

STRATEGIC PLAN 2017–2020 SHARING DESIGN



**DESIGN
MUSEUM
DANMARK**

DESIGNMUSEUM DANMARK 2017-2020

WE INSPIRE THROUGH DESIGN

Strategic Plan 2017–2020 outlines our initiatives for the years until 2020 aimed at strengthening our role as the design museum for all of Denmark, open to the world. Designmuseum Danmark is currently seeing significant growth in interest and visitor numbers. That gives us the urge and the opportunity to offer even more to an even bigger audience. The present strategy is an element in our ongoing efforts to develop and open our amazing museum to the world.

The purpose of the museum is to serve as a source of inspiration and as a place for knowledge sharing. Today, design is a key aspect when the world meets Denmark. Design is deeply rooted in our culture and plays a key role in shaping Danish society – from hospitals, preschools and airports to crafts, education and the creative engine that drives new start-ups. Our design society and tradition sets us apart from the rest of the world. But design also includes the objects, systems and frameworks that connect us to the world, global developments and each other. At Designmuseum Danmark, we strive to bring the design field together and to demonstrate the difference design makes. We were founded as a museum of decorative art and design in 1890, and our current role and communication efforts rest on a long-standing tradition.

STRATEGIC PLAN 2017–2020: With this strategy we aim to create an ideal platform for all to experience, engage and explore design. For more than 125 years, we have sought to bring people together around good and innovative design. We have the collections, the archives and the research to showcase and position Danish design development in an international perspective, and with Strategic Plan 2017–2020 we seek to reach out to an even broader audience to enable everyone to find inspiration in the past in order to take part in shaping the future.

Our goal is to inspire our visitors, the industry, the design field, education programmes and everyone living in a world that is shaped by design. We wish to spark creative and professional insights through design. Design is everywhere, it is for everyone, and it concerns us all. From our unique location in the heart of Copenhagen's historic centre, surrounded by tourist magnets, harbour baths, local business and galleries, we aim to offer a dynamic working archive and an entrance point to Denmark as a design destination.

ANNE-LOUISE SOMMER
Museum director, adj. professor

VISION

We aim to create an internationally leading design museum that conveys the story about Denmark as a design society and the value-creating potentials of design.

MISSION

With its archives, library and collections, the museum constitutes Denmark's shared design memory and knowledge centre as a source of inspiration for future designs. Our audience includes those who work with design professionally as well as everyone whose daily life – in ways both seen and unseen – is shaped by design and quality craftsmanship.

VI SION MIS SION

SHARING DESIGN

OUR APPROACH: SHARING DESIGN

Designmuseum Danmark puts people centre stage. We wish to create an open meeting place for industry, the design and crafts field, education and a broad Danish and international audience.

We bring art, industry and science together and aim to engage everyone in unfolding the potential of our design legacy in meeting future challenges, big and small.

We aim to achieve this through coherent, surprising and engaging stories told at eye level, because we believe in inclusive learning and meetings, and because we are convinced that good design is not a luxury reserved for the few but a means of creating a better life for everybody.

Design plays a key role in shaping Denmark and Danish culture. We think design is to be understood in the context of themes such as democracy, social engagement, a high level of knowledge, craftsmanship, tradition, concern for the users, quality, functionality, intelligent solutions and sustainability that have shaped Denmark as a design society.

FOCUS 2017-2020

During this period, we will focus on three main areas: **ICONS, PROCESS AND CRAFTSMANSHIP**. We unfold these topics in a series of thematic exhibitions between now and 2020, which address design on many different levels. The three focus areas are incorporated into all our activities until 2020 with the aim of:

- Increasing awareness of and engagement with Designmuseum Danmark
- Sharing the stories and appreciation of Danish design
- Improving the experience for everyone who visits, meets and engages with the museum and in Denmark as a design society
- Demonstrating that design is value-creating and can help shape a better future for as many people as possible

BUILDING DEVELOPMENT

Maintaining a focus on people, users and the audience and on the settings where our exhibitions and activities unfold is crucial for the design museum we want to be by 2020. Thus, throughout the period we have a special focus on continuing to develop our physical setting to promote our vision and mission. Our beautiful, listed museum building, which dates from the 1750s, presents certain technical challenges with regard to the growth in visitor numbers and interest. We will therefore continue our efforts to making our spaces, collections and design accessible by bringing our buildings into the 21st century with due respect for the architectural qualities of the surrounding Frederiksstad district.

ORGANIZATION

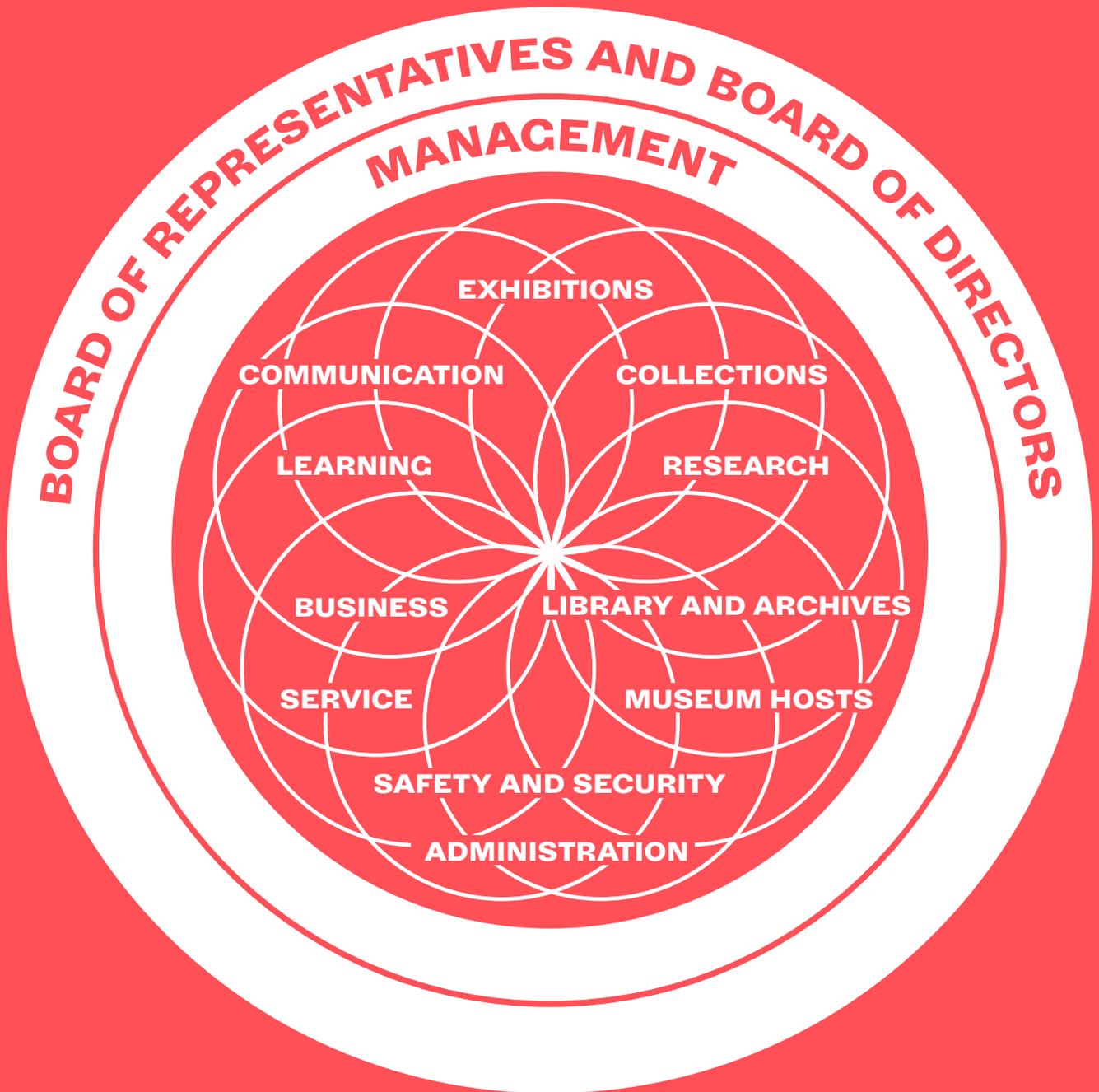
We believe in sharing design. In this spirit, we aim to pursue our goals as a network organization to the widest extent possible. This involves cooperating with external organizations and contributors all over the world and basing our in-house activities on collaboration and co-creation across the organization.

We strive to be an attractive, co-creative workplace. In 2017-2020 we will be working with mentally open offices in a cross-organizational project model.

Our daily working principles are: openness, learning and sharing. This makes the work life at the museum even more rewarding. We believe that knowledge and curiosity come alive with a sharing and hands-on approach. This way, complex issues take on a relevance, and we – as well as our visitors – go home slightly wiser about ourselves and the complex, designed world we live in.

ABOUT THE STRATEGY

The present strategy was developed in a close dialogue involving the museum's board of representatives, board of directors, management, staff and external stakeholders. The strategy development was facilitated by a framework of workshops, meetings and inspiration excursions.



STRATEGIC FOCUS AREAS FIVE STEPS TO GET THERE

In 2017 – 2020 we will work with the strategy through 5 strategic focus areas. This roadmap serve as the basis of the museum development and scaling of initiatives. We will:

- Sharpen and share our brand profile
- Engage and learn from our visitors – with a keen focus on the user journey
- Promote the strong narratives and potentials of design
- Develop our museum framework, our collections and infrastructure further to meet our visitor’s expectations – and match the ongoing development within the field of design and crafts
- Make the museum an even better, open meeting place for modern travelers, citizens, the design industry, business, cultural front runners – and everyone who wants to participate in our strong and vibrant design society.

Designmuseum Danmark
Strategic Plan 2017-2020
Sharing Design

Graphic design: Urgent.Agency
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