

# OUR VISION

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**VÄRLSKULTUR  
MUSEERNA** **ETNOGRAFISKA  
ÖSTASIATISKA  
MEDELHAVET  
VÄRLSKULTUR**



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# OUR WAY FORWARD

*This document summarizes the common vision of the Swedish National Museums of World Culture. It is our compass. Our direction for the future. Our way forward.*

*What will raise our sense of pride and commitment? How will we contribute to society? What do we need to further develop? How can we become even more relevant—to more people?*

*Our vision has been developed through workshops and conversations between us, the employees of the National Museums of World Culture, during a year from May 2017 to May 2018. We are now continuing our long-term and forward-looking work to achieve this vision and translate it into action.*

Ann Follin, Director General  
2018

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**WWW.VARLDSKULTURMUSEERNA.SE**

**OUR VISION:**

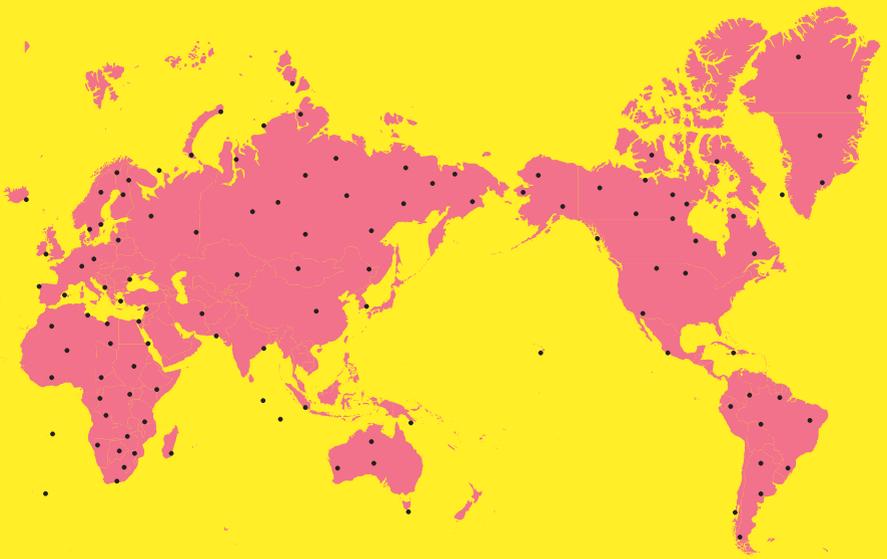
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**TO MAKE THE WORLD  
BIGGER, MORE HUMANE  
AND MORE INCLUSIVE**

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# YOU ARE HERE:\*



*\*And in a few thousand other places. The collection of the National Museums of World Culture consists of nearly half a million objects and an infinite number of stories.*

# OUR MUSEUMS ARE ABOUT THE WORLD, WITH THE WORLD—FOR THE WORLD

*The National Museums of World Culture manages a global collection covering all continents and thousands of years. Our vision is a bigger, more humane and inclusive world.*

The National Museums of World Culture can help develop a deeper understanding of human existence on Earth: who we are, where we come from and what world we want to create together. We build bridges across time and space.

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***Our museums are known for their competence, relevance and inclusive approach.***

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In order to remain relevant, we are courageous, knowledgeable and creative. We work together to use the collection to its full potential.

The National Museums of World Culture is characterized by knowledge, professionalism, dedication and curiosity.

By showing the world from different perspectives, we give people the opportunity to challenge patterns of thought, values and behaviors.

We develop innovative museums for the world of tomorrow by being collection-anchored, knowledge-based and audience-focused.

# WE WELCOME EVERYONE WITH WARMTH AND CURIOSITY

*Our museums are places where everyone feels welcome and included. We engage in active dialogue with our visitors and users — they are our foremost ambassadors.*

We work purposefully in order to be accessible and relevant to people of different ages, with different levels of prior knowledge, prerequisites and interests.

We work systematically to understand the expectations and needs of our different audiences. We listen actively and encourage opinions and ideas.

To succeed, and to welcome everyone, we provide a knowledge-based range of program, which can be

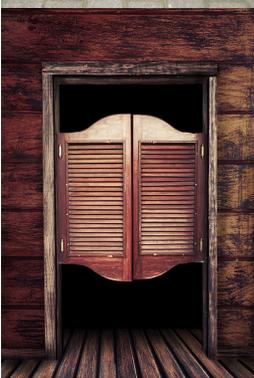
both narrow and wide. We offer experiences that stimulate creativity, thought and action.

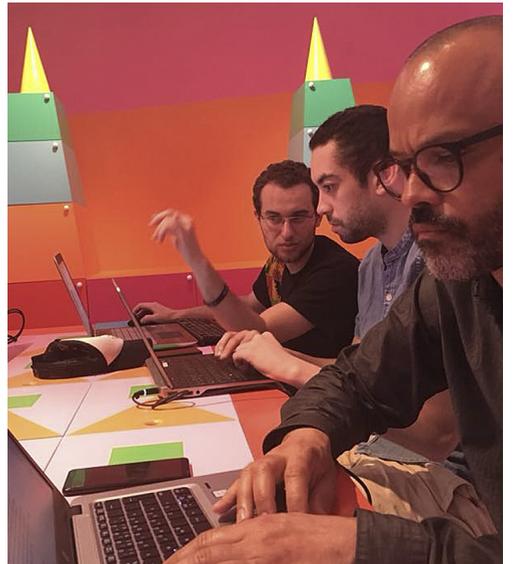
We enable interactive and personal ways to explore our content, either alone or together.

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***We open as many doors  
as possible—for as many  
people as possible.***

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*Top: In the Aswat exhibition, the visitor encounters voices of escape, loss and hope. Left: Workshop about norms. Right: A Wikipedia “edit-a-thon” is under way in the dialogue exhibition Ongoing Africa.*

# WE ENGAGE, WE INSPIRE, WE AFFECT

*The National Museums of World Culture encourages and inspires people. We make the world, the past and the present more comprehensible.*

We strengthen people's capacity to actively contribute to a globally sustainable future. The foundation of our activities is respect for people's equal value.

We address important topics to provide perspectives on societal development. We bring to light complex issues that need to be explained and made tangible. Similarly, we bring forward issues that have been simplified but

require a more in-depth analysis. We offer spaces for meetings, conversations and reflection, for debate, insight and inspiration. What we present affects people and sparks their curiosity.

We combine objects with strong, evocative display methods, offer experiences that stimulate multiple senses, and challenge the audience to think, feel and learn.

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***We involve our  
target groups and  
invite them to  
co-create with us.***

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# WE DEVELOP THE COLLECTION'S POTENTIAL

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*We activate, use and develop the collection in dialogue with others. We are convinced that the collection we manage has significance and value for more people.*



The National Museums of World Culture manages a global collection that, with its breadth and temporal depth, can contribute to making the world bigger.

The collection allows us to delve deep and provide perspectives on timeless, existential questions, but it also allows us to address contemporary societal issues in a historical and global context.

In dialogue with different users, we can identify diverse angles, ask new

questions and see relationships that were previously unseen. The collection allows us to tell several different and parallel stories, where we interpret and reinterpret.

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***Each object carries many different layers of stories and we help to give them a voice.***

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Taking care of the collection is a great responsibility, but also an opportunity to interconnect

time and space in an infinite variety of ways. We give a voice to those who are rarely heard and preserve stories for the future.

# WE BUILD AND SHARE KNOWLEDGE TOGETHER

*Our collection is extensive and relates to a wide spectrum of research fields and hundreds of specialist areas. We are constantly posing new questions to the material.*

In order to be credible, and based on the collection and our mission, we present interesting and updated knowledge from multiple perspectives.

To gain access to the latest scientific findings within various subject areas, we are active in national and international networks of researchers.

We open up the collection further so that more people can explore, learn

and—together with us—create a deeper understanding of our common, global cultural heritage.

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***Our strength is  
diversity through  
different voices and  
perspectives.***

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By inviting various interested parties to interpret the material with us, we create a broader and more meaning-

ful understanding of history and contemporary times, based on a cross-cultural exchange and mutual dialogue.



*Samba Yonga and Mulenga Kapwepwe from the National Women's History Museum in Zambia, visiting the image archive at the Museum of Ethnography.*



*Here the visitor can explore and study an object in detail—without touching or jeopardizing the material.*

# WE ARE DIGITAL—TO BE ABLE TO GIVE MORE, TO MORE PEOPLE

*Visitors and users make increased demands for digital accessibility, interaction and individual experiences. We integrate digital technology in order to create new opportunities to engage our target groups and enhance their museum experience.*



Left: Using 3D technology, it is possible to feel a replica of the gold amulet placed under a mummy's wraps more than 2,300 years ago.  
Right: The Korea Database Project—an important pilot project.

Digital technology enables us to reach large parts of the world and traverse boundaries between countries, cultures, scientific disciplines and institutions.

With the help of technology, we can show things that are far too delicate to touch or too far away to be seen.

Digital technology can merge and sometimes recreate material that is fragmented, scattered or destroyed.

It enables the telling of several stories in parallel and the exchange of knowledge about the collection in new and innovative ways.

***We use digital technology to deepen the dialogue with our users in their encounter with the collection.***

Using digital solutions, people with different languages, interests and functional variations are given greater opportunity to interact within the sphere of our activities. Digital technology can prepare, deepen and extend the museum experience beyond the physical visit.



*We offer both formal and informal learning opportunities.*

# WE ARE LIFELONG LEARNING

*We believe in humanity's intrinsic curiosity and that we never stop learning. We offer unique environments for mutual learning between people of all ages, with different interests and needs. Here, everyone can be challenged and astonished.*

With a rich collection, a wide range of exhibitions and programs, and many opportunities for interaction, we cater to the different interests, needs and learning styles of our target groups.

We build long-term relationships with our users in collaboration with partners, schools, universities and others.

Our resources available to schools are developed in close collaboration

with the target group to ensure that they correspond to their needs, curricula and policy documents. We are the schools' first choice when it comes to a number of prioritized themes.

We are a national resource for schools and for lifelong learning — at our museums, digitally and through our outreach activities.

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***With us, people  
can continue  
learning through-  
out their lives.***

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**A BIGGER  
MORE HUMANE  
& MORE INCLUSIVE  
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