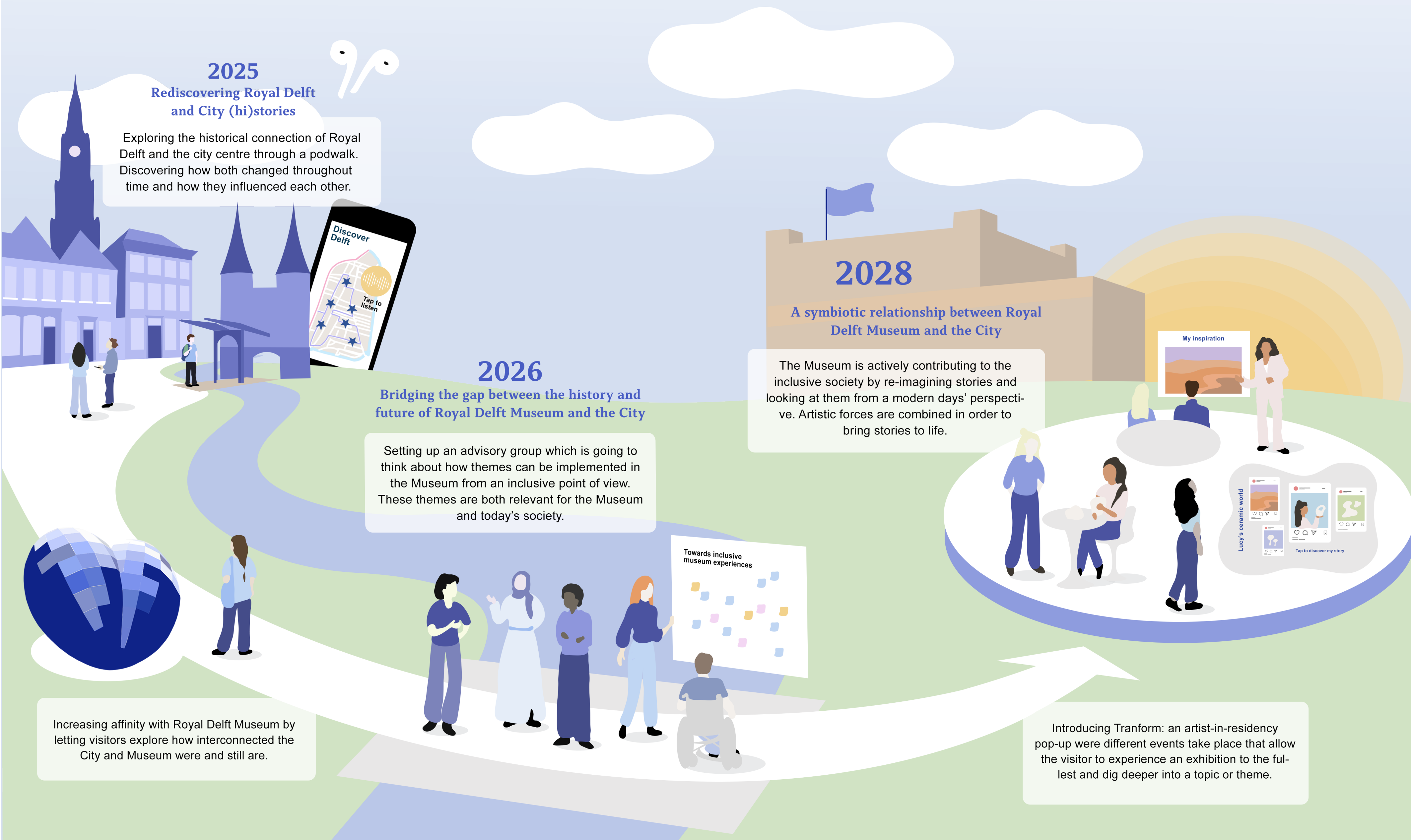


The future Royal Delft Museum

A strategy for attracting domestic visitors



Thesis findings

Literature revealed attracting museum visitors is quite complex, especially when a museum wants to create a **long term connection** with their visitors, so it is more likely they will come back for more visits. It was also found that the roles of museums are shifting and with it, their exhibitions and their identities.

Inclusivity and diversity in a museum are becoming increasingly important when it comes to attracting a larger, more diverse public, since the museum landscape is still dominantly white and minorities are under-represented in museums (Van den Engel & Vos, 2022).

During interviews, several insights were gained on what visitors look for in museums. It was found that museums are places for people to **detach themselves from the outside world** and that people like to experience art through **multiple perspectives**. **Context** adds another layer to the museum experience and is therefore crucial.

Future vision

Opening doors for new visitors by adopting an **inclusive approach** for creating the Royal Delft Museum experiences of the future. Shaping Royal Delft Museum becomes a **collective effort**, one where people of **different backgrounds and ethnicities** are centered at the heart of the Museum. The ultimate goal is to make sure everyone can find something in the museum that they can find **recognition** in.

The three horizons in the strategic roadmap are set-up to reach this goal.

Horizon 1: (Re)discovering histories

By providing a Podwalk through Delft along different places Royal Delft has a **connection** to, we can link the present to the art seen in the exhibition. The goal is to provide visitors with **information** about how Royal Delft and the city were connected and give Royal Delft Museum inspiration on how to **maintain relevance** in present day society.

Horizon 2: Bridging the gap

A **debate group** is introduced, which discusses relevant themes and how these can be implemented in Royal Delft Museum. **Overarching themes** such as inclusivity, interaction with the museum's collection and accessibility in the museum are important throughout the entire museum and essential to maintain relevance in present society.

Horizon 3: Transform

Transform is a concept designed to invite **new people and perspectives** into the museum and to challenge Royal Delft Museum to think outside of their 'safe and known' territory. It is set up to **spark the museums' creativity** and to imagine what Transform could look like. Transform marks the start of the museum in which it works towards more inclusive, personal museum experiences by offering a **safe and creative space** in which creatives from the outside are welcomed, develop and showcase their work.

Annemijn Isabel Hollestelle
Increasing the Attractiveness of Royal Delft Museum for Domestic Visitors
July 13th, 2023
Strategic Product Design

Committee
Company
Dr. Lise Magnier
Ir. Sander Mulder
Didi van Dalen

