kan du nyte en deilig kake, et smørbrød eller en varmende suppe. Kafé Mathia har alle rettigheter.

Museumshop and café in the city museum

In our museum shop you will find a wide selection of literature about Oslo, design artefacts, board games, and toys for children of all ages. This is also where you go if you have questions regarding the museum.

Kafé Mathia is a warm and welcoming café where you can enjoy cakes, sandwiches or a hearty soup. We serve all sorts of drinks, hot or cold.



Survey summer 2009

Main questions:

What would you like to see in this museum?

What do you miss?



The test, summer 2008:

Opening of an exhibition
centrally located.

New: The exhibition was partly
adapted for the tourists.

Positive results!



Plans for the coming periode:

All new exhibitions with at least
English texts

Guides of the exhibitions in more
languages than English

Special promotions towards these
particular target groups



The dream situation without the really big tourist attraction:

An exhibition specially adapted for tourists

based on surveys of what they want to see.



We want to give the tourists
the good experiences...



Without competing with the
amusement parks...

