

Posters on Demand



(IADDB, n.d.)

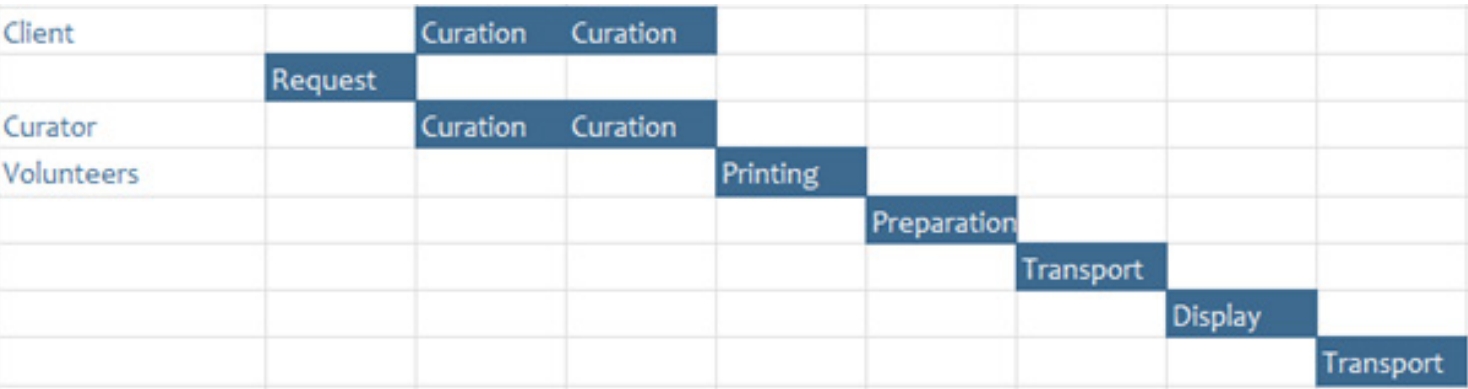
Posters on Demand describes a service in which clients are able to request sets of poster replicas. This can be done with either pre-curated poster sets revolving around specific themes, or by curating a bespoke set of posters.

Lending out pre-curated poster packages has the advantage that the museum’s curator is only needed at the start of the process, leaving mostly organizational and logistical work up to the museum volunteers.

Bespoke services put a higher strain on the museum’s curator. This means that they need to be available for this job, as it can not be done by volunteers. The museum will however be able to charge more for bespoke services.

The project is an attempt at portfolio diversification for a poster museum in The Hague. It attempts to show that just like larger museums, smaller museums can just as well use portfolio diversification strategies in order to increase their financial resilience. This project in particular has shown that even the smallest of museums with limited resources are able to leverage their strengths to create novel products or services.

Bespoke services timeline



Pre-curated services timeline

