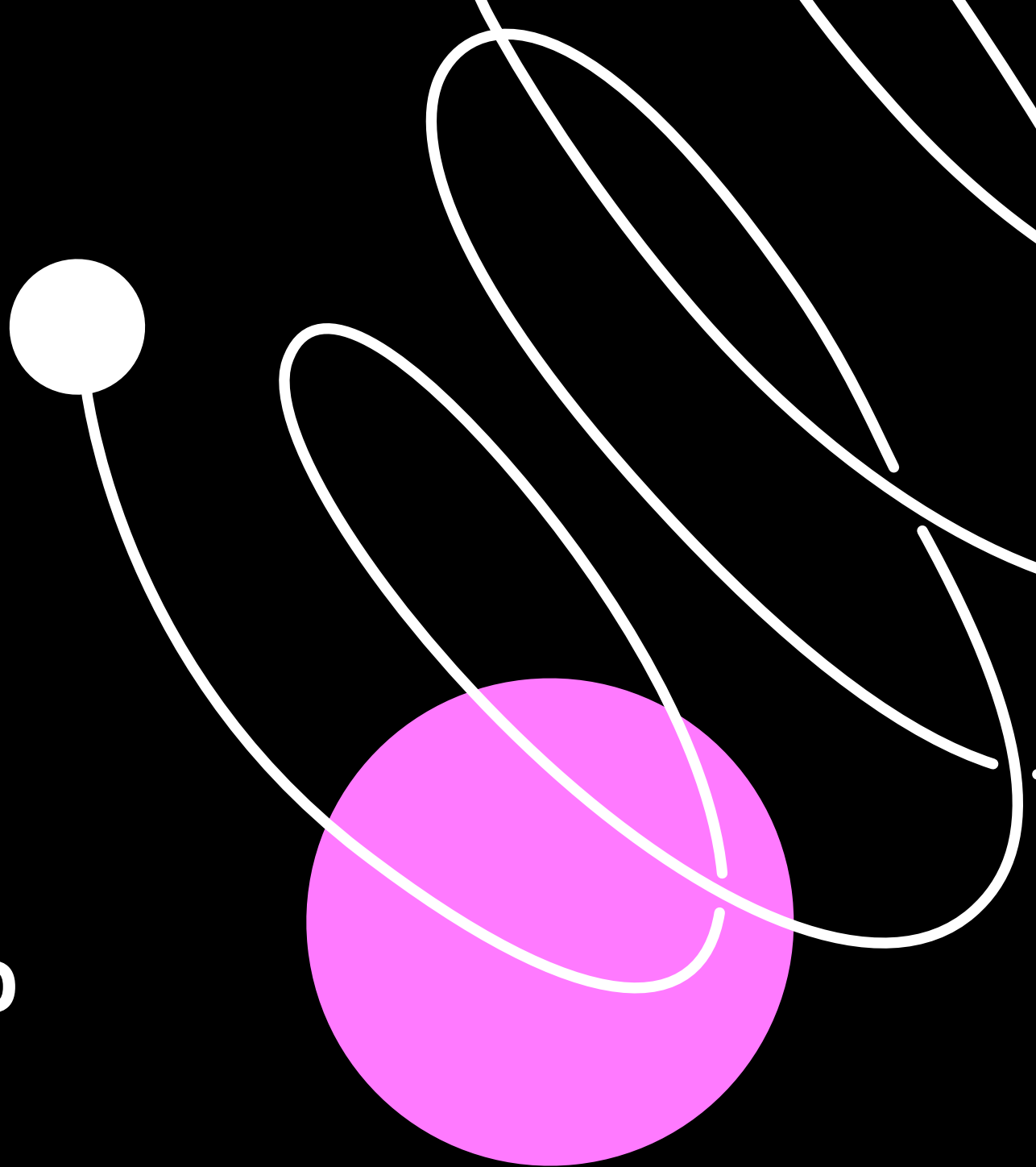
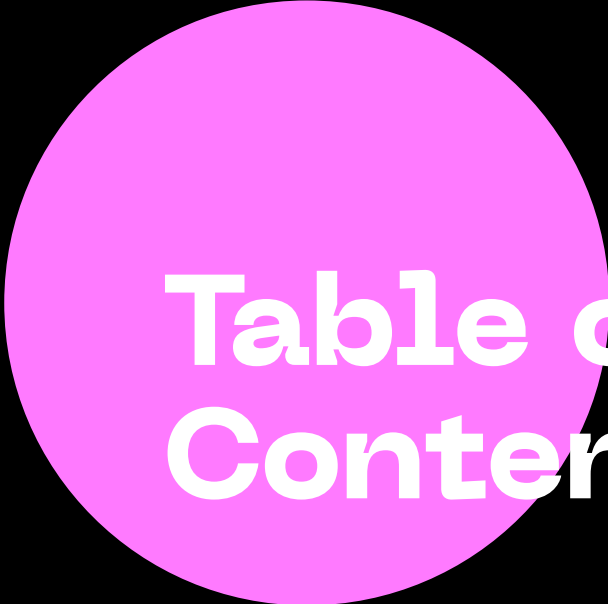


**THE WORLD'S  
FIRST  
MUSEUM ● OF  
HISTORY AND  
THE FUTURE**





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# A completely new type of museum will open at the mouth of the River Aurajoki.

With an internationally interesting museum, Turku will have a new visitor destination and an arena for attractive exhibitions.

As a museum with exceptional contents and architecture it will become a new landmark for Linnanniemi and part of the identity of Turku residents.



An aerial architectural rendering of a waterfront development. The scene shows a large complex of buildings with prominent green roofs, situated along a body of water. A large, modern building with a curved, metallic facade is a central feature. To the right, a large, dark wooden building with a curved roof is visible. The foreground shows a mix of traditional and modern architecture, including a church with a green roof and a stone tower. The water is blue, and several boats are docked at a pier. The overall atmosphere is one of a vibrant, modern urban waterfront.

Unique location,  
unique building and  
a unique museum.

# The world of tomorrow is built from fragments of yesterday.

The Museum of History and the Future looks at possible futures through history and boldly examines history from perspectives of the future. The museum is an actor of change. It offers new, surprising and multivoiced perspectives on the past, present and future – building a more sustainable and just world.

**||** *The new museum is a gift from an 800-year-old city to an independent Finland."*



**We offer  
unique,  
inclusive  
experiences  
for everyone.**

# Interesting and attractive content.

The museum produces interesting and high-quality content packages that are built around the main exhibition and temporary special exhibitions.

Thematic productions consist of exhibition, media, virtual and event contents, and they are implemented in broad-based cooperation.

The aim is to create successful export products with regional economic impacts.

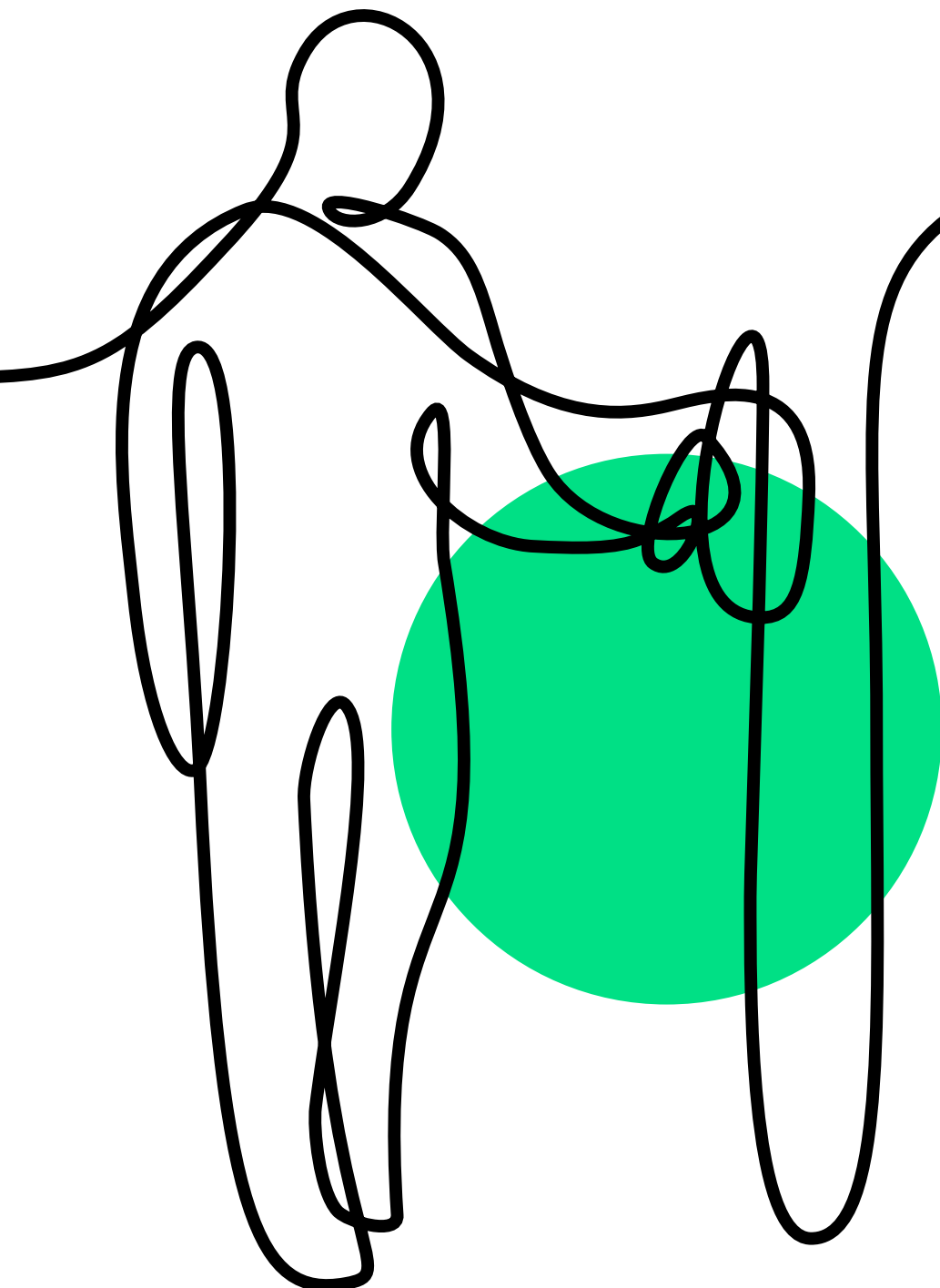


## **We stand out with impressive content based on research.**

Museum's contents invite people to participate. Together they can create perspectives into various histories and bring forth possible futures. Content is available at different levels.

We bring together different kinds of expertise. Multi-channel content productions take place in extensive cooperation with top experts.






## **The museum attracts visitors to return even weekly.**

The museum is continuously lively and it offers often something new to experience. We surprise you through new ways of presenting in exhibition spaces, virtual spaces and media channels.

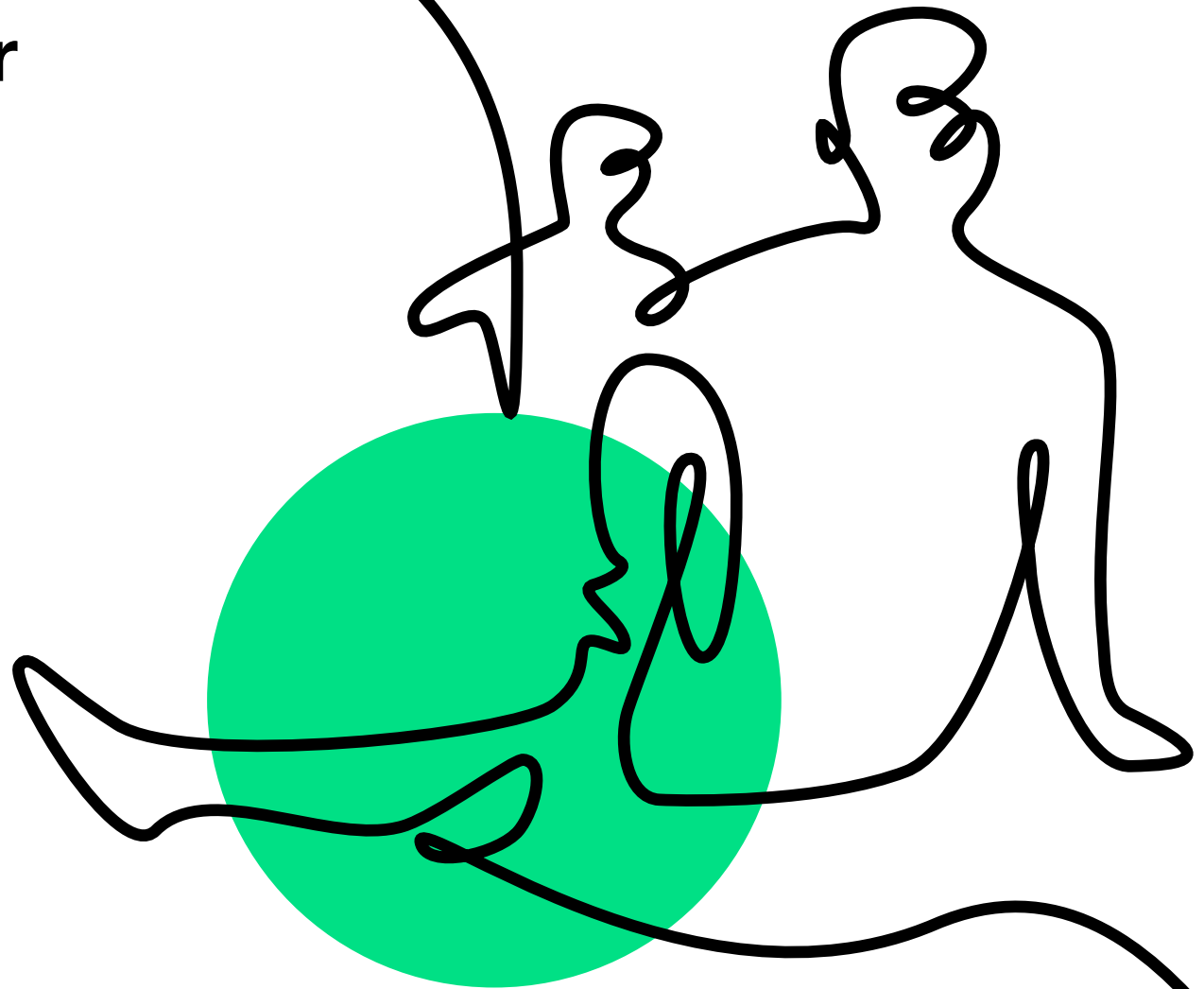
We offer a wide range of events and programs, including those aimed for new audiences who might not otherwise find their way into the museum.



## **A pleasant, safer space that is meaningful to a wide variety of people.**

The museum is a versatile location: a visitor destination, an experience hub, a playground, a living room, a workspace, an event platform.

We want to be an operator that plays an important role locally in the city and in society in general. We are also expanding our activities across the city in new ways.



An abstract graphic on a black background. A solid blue circle is positioned in the upper right quadrant. Several white, curved lines of varying thicknesses sweep across the frame, overlapping the blue circle and creating a sense of dynamic movement and interconnectedness. The lines appear to be part of a larger, partially visible geometric or orbital structure.

**An international  
architectural  
competition  
for the museum  
building.**

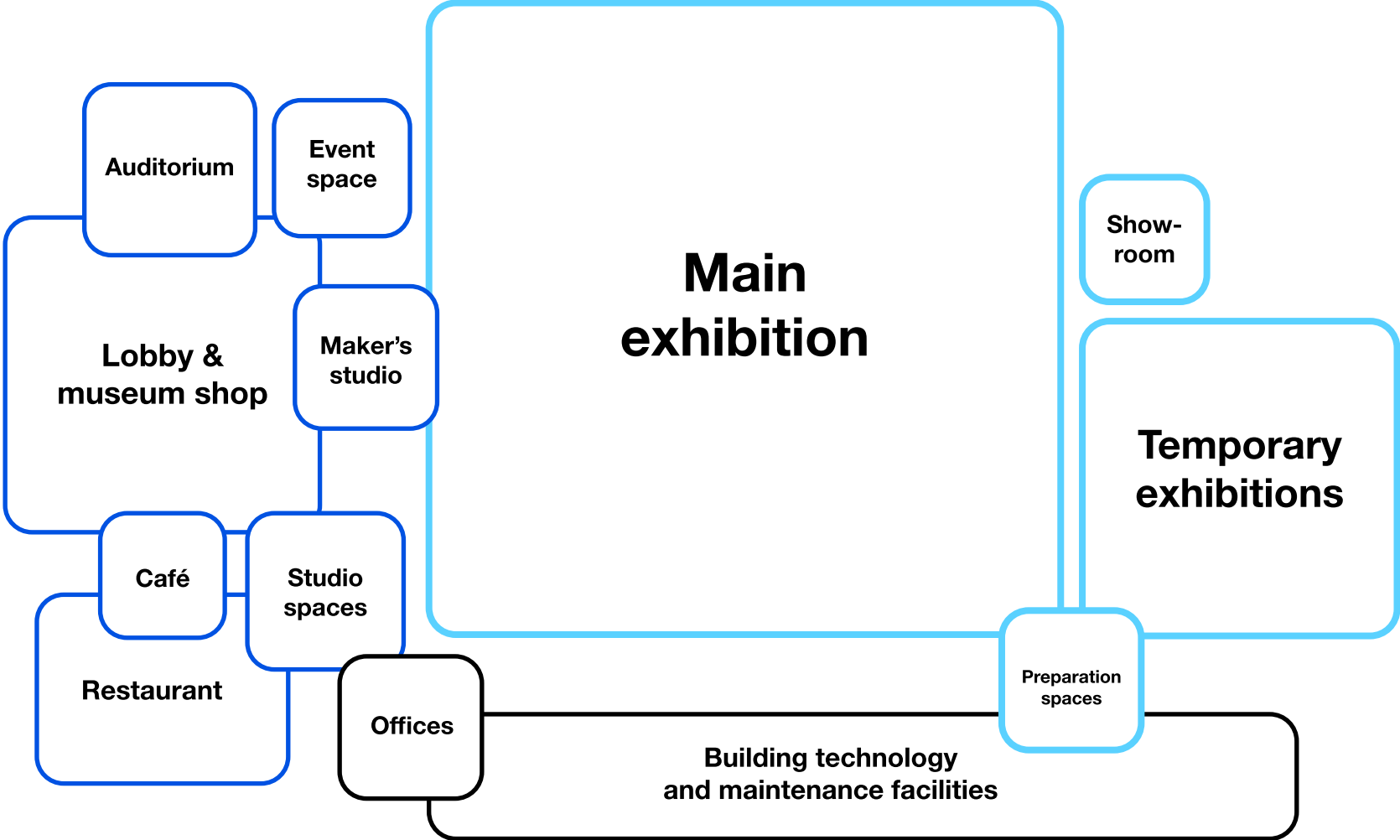
# An architecturally significant and unique museum building is part of a unique cultural heritage environment.

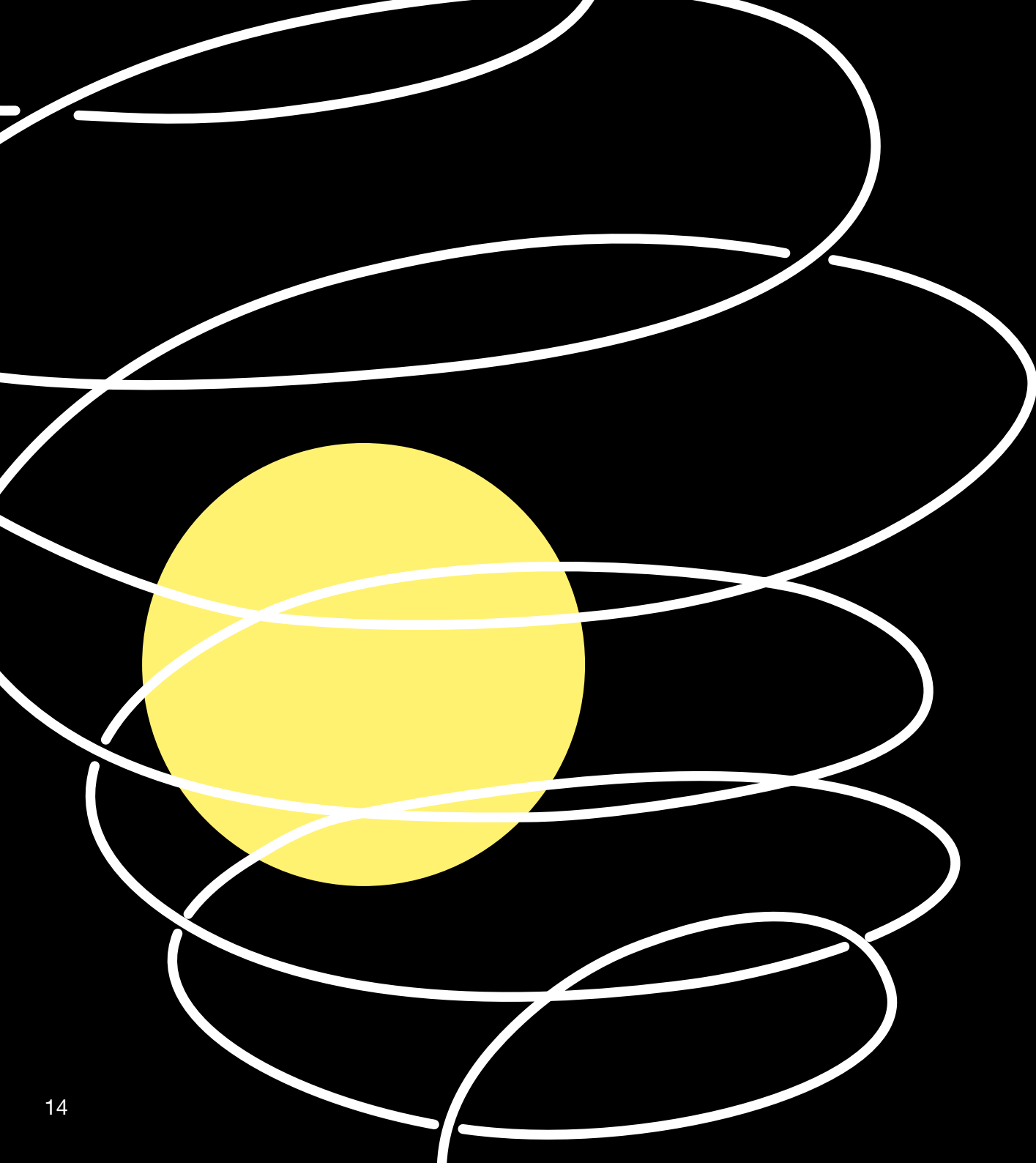
The building and facilities are vibrant and very flexibly transformed into a wide range of uses and situations, both in daily use and in the long term.

**||** *The museum building is a bold pioneer of ecological, an accessible space and a place for digital experiences."*



# Preliminary design brief





**The  
museum  
in 2030.**

**The planning  
of the  
museum is  
guided by six  
principles.**

- Multi-channel
- Multivoicedness
- Diverse
- Ecological
- Vibrant
- Impactful



## Multi-channel museum

### **Expands the museum activities and experiences outside the museum visit.**

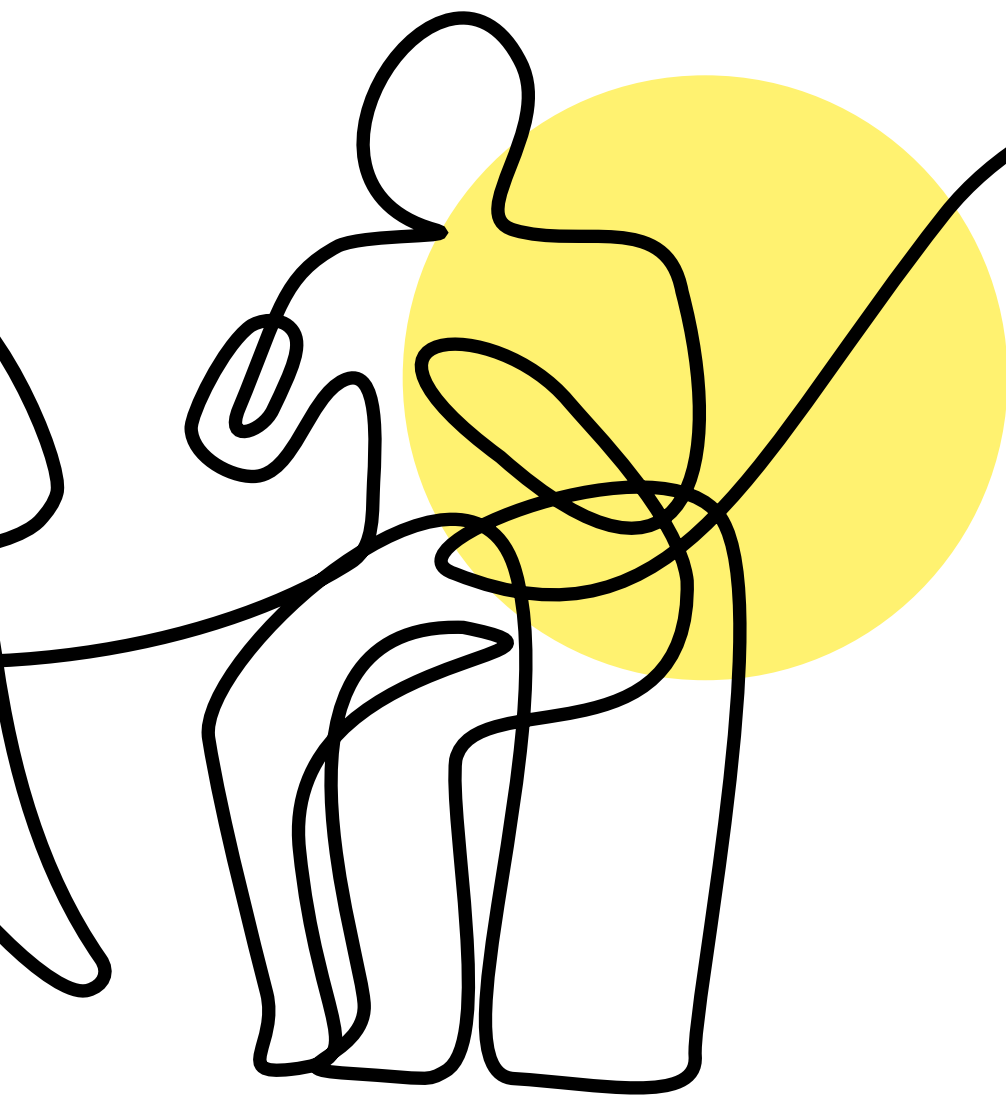
Various accessible digital services, contents, events and communities are important modes of operating for a multi-channel museum.

### **Operates in an accessible manner in various locations and spaces.**

With the help of a strong core idea and partners, activities can be carried out almost anywhere, bringing the museum to new audiences.







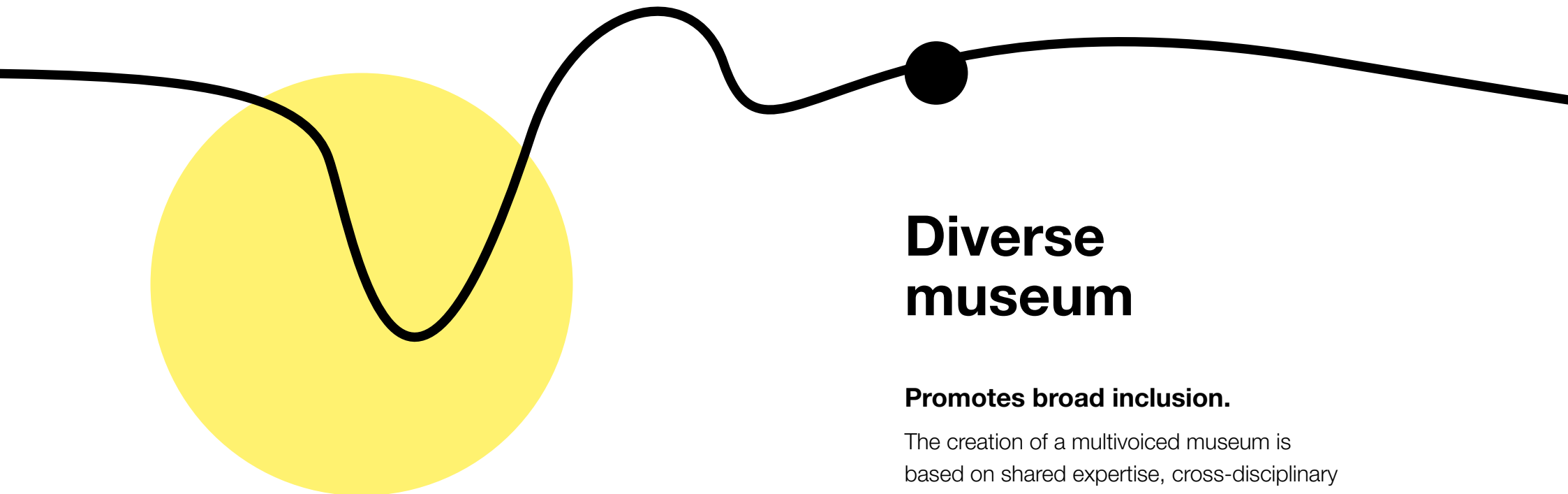
## Multivoiced museum

### **Understands the diversity of the world.**

Turku's history has per se been diverse and the diversity of identities will increase in the future. The museum examines and describes the histories and futures of diverse people, diverse population groups and diverse life.

### **Creates profound solidarity.**

In a decentralized world, the museum brings people together and creates connections and interaction through trustworthy information. The museum increases understanding of many types of life and strengthens people's sense of belonging.



## **Diverse museum**

### **Promotes broad inclusion.**

The creation of a multivoiced museum is based on shared expertise, cross-disciplinary approach, crowdsourcing and new modes of cooperation. The participants include museum professionals, researchers, artists, city activists and students alike.

### **Creates equal opportunities.**

The museum takes into account the diversity of people and the diversity of the population at all levels and promotes equal and fair participation.



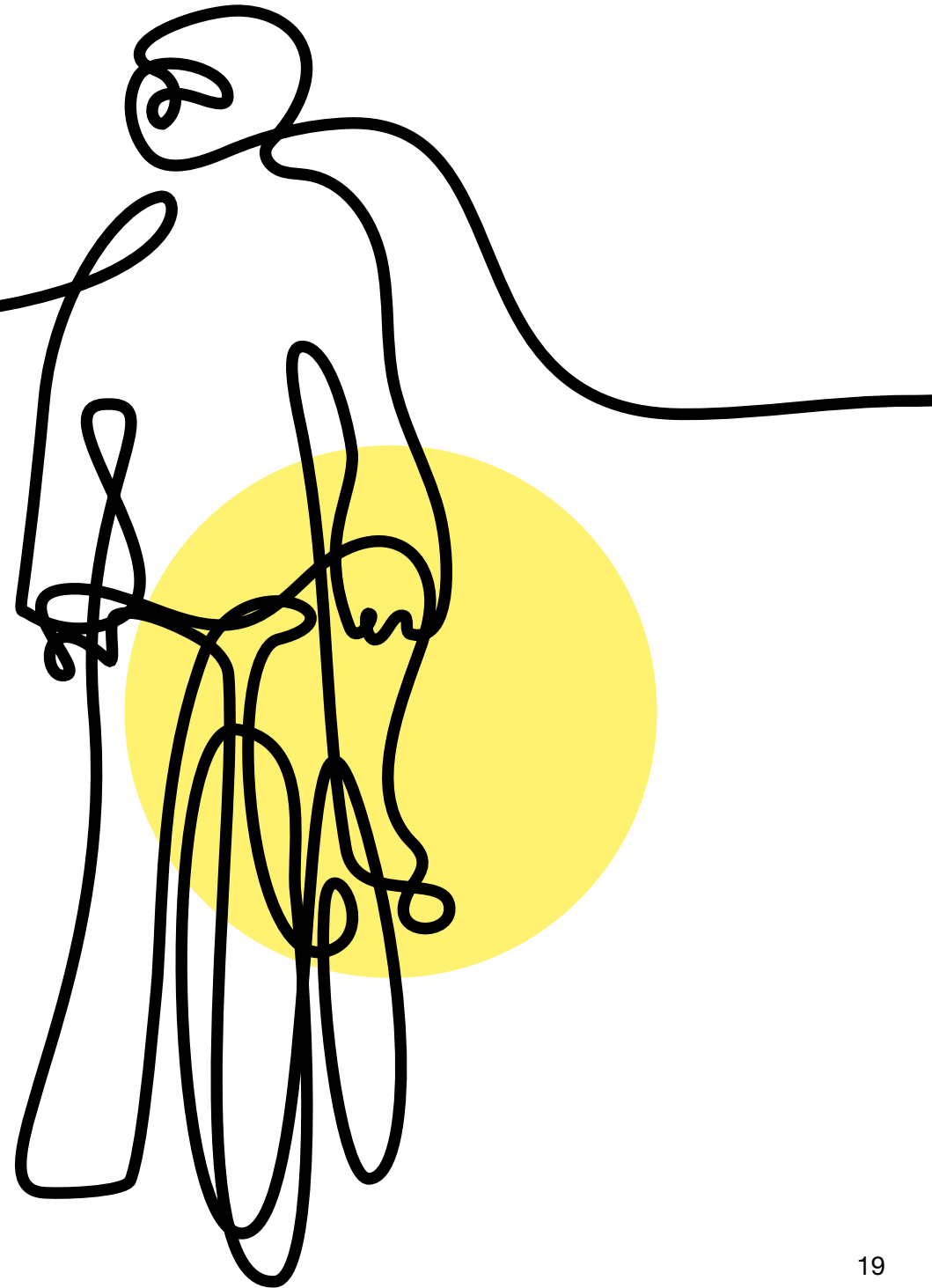
# Ecological museum

## **Is a model for a sustainable future.**

Ecological and social sustainability affects all activities of the museum: its purpose, contents, building and services.

## **Creates hope for change.**

In addition to general environmental awareness, the museum promotes a broad understanding of the multi-threaded climate crisis and aims to create hope for the required structural and everyday changes.





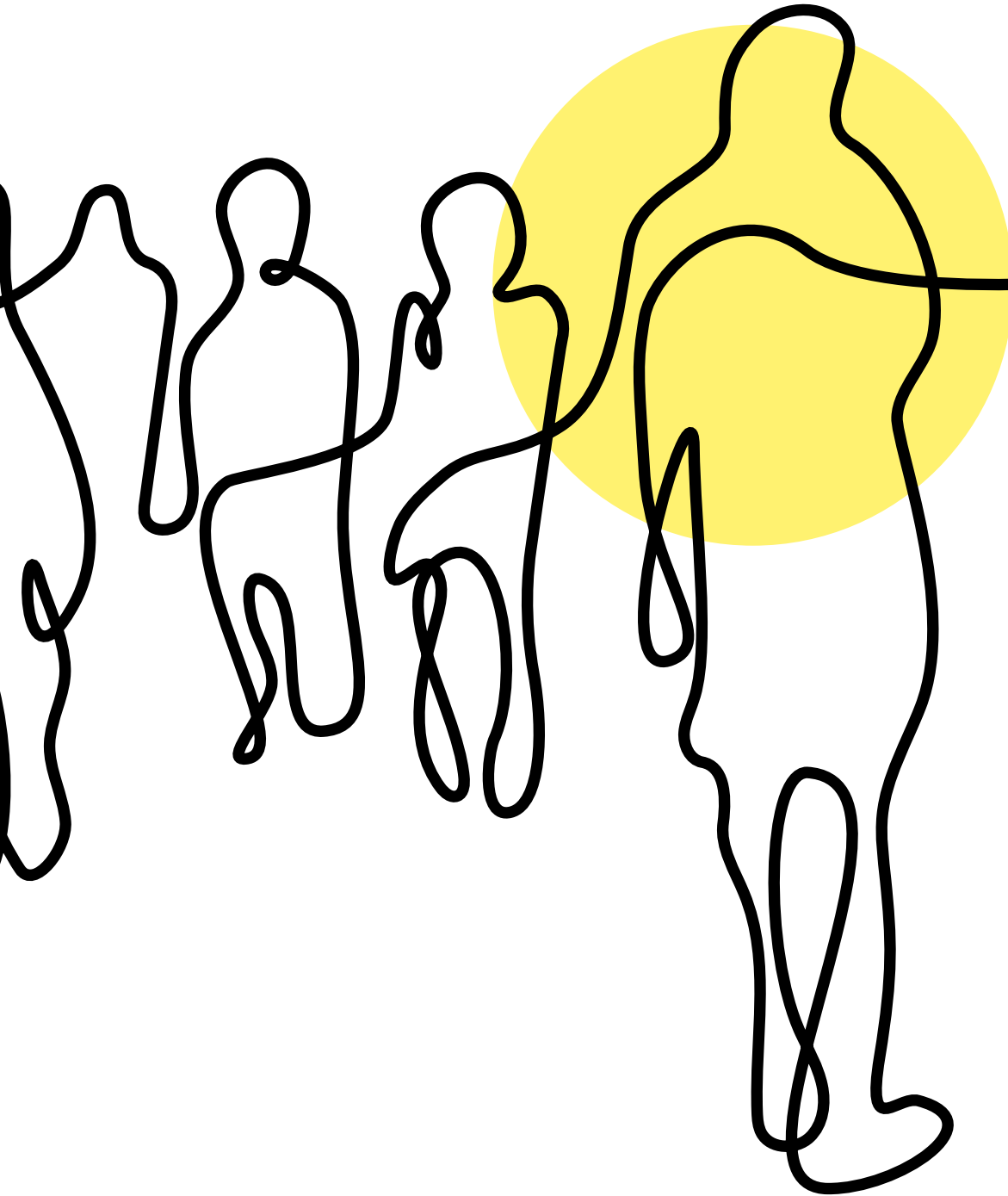
## Vibrant museum

### **Promotes new cooperation.**

The museum will be a significant player in the Turku region. It generates attractive content, events and a new urban culture. It networks strongly and brings together a large number of operators of different sizes.

### **Creates new earning models.**

The museum is at the forefront of finding new ways to increase its operational resources, for example by developing content for various channels, new services and new types of partnership models.



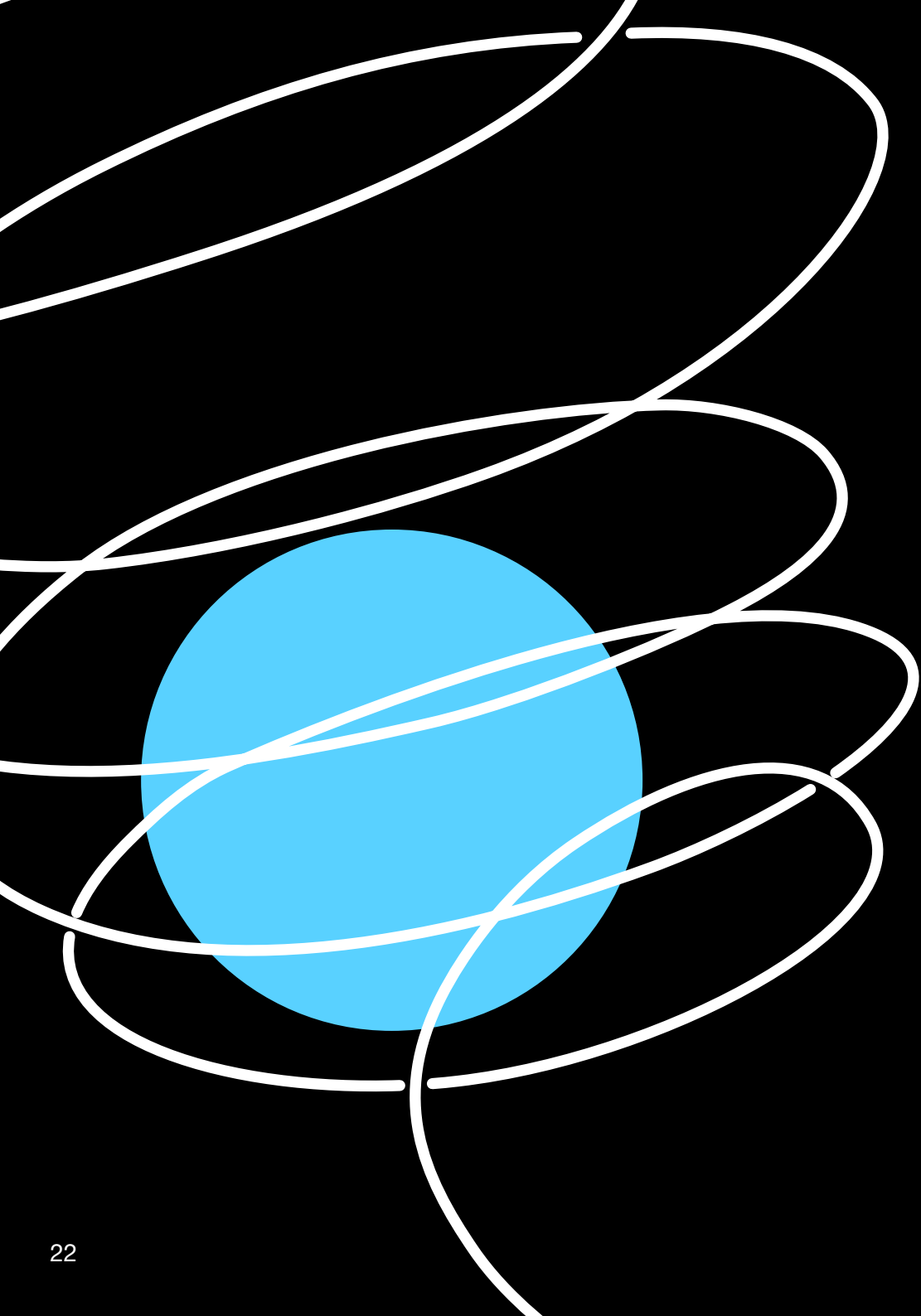
## Affective museum

### **Changes people's lives.**

The impact targets must be clear, as the museum always leaves a mark: What will be influenced and how, so that the lives of as many people as possible can be improved in the desired ways.

### **Is brave and independent.**

The influential museum boldly takes a stand on societal issues and strives for extensive and long-term change. If the value climate and political situation change, this requires safeguarding the independent role of the museum.

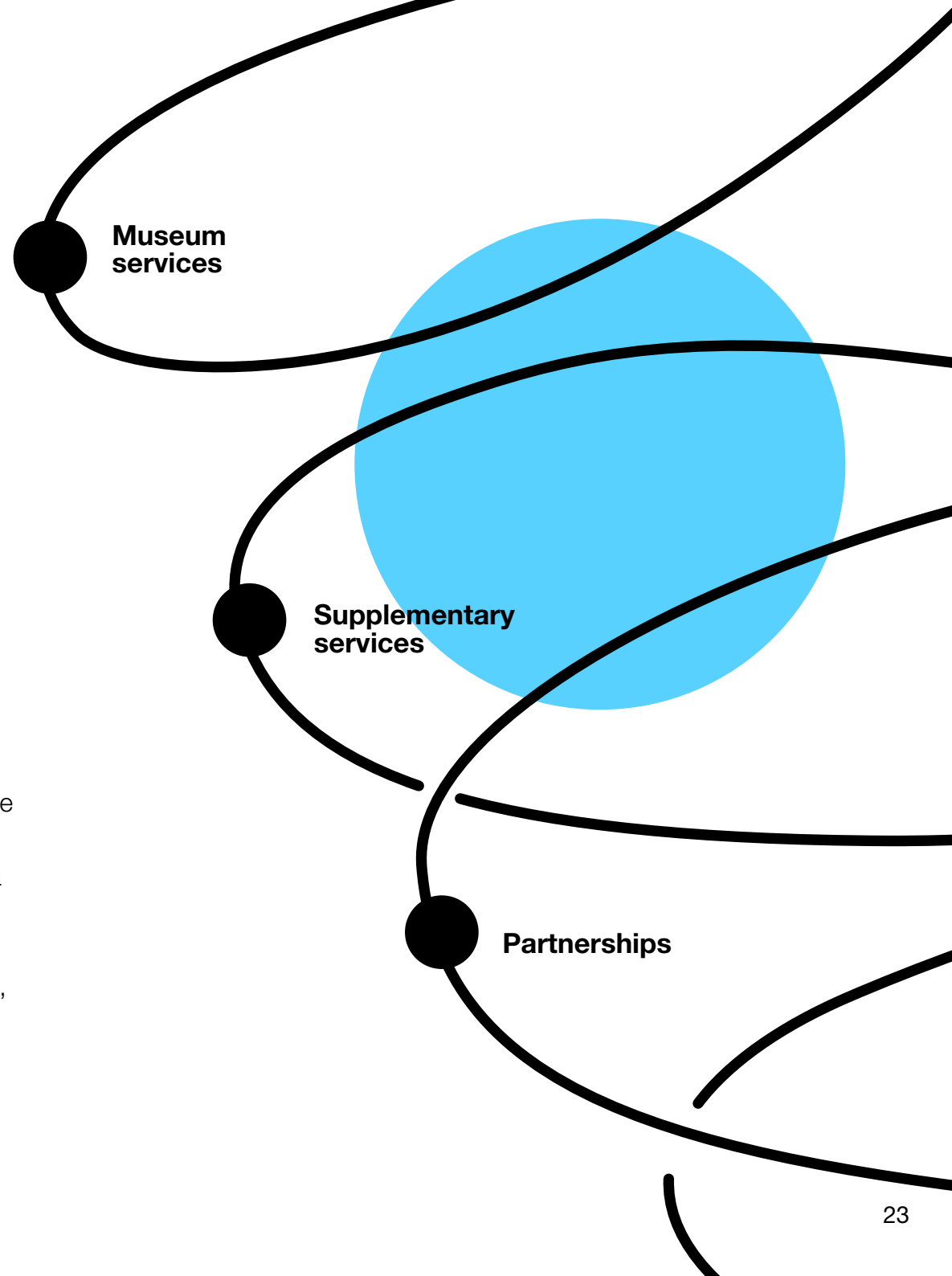


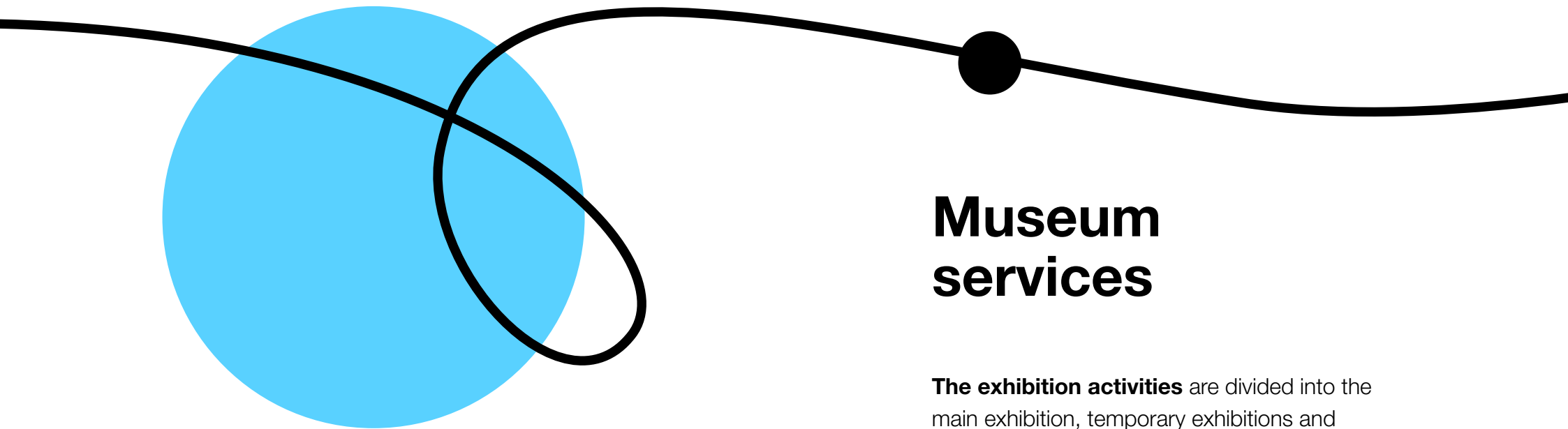
**High-quality  
services  
are basis  
for museum  
experience.**

# Providing high-quality services together.

**Museum services** produce the central museum experience. **Supplementary services** complement the experience and invite people to visit the museum more often and spend more time there. **Partnerships** play a key role in the implementation of services.

All services are designed to be ecologically sustainable, and their revenue models support the vitality of the museum. In order to promote accessibility, parts of the services are also available free of charge.





## Museum services

**The exhibition activities** are divided into the main exhibition, temporary exhibitions and short-term exhibition contents.

**The media production** includes the production of content and publication packages for various digital channels on the themes of exhibitions.

**Audience activities** are responsible for guided tours, museum education and events.

**Customer service** offers information and guidance, manages the ticket sales and ensures a smooth experience for visitors.





## Supplementary services

The museum has a relaxed **café** that opens early in the morning, as well as a high-quality **restaurant**, which is open from lunch until late evening.

An interesting **museum shop** is in itself a reason to visit the museum.

Flexible and progressive **performing arts' spaces** and technology enable performing arts events, seminars and business events.

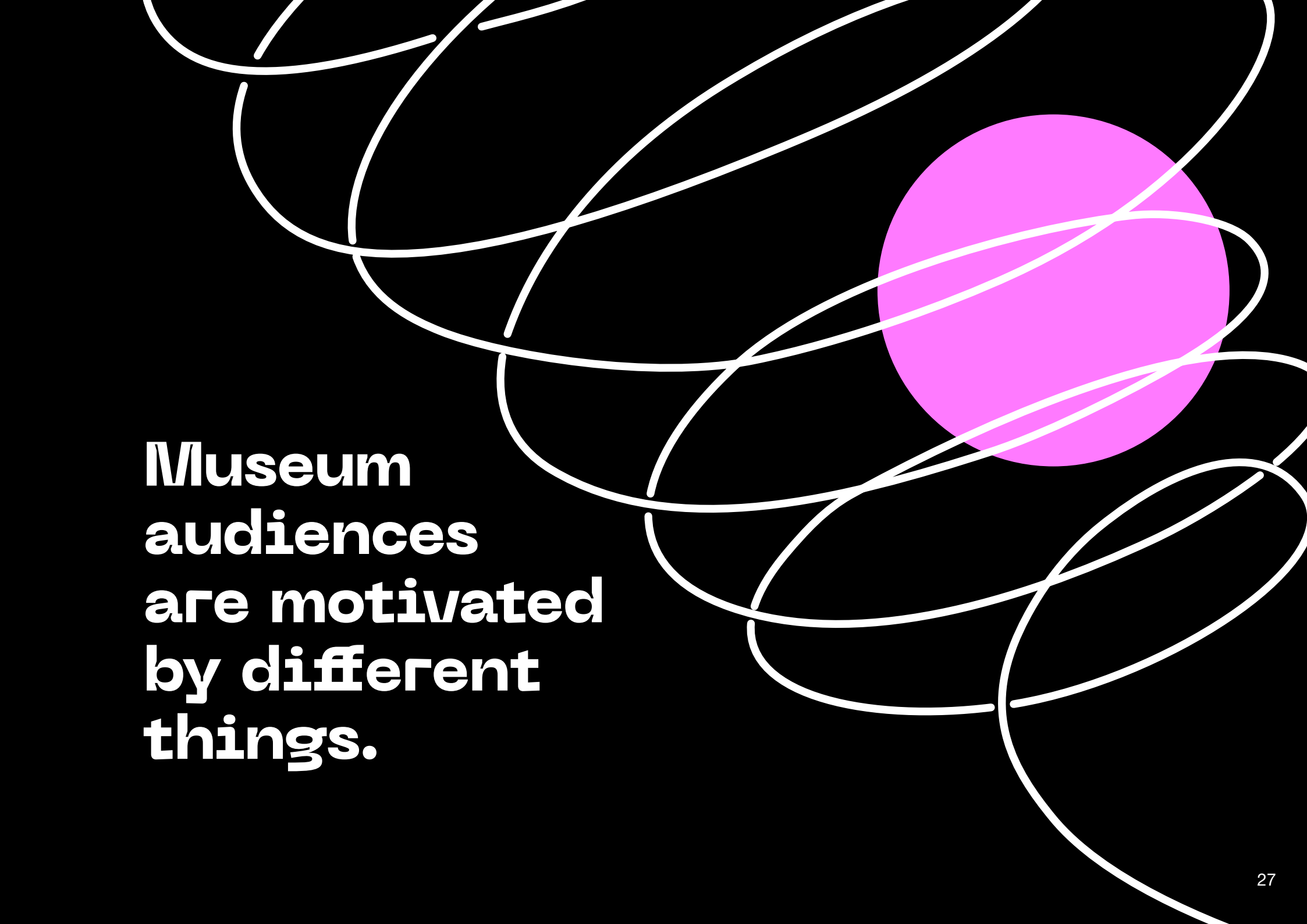
In **the studio spaces** researchers focusing on themes of culture, society, history and future studies and experts from creative industries can work together.



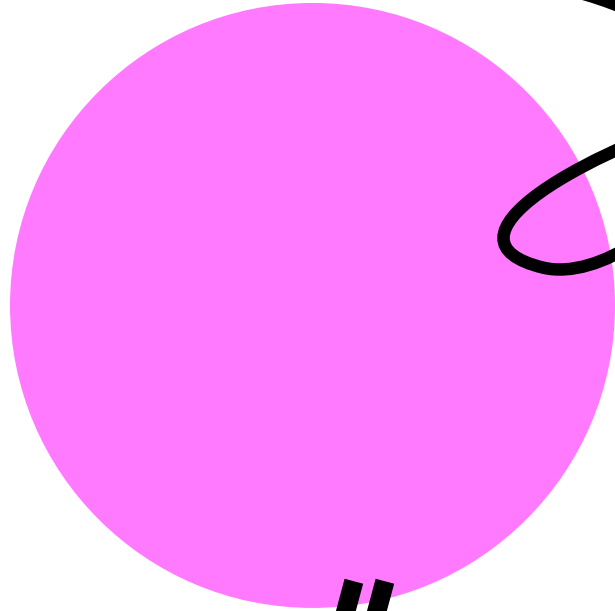
## **The services are implemented and developed through partnerships.**

The most important partners of museum services include experts in research and content in history and the future, experts in exhibition and audience work and digital media production professionals.

Supplementary services require close partnerships from restaurateurs to event operators and museum shop suppliers. The museum has both long-term and short-term cooperation models.

The background features a complex, abstract design of white, overlapping, curved lines that create a sense of movement and depth. A solid, bright pink circle is positioned in the upper right quadrant, partially enclosed by the white lines. The overall aesthetic is modern and minimalist.

**Museum  
audiences  
are motivated  
by different  
things.**



**“** *We aim for large audiences from the Turku region, Finland and abroad – both on location and online.*”

## Three motivation-based target audiences.

- Content audience
- Phenomenon audience
- Social audience

We want to understand what is important for people from the perspective of museum experiences and what kinds of experiences people want.

That's why we define target audiences through key motivations and interests related to new types of museum experiences.



## Content audience

People belonging to the content audience are interested in cultural heritage, art, science, history and the future.

They value depth, storytelling, a critical attitude, insights and learning.

*“Ah,  
now I  
get it!”*

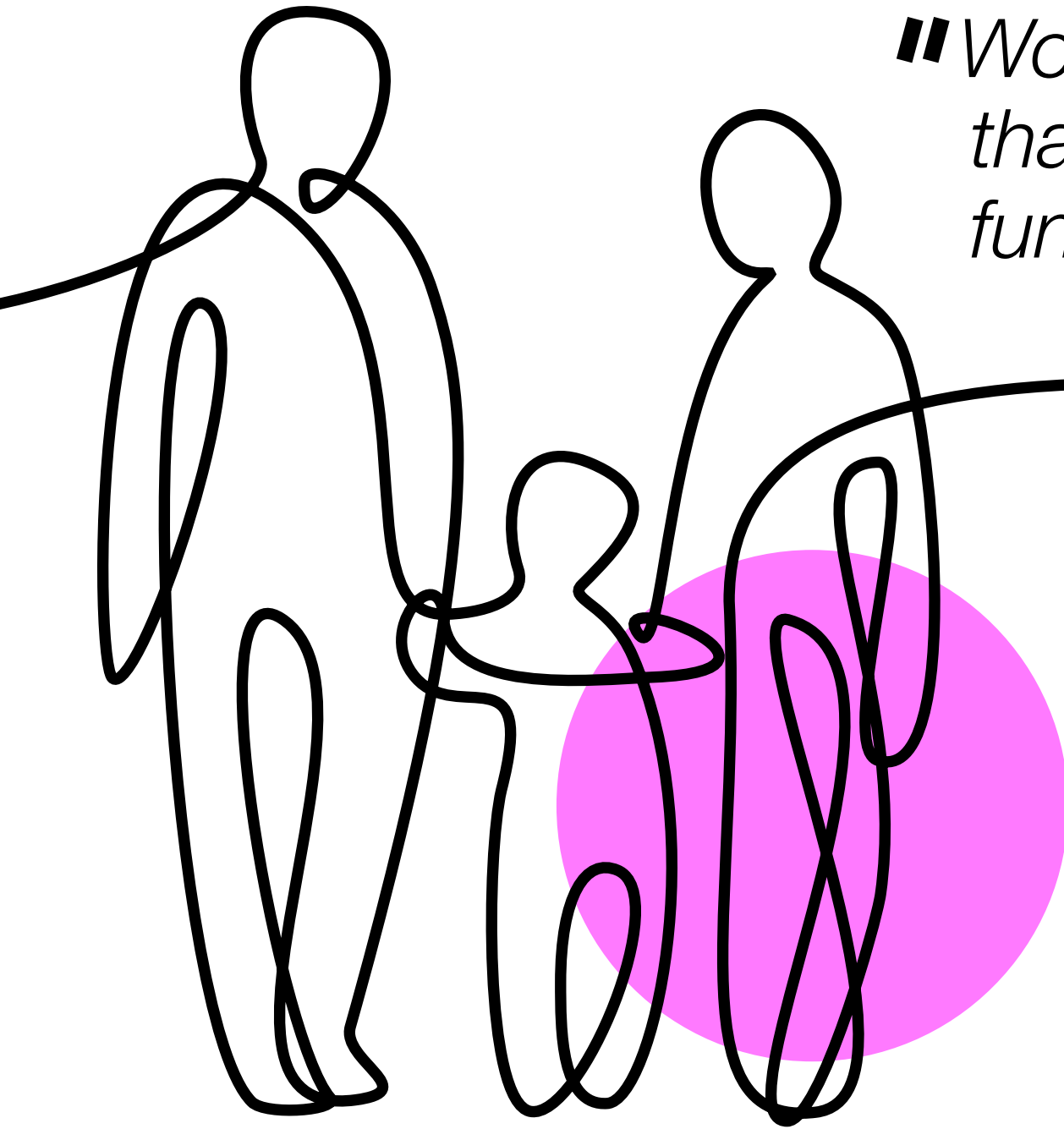


**“Hey,  
I’m  
here!”**

## **Phenomenon audience**

People belonging to the phenomenon audience are interested in forceful experiences, contemporary culture and taking a stand.

They value surprise, participation, dialogue and solidarity.

A line drawing of three stylized human figures holding hands in a circle. The figures are drawn with simple black outlines. Below them is a solid pink circle. A thick black line starts from the left, passes through the pink circle, and ends with a solid black dot on the right side of the page.

**“Wow,  
that was  
fun!”**

## **Social audience**

People belonging to the social audience are interested in shared time and recreation with friends, family or children.

They appreciate enjoyable pastime, spending a pleasant time together and having effortlessly running experiences.

The background is black with several white, thick, curved lines that create a sense of movement and flow. A solid green circle is positioned in the lower-left quadrant, partially overlapping one of the white lines. The text is located on the right side of the page.

**New  
impactful  
destination  
for Turku.**



# A financially profitable investment with a high impact on the regional economy.

200,000 visitors are expected to visit the museum yearly. This will have a major impact on Turku's regional economy and on the growth of the cultural destination attractiveness of the whole of Finland. Each visit to the museum is reflected in the regional economy as an average EUR 49 additional demand.



# The museum has a positive impact.

The opportunities offered by the museum for inclusion and the strengthening of future skills increase people's sense of well-being, thus preempting costs caused by social problems.

The implementation of museum activities through partnerships strengthens the business life in Turku and supports local research, development and innovation activities.

**||** *The museum will  
have a positive  
impact on Turku's  
city brand."*

**The museum  
project  
progresses  
systematically**

2017

**Decision on the  
implementation of the  
museum**

City Board 27 March  
City Council 18 April

**Setting up the further preparation  
phase of the project for 2018–2020**

Mayor's final minutes on 8 November.

2019

**Design Brief Report**

City Board 8 April

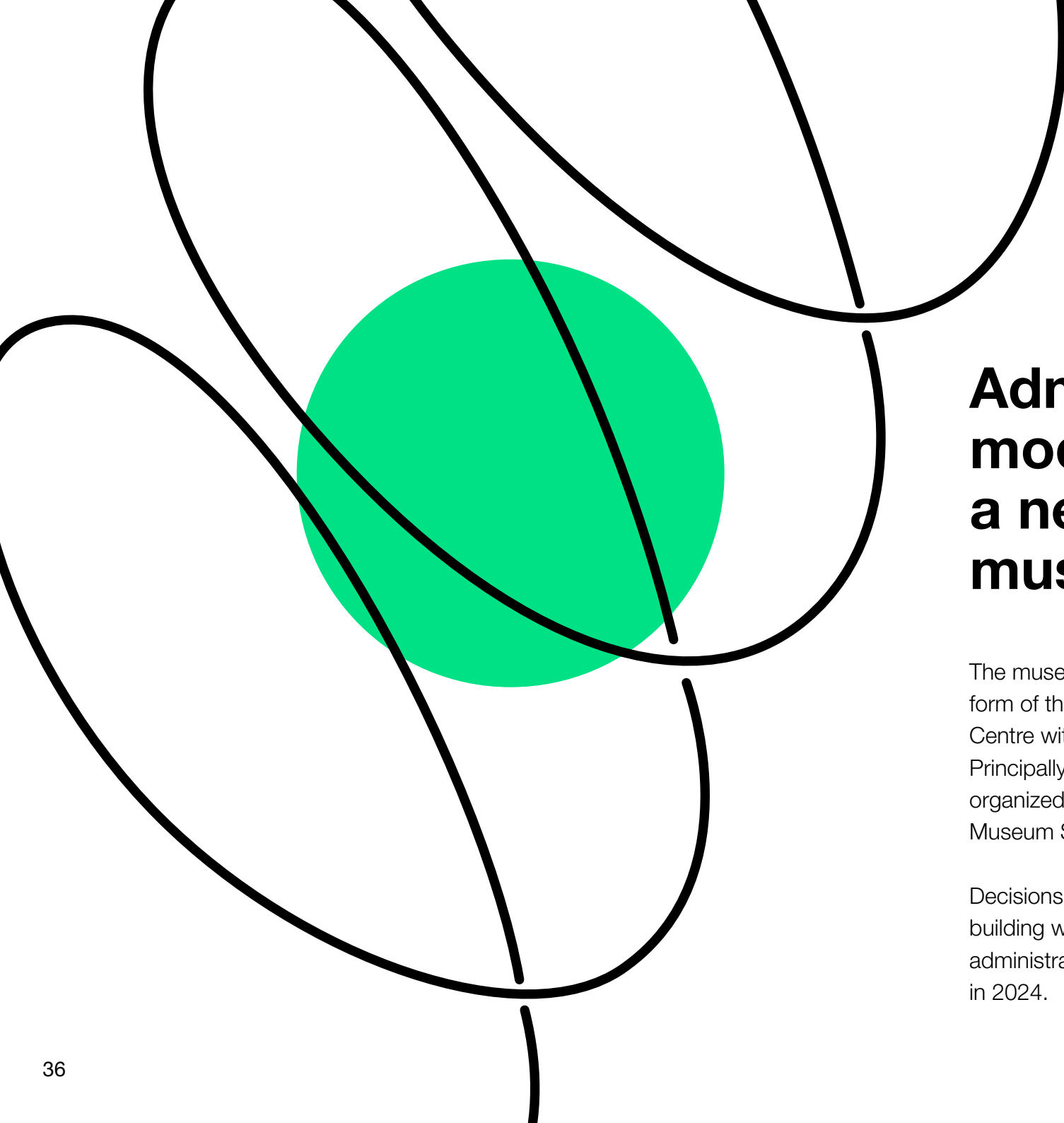
**Location and further  
project policies**

City Board 13 May and 27 May

2020

**Setting the first phase of  
project implementation for  
2021–2024**

Mayor's final minutes 23 December



## **Administrative model supporting a new type of museum**

The museum is structured as an intermediate form of the City Museum and the History Centre with its supplementary services. Principally, some of the activities would be organized through the staff of the City of Turku Museum Services.

Decisions on the administrative model for the building will be made later on, and on the administrative model for museum activities in 2024.

# Enthusiastic, untraditional organizational culture

At the heart of the Museum of History and the Future is an organizational culture that promotes new modes of museum work, creativity, diversity and impact as well as an enthusiastic staff.

The work is carried out through thematic productions, around which projects are organized. In projects the different

forms of exhibition, audience, collection and community work as well as external competence and expertise are combined.

In addition, the museum has continuous processes for maintaining operations, implementing services and developing the museum.

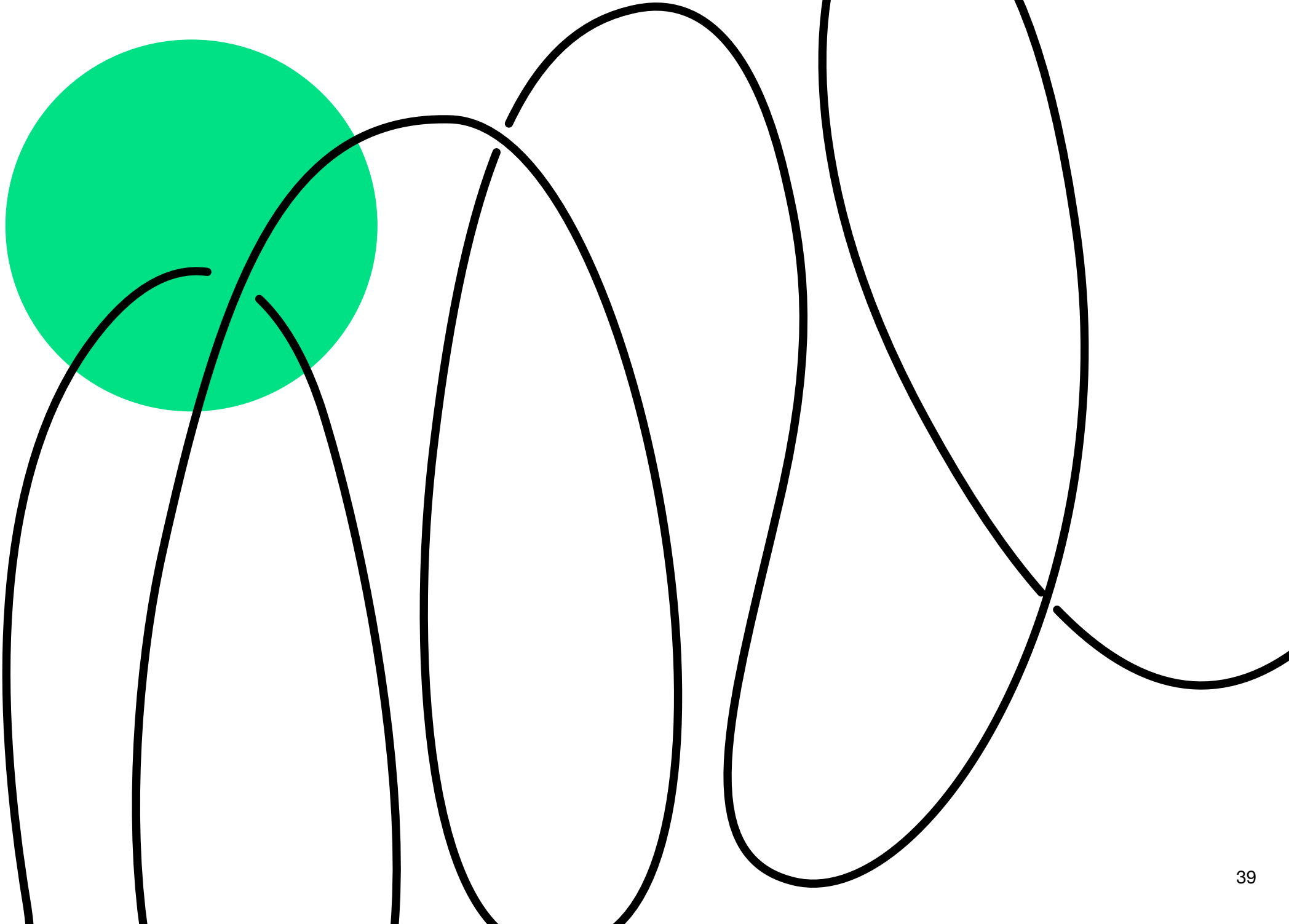
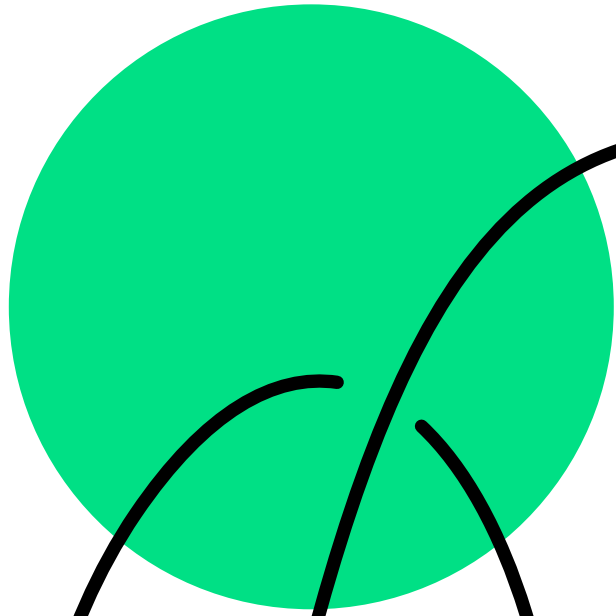
# Interactive co-creation

During the project comprehensive participation, open co-creation and diversity of perspectives have been pivotal.

Various working groups, experts from different fields, city residents and stakeholders have participated in the planning.

Museum concept was backgrounded with a survey with nearly 600 people participants in 2021–2022. Some 100 people participated in actual conceptualization work with approximately 45 meetings and eight workshops.




The consultant in museum conceptualization has been Ville Tikka, Poem Company.





# Let's make this museum together.

Contact the project [historianmuseumo.fi](http://historianmuseumo.fi)

 Historian ja tulevaisuuden museo  
 @historian\_museo  
 @museokeskus

You can also email [joanna.kurth@turku.fi](mailto:joanna.kurth@turku.fi)  
or through Twitter to @joannakurth

MUSEUM ● OF HISTORY AND THE FUTURE