

STRATEGY 2030



Nasjonalmuseet

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Our Social Mission

The National Museum will develop, manage, research, curate and give access to Norway's largest collection of art, architecture and design.

Our Vision

- To engage and inspire a broad and diverse audience.
- To preserve the collection and make it relevant.
- To strengthen the significance of museums in society.

Our Vision

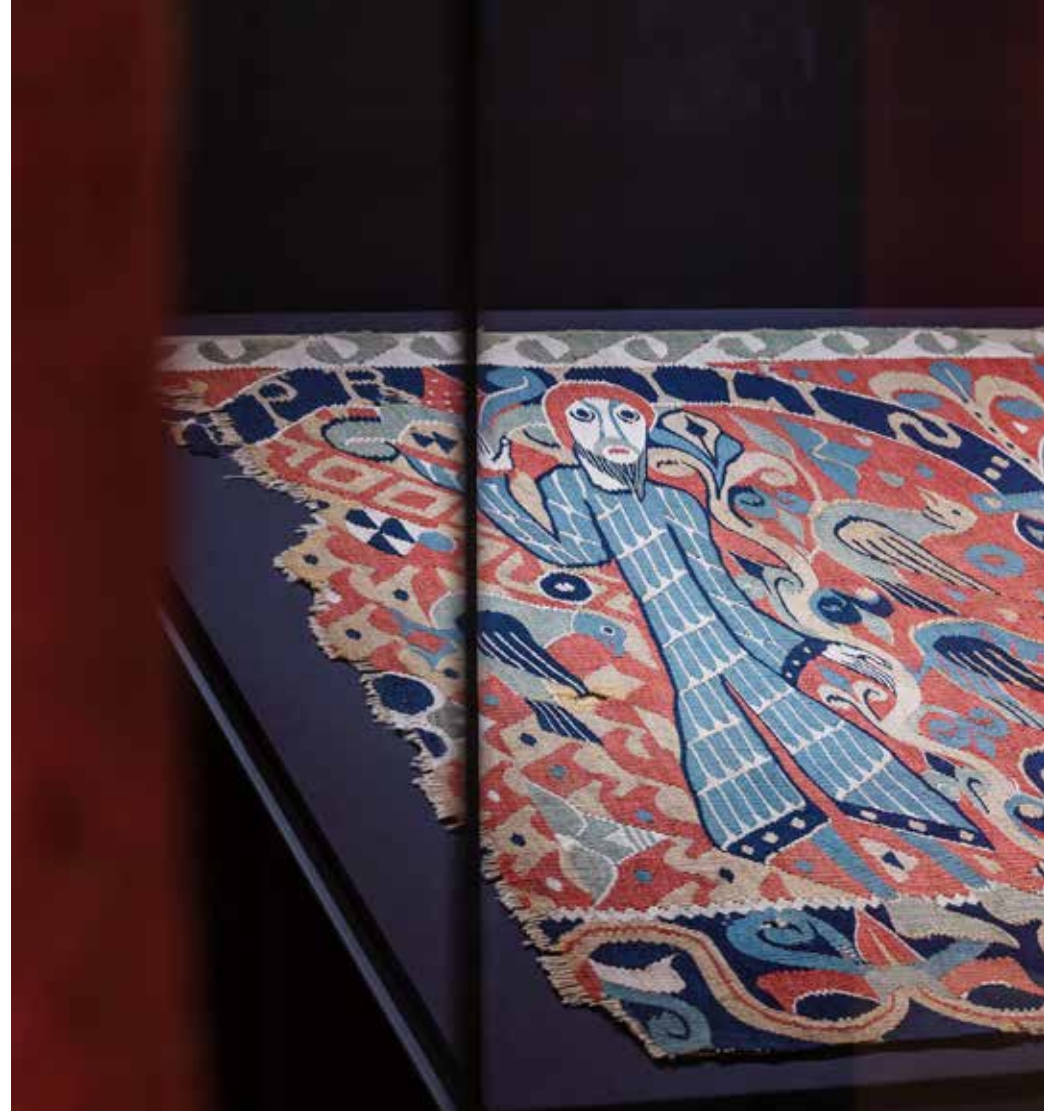
A museum for all of Norway

Our Values

- Recognition
- Curiosity
- Community

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We will engage and inspire a broad and diverse audience

We seek to be relevant and accessible. Through a varied and inclusive programme, we will offer experiences and dialogues both inside and outside the museum's locations.

- **We will increase visitor numbers**
Through our programming, we seek to increase visitor numbers by offering experiences that encourage people to return. The National Museum provides enriching experiences and opportunities for insight and reflection for all.
- **We will reach out to audiences wherever they are**
Via digital media, as well as exhibitions and events, we will build relationships with those visitors who are unable to visit our museum locations in Oslo.
- **We will embrace diverse perspectives**
Our audience is diverse. We will challenge our own blind spots and be mindful of which voices and stories we present. Our programme is representative, innovative and socially relevant.

We will preserve the collection and make it relevant

Our collection is the core of the National Museum, a key part of our collective cultural heritage. During the period covered by this strategy we will elevate our work with the collection.

- **We will make the collection accessible**
We will manage works in the collection in ways that make the information verifiable and accessible. We will continually evaluate and improve our management of the collection. We curate and make the collection relevant for visitors, academics and professional communities, ensuring that it can be understood in new contexts.
- **We will expand the collection**
We will work purposefully to develop the collection, emphasising artists, artist groups and voices that are underrepresented. We will present several thematic, multidisciplinary exhibitions conveying the breadth of the collection.
- **We will conduct research based on the collection**
The collection is central to the museum's research and development activities. Our research is published in scientific journals and publications, and is funded by both external and internal sources. The knowledge we gain will be communicated broadly

We will strengthen the importance of museums in society

Museums are a cornerstone of democratic society. As a national museum, we have a particular responsibility to contribute to the development of museums and the art world, nationally and internationally.

- **We will play our part in strengthening the fields of art, architecture and design**
We will have an active presence in national and international arenas. We will participate in dialogue, facilitate the sharing of knowledge and contribute to development within our artistic fields.
- **We will help to develop the museum sector**
We will engage in and facilitate ambitious artistic and museum-related collaborations and open doors locally, nationally and internationally. We will develop and make use of the opportunities to be found in economic cooperation and partnerships.
- **Our public role will be clear**
Based on our social mission, we will be a clear voice that contributes to issues relating to museums, art and cultural policy.

Organisation, expertise and people



Our workplace culture is built on the values of recognition, curiosity and community

By recognising each other's contributions and being curious about others' expertise, we will build a generous, trust-based community.

We will achieve results through multidisciplinary collaboration

Everyone will take responsibility for contributing their expertise and skills across the whole organisation. We will create great results through effective cooperation.



Our leaders will set a unified course
Our leaders will establish common priorities, provide room to manoeuvre and drive results-oriented change and development.

We will work systematically to ensure sustainable operations
Sustainability is integral in all museum operations, resulting in a reduced climate footprint, efficient use of resources and increased income.



Our Values

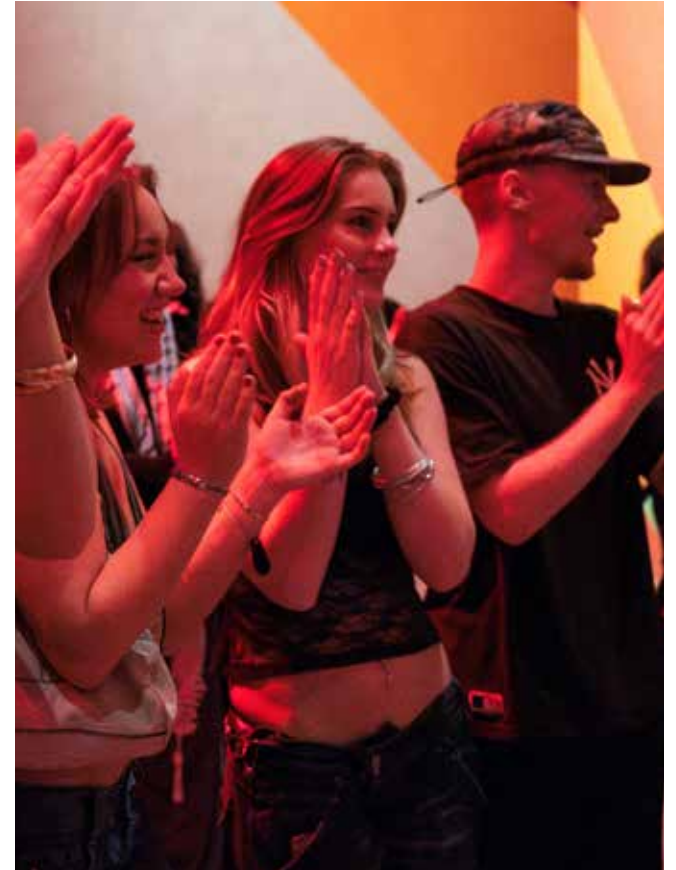
Acknowledgment



Curiosity



Community



Recognition

We will create safety and build relationships by seeing, listening to and appreciating each other's perspectives and contributions.

This means:

- We show respect by listening and being open to different opinions.
- We create space for everyone to be heard, whatever their area of expertise, position or background.
- We encourage and appreciate contributions from colleagues, collaborative partners and the public.

Curiosity

Openness and the desire to explore gives us new insights and a deeper understanding of ourselves, each other and the world.

This means:

- We ask questions and listen with genuine interest.
- We create safe spaces for wonder and exploration.
- We give and receive feedback, and meet disagreement in a spirit of openness and curiosity.

Community

Through trust, generosity and mutual support, we build a culture of collaboration and shared responsibility.

This means:

- Everyone is responsible for ensuring our values are upheld.
- Our values are embedded within our leadership roles.
- We take the initiative to get to know our colleagues throughout the organisation, and use common platforms to learn and share perspectives.

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