

STRATEGY 2030

DESIGNMUSEUM
DANMARK



INTRO

DESIGNMUSEUM DANMARK'S STRATEGY TOWARDS 2030

In 1890, the Danish Museum of Art and Design was established to focus attention on quality design in a world undergoing fast changes due to industrialisation. Intended as a project to support education and formation, it was based on exemplary collections of fine and functional objects and high-quality craftsmanship.

Our original goal and mission from 1890 remains our guiding principle more than 130 years later – our WHY. Design and decorative art create value and can make the world a better place to live – then as now. Our role is to document, present, and evolve this concept.

We live in a time when the world is undergoing rapid changes, and Designmuseum Danmark is evolving along with it. Consequently, this strategy does not follow a four-year model but outlines overall visions and ambitions towards 2030. It is a broad-based framework, defining important points of orientation, subsidiary goals, and priorities that may change as we go. Therefore we will apply a strategic approach to our work rather than following a pre-determined strategy.

MISSION

With our archives, library, and collections, we are Denmark's memory bank of design, offering inspiration for the design of the future. We exist for those who work professionally with design – practitioners, the industry, and educational institutions – as well as for all those whose lives are touched by design and craftsmanship on a daily basis.

VISION

We aim to be an internationally leading design museum, presenting a narrative of Denmark as a country strong on design and of the value-adding potential of design. Always on the assumption that design can make the world a better place to live.



OUR HISTORY

The museum was founded as a specialized museum with national responsibility in 1890 by forward-looking founders who placed the museum at the centre of the development of Danish arts, crafts and design. This raison d'être accompanies us into the 21st century.

Our mission was then directed at the trinity of manufacturers and producers, practitioners, artists and craftsmen, as well as ordinary people. The museum collections, archives, and exhibitions were central and secured learning and formation in the broadest sense. This continues to be the hallmark of the museum.

Our role as ABM institution (archives, library, and museum) is unique in the Danish museum world. We house archives, library, and a museum under the same roof, and our mission is still one of realising the full potential from the interplay of these three functions, so that

Designmuseum Danmark becomes a dynamic, open, accessible, and engaging house for the people of Denmark, the design industry and a growing international audience. Designmuseum Danmark offers an opportunity to explore design history and contemporary design culture, and we present an agenda-setting voice in the public debate. For the benefit of school children and craft apprentices, entrepreneurs, researchers, and well-established design enterprises — including the numerous international visitors, for whom Danish design is the key to understanding design culture and talented practice with a global reach.

A museum is a remarkable place where the presence of unique objects affords visitors an unequalled experience. In a time increasingly defined by digital media, analogue encounters are rare and valuable. Facilitating these encounters is one of our most important museum tasks.



THREE CENTRAL GOALS

During the strategy period, we will endeavour to realise three overall goals. Some of them are already in progress and will be developed further. Other activities are new projects set to reach their full potential during the strategy period.

THE MUSEUM: AN OPEN AND INCLUSIVE HOUSE

THE MUSEUM GARDEN: A SUSTAINABLE GREEN LABORATORY

THE LEARNING LAB: LEARNING AT ALL LEVELS

The three goals are meant to create the best conditions to ensure that, also in 2030, we can contribute to positive changes, understanding, knowledge, and development within design. The museum's physical framework: the museum building, the garden, and the Learning Lab provides space for working with design at all levels — calling attention to the uniqueness of Danish design. They encapsulate our present attempt at placing people at the centre of our work — presenting all aspects of design. During this period, we will direct special attention to:

CRAFTSMANSHIP
PROCESS
SUSTAINABILITY

as focus areas supported in all activities. Within these focus areas, we will provide good experiences and life-long learning for our central target groups – supporting the unique capability of design to inspire and create change and learning throughout people's lives.





THE MUSEUM: AN OPEN AND INCLUSIVE HOUSE

With the three overarching reference points, we will continue to explore our role as an internationally leading design museum. A museum where we create experience universes directed at a broad and global audience, based on the extraordinary experience emerging at the crossroads of vitalised art and cultural history, a sharp, critical, and thought-provoking gaze on contemporary design, and a fascinating narrative providing a framework for the exhibited objects. Texts and communication in the exhibitions must embrace all levels and ensure that both specialists and non-specialists are challenged, enriched, and given insight via exhibitions that inspire wonder and convey knowledge.

Visitors to Designmuseum Danmark should feel welcome and well-received from the moment they arrive. To ensure this feeling of hospitality, our front staff is always open and approachable and gives each guest a personal welcome. A natural part of the museum visit is the dialogue with our museum guides – always on hand with an interesting design story or ready to answer any questions the visitors might have.

The visit is a total experience unfolding through exhibitions, different educational and learning options at regular intervals and formats, as well as in the library's bank of knowledge. Communication on digital platforms is a significant part of this – as are the café and shop, which also communicate design as part of the business model. We want to be an engaging place to be used in many ways throughout the year. A priority area will be linking the museum experience with a membership and loyalty universe.

We are a state-recognised museum, enjoying the privilege of receiving an annual state grant and consider it entirely natural to give something back to the community from the profit we might make. We do this in our daily work directed broadly at the Danish population and at our many international visitors but also by offering visits and programmes to vulnerable people and people of all ages with special needs.



THE MUSEUM GARDEN: A SUSTAINABLE, GREEN LABORATORY

The museum garden unfolds like a green heart in the middle of the historical listed 18th century building, having evolved from a healing garden in the historical Royal Frederik's Hospital into a recreational zone interacting with the museum's activities in various ways for more than a hundred years. As a physical framework, the museum garden provides a unique opportunity to launch activities at many levels to support our mission and vision – not restricted by the dimensions of the listed rococo building. The garden literally provides a free space for new thoughts and ideas.

Our ambition towards 2030 is to develop a green learning universe in collaboration with vocational training institutions, stakeholders, start-ups, and local people interested in culture, sustainability, and high-quality craftsmanship.

Based on the museum's core competences within museum communication and education, learning, and the history of design and craftsmanship, we will provide space for exploring and presenting new solutions for

the design of the future. Space that enables the forming of committed communities to benefit those taking part. Craftsmanship is now on the Danish school curriculum, and we want to support the teaching of this important subject to new generations. The climate crisis forces us to find new solutions – and design could be part of these. We will be addressing this in a focused, inspiring, and playful learning space via workshops, in which participants are introduced to recycled and upcycled materials and tools.

Activities in the museum garden are for everyone, allowing both museum visitors and local passers-by to follow the progress of workshops and projects. The garden should provide a contemplative framework but also a meeting place for engagement, open dialogue, and inspiration, where research and craft break out from the workshops to inspire and come alive in the open.

During the summer holidays, the museum garden can be the setting for short, intense test labs, where people of all ages meet across levels of experience and competence and together seek ways to discover innovative sustainable solutions. Sustainability should be interpreted in the broadest sense to include social sustainability as well.

THE LEARNING LAB: LEARNING AT ALL LEVELS

Our vision for the new Learning Lab is powerful and simple, continuing the museum's original goal:

The Learning Lab will frame and facilitate lifelong learning and education within design, arts and crafts. A laboratory with room for top-level research and learning environments where new ideas are developed and tested. A place where deep expert knowledge and a curiosity-driven investigative approach come together.

Realising this vision requires an optimal physical framework, where we can invite researchers, enterprises, sector stakeholders, practitioners, students, and museum visitors to step into an inspiring house of learning. Our ambition is to complete the transformation of the museum building with Professor Kaare Klint's original plan for an educational wing north of the museum.

The new building will house the library, reading and study room, as well as the Design Workshop's learning room, providing space for learning, reading, and open workshops with a high level of access – even outside the museum's opening hours. A multi-purpose auditorium for lectures, discussions on design, seminars, conferences, business meetings, and pop-up exhibitions – altogether a unique space for design-professional exchanges.

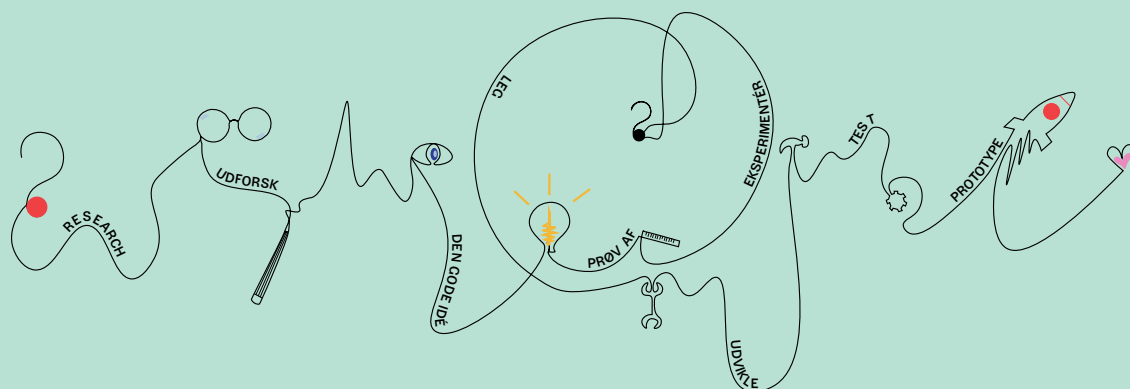
Lifelong learning – from the physical labour of the hands to the spiritual broadening of the mind – is gathered under one roof. This provides new options for an active, exploratory, and innovative learning space, and, specifically in the field of design, a proximity to practice will unfold other kinds of understanding, knowledge, and perception. What we have here is not merely a library and a collection of books and images, but also the inter-



play of Arkiv for Dansk Design (Danish Design Archives), with its large collection of sketches, models, and process documents from great Danish designers through the ages – truly a key to insight. Since the museum was founded, designers have sought inspiration in the rich collections and archives – and thus created designs for a new era.

Designmuseum Danmark was founded to ensure lifelong learning and education within our object field – and lifelong learning should be taken literally. From nursery, primary, and secondary schools to university researchers and sector stakeholders who seek inspiration, to museum visitors who want to know more and gain a greater understanding of the meaning of design as a beacon of Danish cultural heritage.

Towards 2030, we will focus on developing the collection and research based activities and in this respect, the Learning Lab is central for the benefit of visitors and users, the local area, and knowledge institutions nationally and internationally. A spirited dynamic learning environment facilitating surprising and fruitful encounters between very diverse user groups, taking Designmuseum Danmark's original mission into the future.



AMBITIONS AND VALUES

THE CONTINUOUS DEVELOPMENT OF THE MUSEUM

In 2023, the museum stands strong after a historical closedown, refurbishment, and relaunch which, with the global and geopolitical upheaval of our time, helps define the kind of museum we would like to be in the future. And also how we can stay relevant.

In the 21st century, this will occur with a watchful eye on the mega-trends and big moves that occur in the world around us – and change continually. The strategy towards 2030 will therefore show the strategic direction for the way we would like to reach our goal. We also continue the goal of recent strategy plans to share design and offer the wonderful site in the heart of Copenhagen to many more – setting up partnerships across the country.

Lessons have been learnt from the pandemic, closedown, and relaunch of the museum from 2020–2022, and we bring both innovation power and collaboration potential with us. We will specifically focus on developing new knowledge through more extensive programmes and broad-based collaboration ventures whilst still wishing to evolve our distinctive features, culture, and DNA through an experimental approach, solidly anchored in our mission and more than 130 years of experience of running and developing our archives, library, and museum.

OUR VALUES

Motivate us – and set the direction for our way of working and meeting the world:

1. OPENNESS

We place people at the centre in engaging communities – an open meeting place where visitors will know that we are devoted to sharing our knowledge and passion for design.

VISION

WE AIM TO BE AN INTERNATIONALLY LEADING DESIGN MUSEUM, PRESENTING A NARRATIVE OF DENMARK AS A COUNTRY STRONG ON DESIGN AND OF THE VALUE-ADDING POTENTIAL OF DESIGN. ALWAYS ON THE ASSUMPTION THAT DESIGN CAN MAKE THE WORLD A BETTER PLACE TO LIVE.

**DESIGN
MUSEUM
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