Planning the Museum of the Future

Museums offer people a sense of history, a source of inspiration, and a place for learning and respite. Museums afford us a glimpse of the past that can help us chart a course forward. But people have competing priorities and increasing options for how to spend their time. How can museums continue to attract new visitors and create meaningful experiences for them? Make diverse audiences feel welcome and represented? Become a faster, more effective organization that can meet the changing expectations of our visitors and communities?

In our work with cultural institutions across the country, brightspot has identified the kinds of strategies that are helping museums make the transition from preserving yesterday to leading the conversations of tomorrow.

FROM HOMOGENEOUS TO DIVERSE
Successful museums attract diverse audiences that reflect the communities they serve. This means sharing many perspectives and celebrating what makes everyone different while embracing the stories that tie us together.

FROM AN “INSTITUTION” TO A COMMUNITY RESOURCE
Museums are no longer open warehouses for visitors to breeze through, but rather platforms for learning, dialogue, connection, and engagement that move people forward, together.

FROM REACTIVE TO PROACTIVE
Museums that advance important conversations are challenging traditional operational thinking. They are better organized to anticipate and impact changes in visitor expectations and evolving contemporary issues.

OFFER INTERACTIVE EXPERIENCES to create new access points.

USE PARTNERSHIPS AND POP-UPS to extend and expand the museum experience.

GATHER VISITOR DATA to understand their motivations and interests.

MAKE STAFF EXPERTISE ACCESSIBLE to encourage discovery.

TELL NEW STORIES with your collection, that resonate with diverse audiences.

CREATE ENGAGING PUBLIC SPACES to attract everyday visitors.

INTERDISCIPLINARY TEAM to gather multiple perspectives that present unique outcomes.

COLLABORATE WITH KNOWLEDGE NETWORK EXPERTS to expand team capabilities.

LEARN FROM OTHER SECTORS to grow service models and new offerings.

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OFF-SITE STORAGE to streamline operations, including off-site storage.

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