



HOW PERMANENT IS PERMANENT EXHIBITION ANYWAY

TARGET AUDIENCES

- New concept for new museum 2016
- Museum visitor as a starting point of planning
- Helsinki lover: star customer for permanent exhibition
- Concept work 2021-22





CUSTOMER PROFILES

**Inquisitive and
curious**

Finding information
and material to
personal or
professional purposes

**Helsinki
lover**

Connecting personal
history to the history
and future of Helsinki

Urban active

Selecting activities
and services that are
unique and current

**Doing things
together**

Looking after
collective museum
experience

History and content

Experience and doing together

PERMANENT, SEMI-PERMANENT, TEMPORARY

- Categories for museum professionals, not for visitors
- Digital revolution: visiting on-line or on-site?
- Participation: activating your audience



MAKING CHANGES

- Maintaining the exhibition
- Technology gets old faster and faster
- World changes, topics changes
- Sustainability



ROLES OF PERMANENT EXHIBITION

- Exhibition as a platform for activities
- Visit as a starting point for emotional and intellectual process
- Museum visit and personal and collective well-being
- Looking to the future from historical perspective





THANK YOU! / KIITOS!

