


Glyptotek
Strategy

2021
—
2024



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**“... living art belongs
to the living people!
But it should not be the
property of the rich man
alone; it should serve
equally to delight the
common man, that
he too may sense the
power of beauty.”**

(Carl Jacobsen, 1906)





Living art for the living people

The mission of the rich collections and buildings of the Ny Carlsberg Glyptotek is to provide a setting for experiences that children, young people and adults can share. One of the leading tourist attractions in Copenhagen, the museum is a vibrant centre of culture that helps shape the identity of individuals, of Copenhagen and of Denmark as a whole. The Glyptotek shares its collections and knowledge, thereby making the art and culture of the past relevant to the visitors of today. But the museum also aims to create the museum of tomorrow.

The Glyptotek is the leading museum of antiquity in the Nordic region and also owns one of Europe's finest collections of French art from the period 1800 to 1930. The museum has a unique history. Thanks to its founder, Carl Jacobsen, its combination of art history and industrial history earned it an important place in Danish cultural history around 1900. The museum is famous for its architecture, which not only creates a remarkable setting for the art, but also provides an oasis of calm within the vibrant metropolis. At the Glyptotek, architecture, painting and sculpture merge harmoniously with other art forms such as literature, theatre, dance, music and horticulture – true to the inscriptions in the stone of Vilhelm Dahlerup's building from 1897. The Glyptotek brings art to life across place, time and aesthetic modes of expression.

The strategy for 2021–2024 will continue the museum’s focus on ambitious exhibitions, interpretation and public engagement activities, visitor experiences and visibility. The conditions for global cooperation and international tourism have been altered by COVID-19. Accordingly, the museum will concentrate on cultivating new collaborations and target groups. At the same time, the Glyptotek is currently planning new construction projects and a major rehaul and new display of the museum’s collections of ancient art. Consequently, this strategy reflects the need for an increased focus on business plans, which will prepare the museum to both build and run an open museum in the next strategy period.

Director
Gertrud Hvidberg-Hansen





Mission

The Glyptotek
delights and
educates
today's diverse
audiences with
the very best of
art and culture
spanning
millennia

Vision

Living art for
living people





Focus areas
2021-2024





Between 2021 and 2024 we will concentrate on the following focus areas, several of which will also extend into the following strategy period:

- 1** The user journey
- 2** Specialist knowledge and topical relevance
- 3** Image and visibility
- 4** Buildings, storage and security
- 5** Finance and business
- 6** Organisation and management



1 The user journey

The Glyptotek experience should be a positive encounter for users before, during and after their visit. To this end, we will launch a number of initiatives to improve the overall user experience while letting the art take centre stage:

- We will enhance the way in which we welcome visitors and pay attention to the practical needs of visitors by improving accessibility and our ticketing system, flow systems, by focusing on service and guard functions and a clearer wayfinding.
- We will develop user-friendly digital platforms for communication and interpretation/public engagement, and for the sale of tickets and season tickets.
- We will increase our focus on spreading knowledge about the museum, its collections, architecture and art before, during and after the visit.
- To provide a better visitor experience, we will upgrade our facilities: for example, the roof terrace, information point, shop, audio-visual equipment and rest areas in the museum's exhibition spaces.



2 Specialist knowledge and topical relevance

The Glyptotek is a leading international museum that actively shapes and influences current agendas within its field. We aim to:

- Develop the museum's research on French art, ancient sculpture, polychromy, museology and architecture.
- Strengthen networks and collaborations with museums and research institutions in Denmark and abroad.
- Present innovative exhibitions in experimental formats.
- Offer new points of entry to the museum by employing live formats that involve more senses and art forms.
- Present innovative public engagement/interpretation activities for children and adults with a special focus on sound.
- Create recipient-oriented teaching and public engagement/interpretation provisions that welcome fun and play.
- Forge connections between past and present and offer new perspectives by working across the museum's collections and incorporating contemporary art.
- Prepare a comprehensive new display of the collections of ancient art and the French collection for realisation during the next strategy period.



3 Image and visibility

The Glyptotek aims to be a relevant and visible museum that always has something new to offer. We will:

- Increase awareness of the Glyptotek both locally and nationally, and concentrate more on tourism.
- Continue to develop the image of the Glyptotek as an active, vibrant and welcoming place.
- Increase focus on collaboration in the Carlsberg family.
- Be a cultural institution that reflects general trends in society and embraces diversity.
- Use data in targeted, purposeful ways to plan and strengthen the museum's offerings and marketing.
- Increase the synergy between campaigns for season tickets, exhibitions, events and public engagement/interpretation activities.



4 Buildings, storage and security

The museum's buildings are crucial for the preservation of art, a good working environment and the experience of visitors. At the same time, they constitute the basis for the Glyptotek's position as a leading international museum. We will:

- Update the museum's technical security systems and overall security measures.
- Prepare new plans for the safeguarding and rescue of valuables, risk analyses and contingency plans.
- Implement a construction programme aimed at upgrading the museum's indoor climate.
- Upgrade internal and external storage facilities.
- Prepare new maintenance plans for the museum buildings.
- Make the museum more sustainable by choosing appropriate materials, implementing more recycling and maintenance and encouraging general awareness of resource consumption.
- Optimise existing areas in the buildings.



5 Finance and business

The mission of the Glyptotek is to be a vibrant, modern museum. This requires regular updates and investments in buildings, digital platforms etc. and a focus on expenses, resource consumption and the generation of new sources of revenue. We will:

- Prepare a long-term business plan and fundraising strategy.
- Develop the commercial potential of our shop and web shop.
- Develop a season ticket strategy aimed at sales and loyalty.
- Try out new ticket concepts: for example, in collaboration with the café.
- Revise the museum's venue rental policy.



6 Organisation and management

The mission of the Glyptotek is to be an attractive, highly efficient, modern workplace that includes everyone in the organisation. The vision of 'Living art for living people' requires a competent, outgoing organisation. We will:

- Ensure efficient, interdisciplinary collaborations and less resource-intensive workflows.
- Establish excellent physical settings, flexible workspaces and better digital tools.
- Improve the museum's digital competencies, especially in the context of our public engagement/interpretation activities, our web shop and our marketing.
- Upskill our ability to develop commercial potential.
- Consolidate the exhibition department.
- Strengthen the museum's art historical expertise.
- Nurture the skills and competencies of part-time educators and guides.



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