

Working together gives better returns

Björn Stenvers
Milan, July 2016



Museums in cities working together: more collaboration: better returns

1. Amsterdam Museums
2. Working together within a city
3. Working together on attracting new audiences, happy citizens & business
4. Working together between museum and governments
5. Working together between museum and commercial companies
6. Working together between museums, creative clusters and breathing places
7. Working together on knowledge and education
8. Working together is more sustainable for the future
9. Working together among museums & among Culture
10. Implementing marketing in working together; values

AMSTERDAM MUSEUMS

Iamsterdam.com

We do

- Amsterdam	OAM	(8)	1994
- Amsterdam	Plantage	(13)	2001
- Amsterdam	Museum	(2)	2008
- Amsterdam	Heritage Museums	(5)	2010
- Unesco World	Heritage Canal District	(1)	2011
- Amsterdam	Heritage	(8)	2012
- Amsterdam	Museums [eng]	(40)	2012
<u>- Amsterdam</u>	<u>Marketing</u>		<u>2012</u> +
	Cultureel Toerisme	(40)	2013
- Amsterdam	Museums (stichting SAM)	(40)	2013
- Amsterdam	SAM (+ Internationaal)	(45)	2016

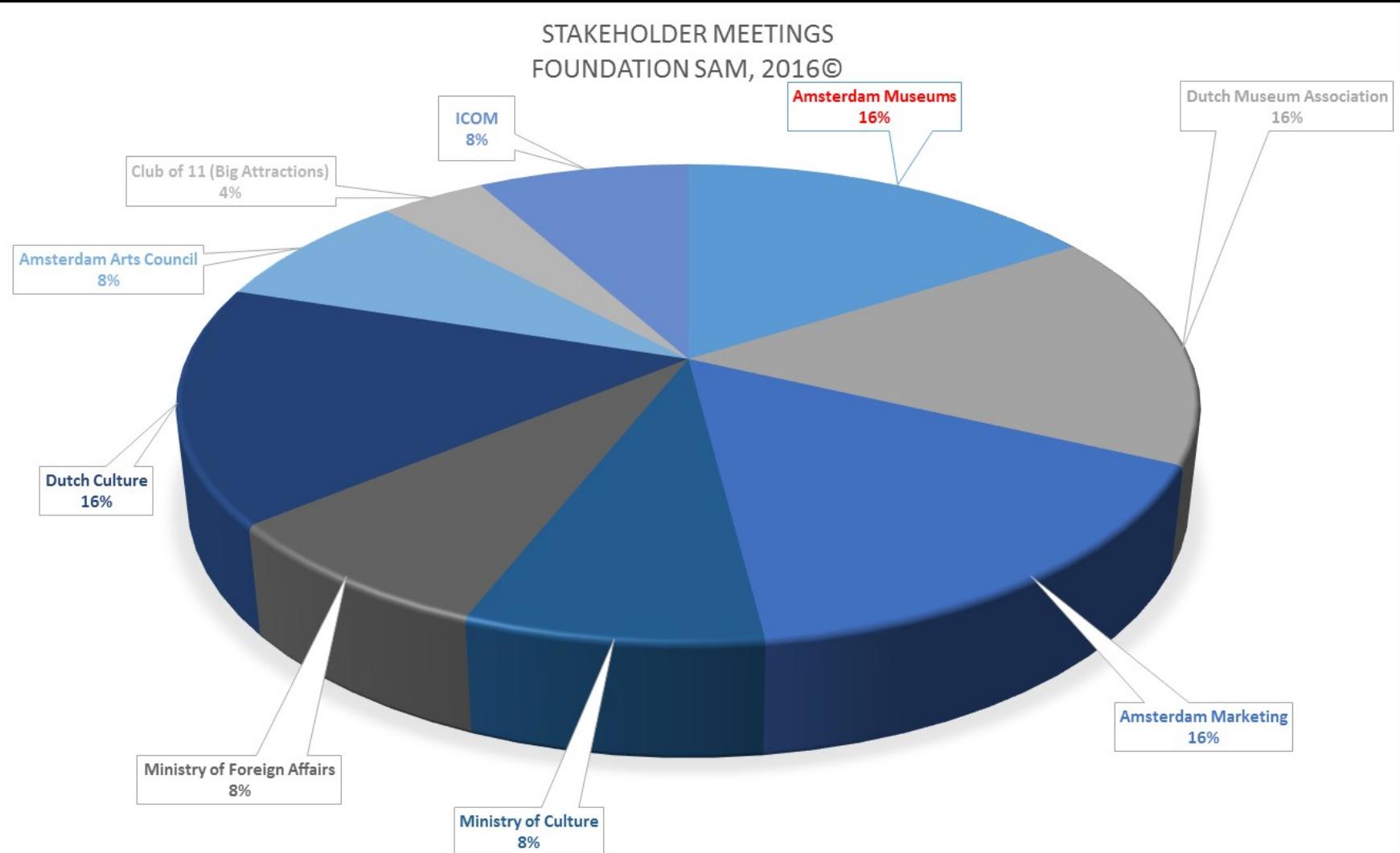
HOTDESK @

44 MUSEUMS – CITY MARKETING – MINISTERIES– GEM. AMSTERDAM



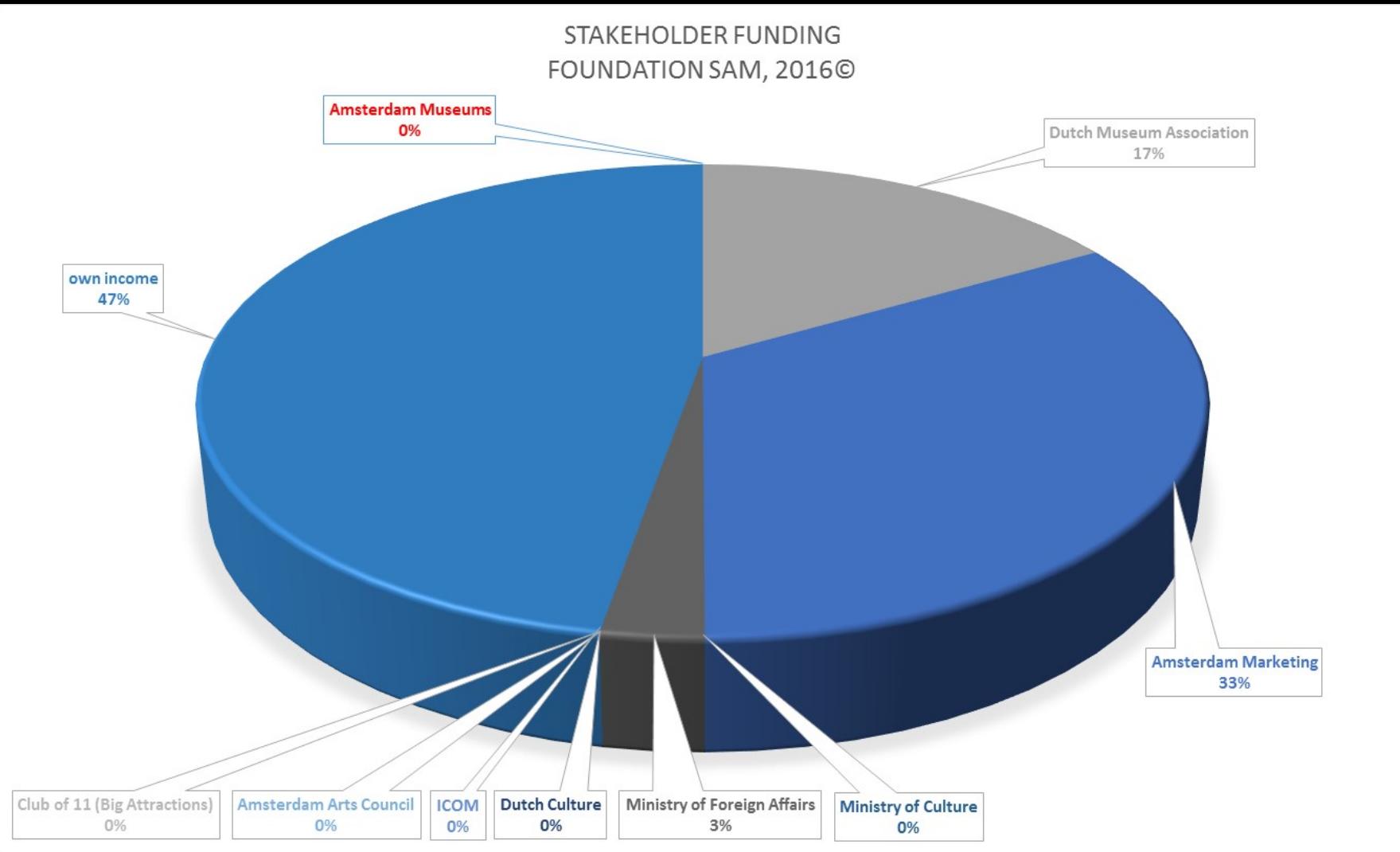
no office – 8 interns per year – borrow hours from colleagues of the 44 museums

AMSTERDAM MUSEUMS



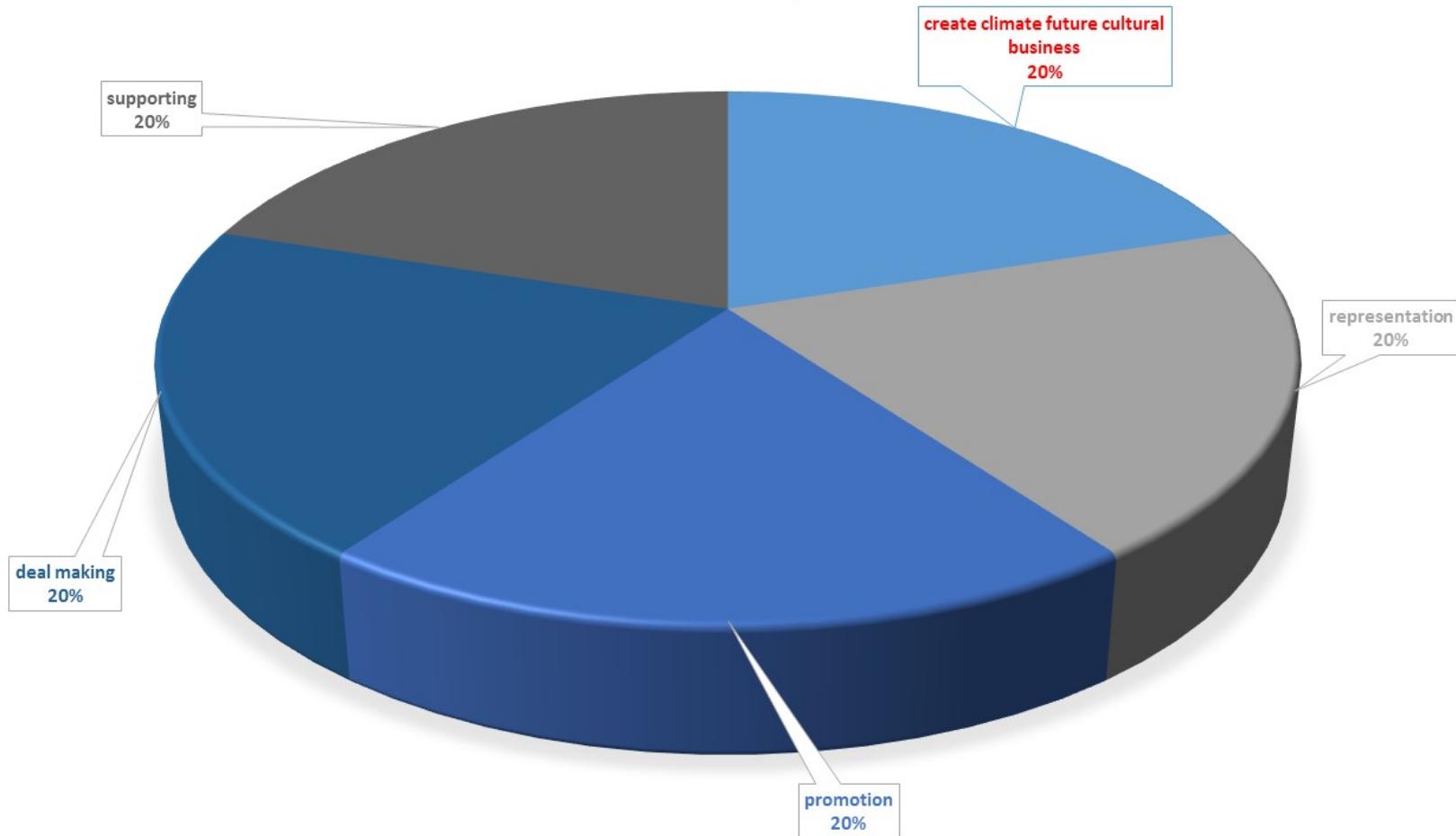
AMSTERDAM MUSEUMS

STAKEHOLDER FUNDING
FOUNDATION SAM, 2016©



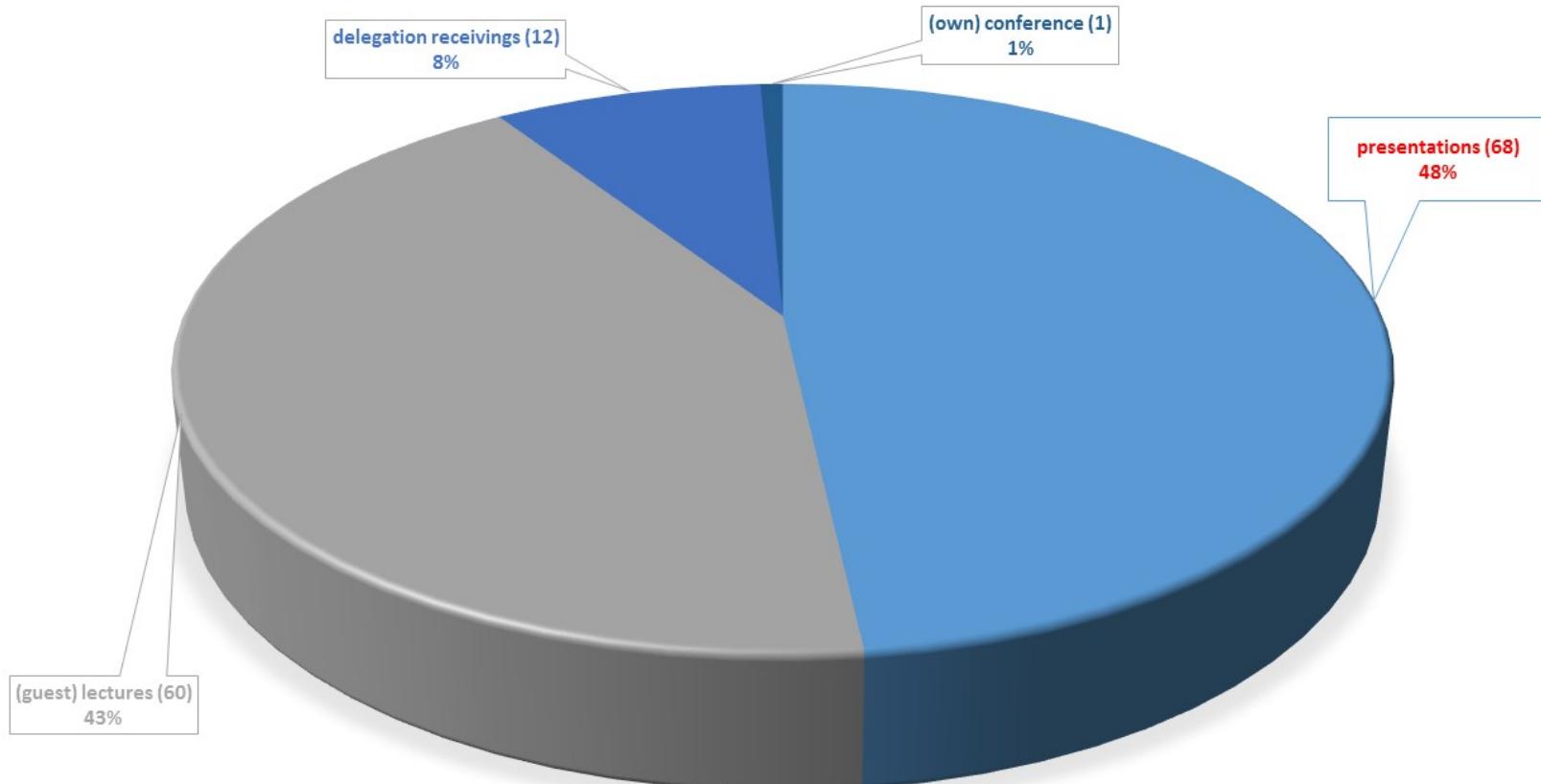
AMSTERDAM MUSEUMS

STAKEHOLDER WORKING TOGETHER RESULTS
FOUNDATION SAM, 2016©



AMSTERDAM MUSEUMS

STAKEHOLDER WORKING TOGETHER RESULTS
FOUNDATION SAM, 2016© - COSTS € 0,-



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INTERNATIONAL PROJECTS

WORKING TOGETHER IS PRODUCT & INT. MUSEUM TRADE

e.g. UK, RUSSIA, FINLAND, SPAIN, ARUBA, CURACAO, INDONESIA, FRANCE, SINGAPORE, BELGRADE, MOLDOVA, BELARUS

Madrid:
P13, guest-
lecturing,
presentations,
workshops

UK:
Several projects;
e.g. National Trust,
British Council,
Tate, HRP, HHS,
AIM, Watford.

Helsinki/ Tampera:
Support change of
heritage & museum
strategy, working
together, study
dashboard dev.

Brussels/ Paris:
Connect with Muscon,
on working together,
& exchange
knowledge with
Culture Espace

Belarus:
Museum support &
dev. strategy set
up, advise
museums, guest-
lectures, trustee

Moldova:
Heritage support,
EU towers project,
on marketing &
dev. on working
together

Edinburgh:
Support heritage
development,
working together

St Petersburg/
Katharinaburg:
Presentation,
strategy advise,
working together

Hadrian's Wall:
Support change of
heritage & museum
strategy, working
together on
marketing

Russia/ Moscow:
Support museums
& heritage sites
on marketing &
dev. on working
together, RANEPA
projects

Siberia:
Support change of
heritage and
museum strategy,
connected with
A'dam , support set
up union O&G
museums

Brest:
Heritage strategy
set up, advise
museums, working
together on dev. &
marketing



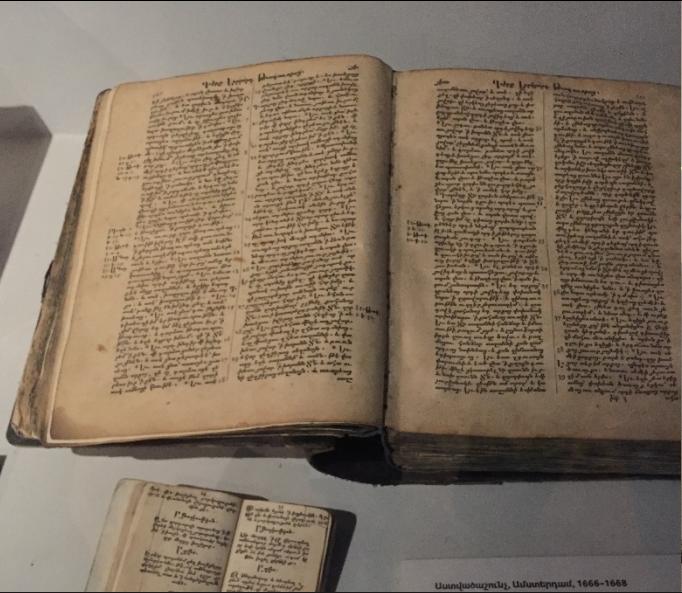
Istanbul:
Support changes of
museums, city
strategy, connected
with A'dam, working
together on
marketing & dev.

Caucasus:
Support change of
heritage and
museum strategy,
connected with
A'dam, RANEPA
projects

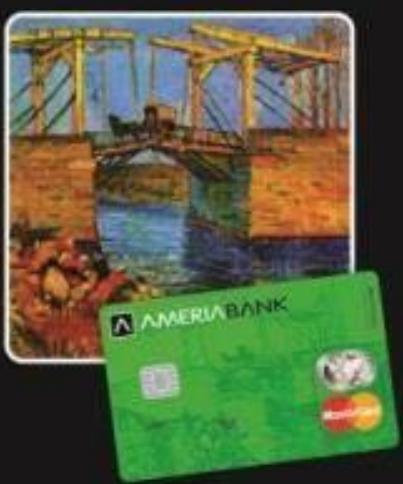
Ulyanovsk :
Support change of
heritage and
museum strategy,
connected with
A'dam

Chanti Mansieick:
Heritage
development, work
with & advise
museums.

a case



Արվեստը Զեր գրապանում...



a case



2016: LOBBY & REPRESENT



FESTIVALS:
AMSTERDAM LIGHT FESTIVAL
UITMARKET
N8
MUSEUMWEEKEND
GAYPRIDE
TULPENFESTIVAL
MONUMENTENWEEKEND



LOBBY:
VERGUNNINGEN
BUSSEN BELEID
RONDAARTEN
BEWEGWIJZERING
VERTEGENWOORDIGING
(PROCESVERBETERING)

Rijksmuseum

amsterdammusea.org/



Zoek

De
Amsterdamse
musea
feliciteren...

Met de I Amsterdam City Card
gratis naar 34 musea. Ga naar
iamsterdam.com/citycard



...het **Amsterdam Light Festival**
met hun overweldigende programma waarin de
Amsterdamse musea volop deelnemen



... het **Amsterdam Museum**, de Hermitage en het
Rijksmuseum met hun gezamenlijke portrettengalerij

Hollanders van de Gouden Eeuw

I amsterdam.

iamsterdam.com/citycard

Cam



2



Koninklijk Paleis Amsterdam

De Amsterdamse musea

**FELICITEREN
MICROPIA**

met het openen van haar deuren



Met de I Amsterdam City Card
gratis naar 34 musea
& vanaf januari 2015
óók naar **MICROPIA**

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citycard



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2016: DEALS



POWER DEALS:

PARTNER SHIPS

MUSEUM CARD

I AMSTERDAM CITY CARD

HOLLAND PAS



SUPPORT

- CENTRUM XL
- COVER CONSTRUCTION
- WELCOME SIGNS
- WELCOME TEAM RECEIVING

2016: MARKETING



POWER DEALS:

KLM

- MUSEUM SQUARE AIRPLANE
- HOLLAND HAROLD
- SCREEN SAVERS
- ON BOARD PRODUCTS
- FREQ.FLYERS DISCOUNTS
- STAFF DISCOUNTS
- CHILDREN GAMES

SCHIPHOL

- 7 MUSEUMS ADVERT
- IAMSTERDAM STORES
- RIJKSMUSEUM

2016: MARKETING



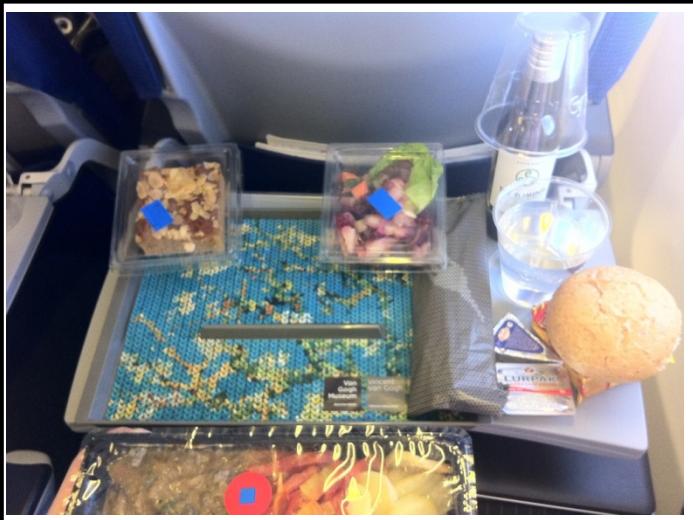
POWER DEALS:

DISNEY

- COLORING PICTURE
- POSTERS
- DONALD DUCK MAGAZINES
- MEMBER DISCOUNTS

AEROFLOT

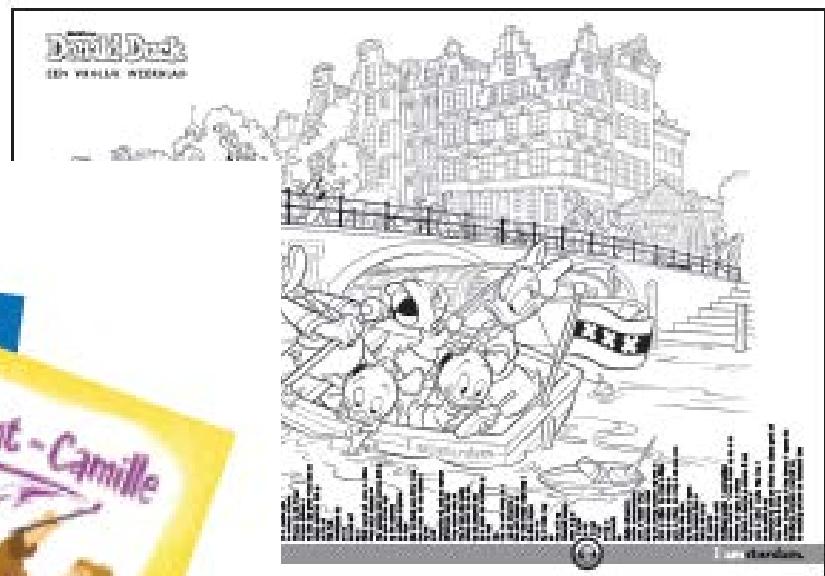
- ON AIR MAGAZINE
- PLACEMET

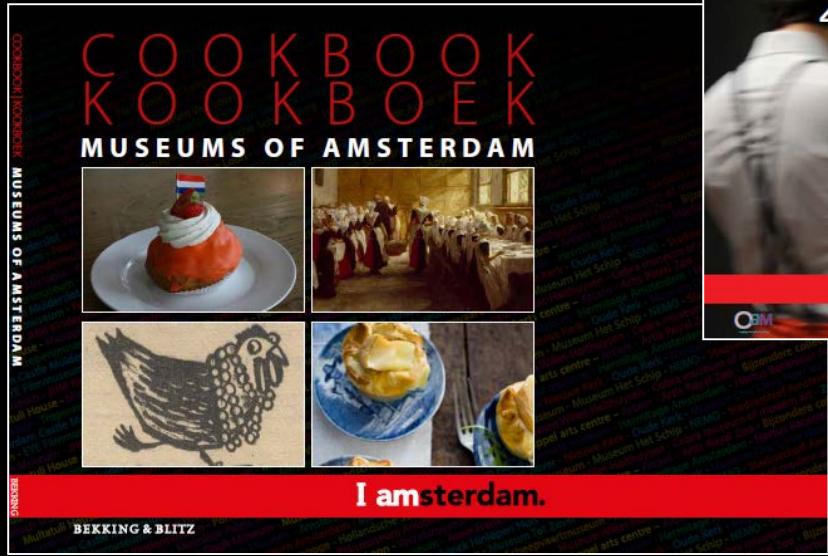
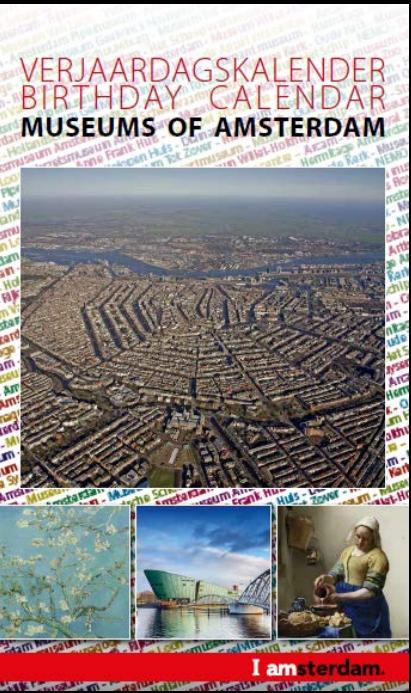


BELAVIA

- FLYERS ON BOARD
- MAGAZINE
- PLACEMET

AMSTERDAM MUSEUMS





Pagina 12

Amsterdam Castle Muiderpoort

Bert Boer
37 mei 1965
Directeur sinds 1 januari 2012
E: bert.boer@museumzon.nl
M: +31 (0)23 94 07 44
[In](#)

**WHO IS WHO?
IN AMSTERDAM MUSEUMSTAD**

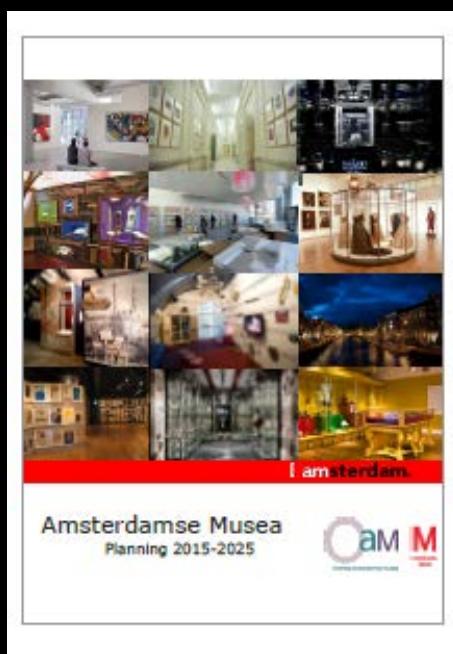
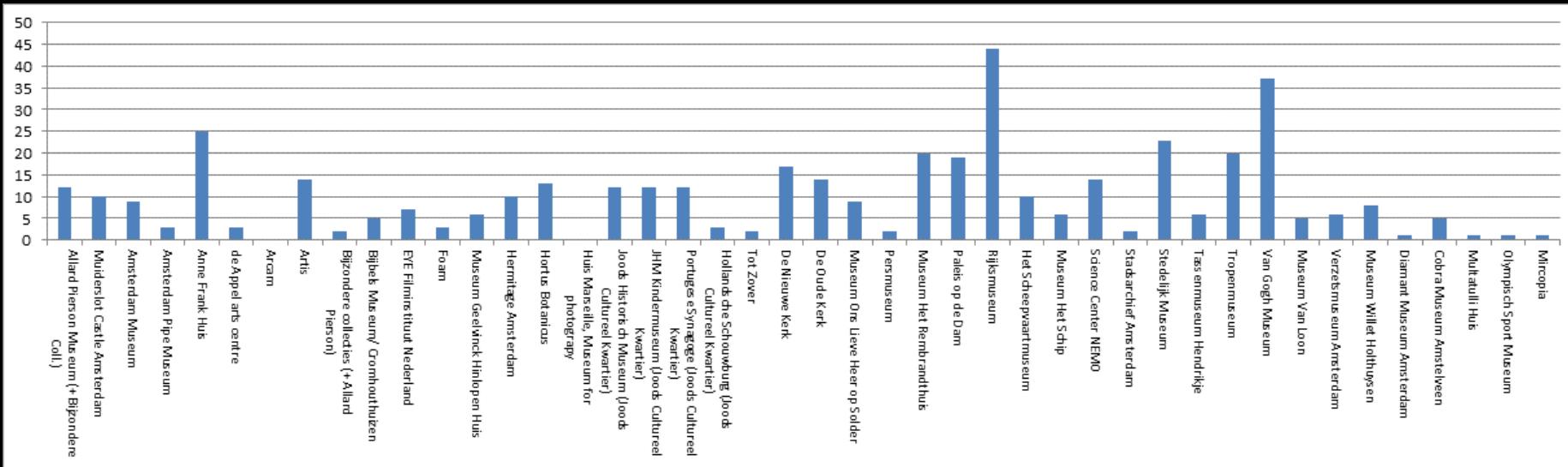
Bert Boer studeerde bedrijfseconomie aan de Nyenrode Universiteit en economie aan de Universiteit van Amsterdam. Boer was eerder bij architectuurconcern 'HOB' en de Nederlandse Museumvereniging waar hij onder meer verantwoordelijk was voor de Museumaak. Bestuursfuncties bij SKBL, Nationaal Onderwijs Museum, Voorkeurcultuur, Muiderpoort en Kasteel van Woerden.

Kader van Dienst:

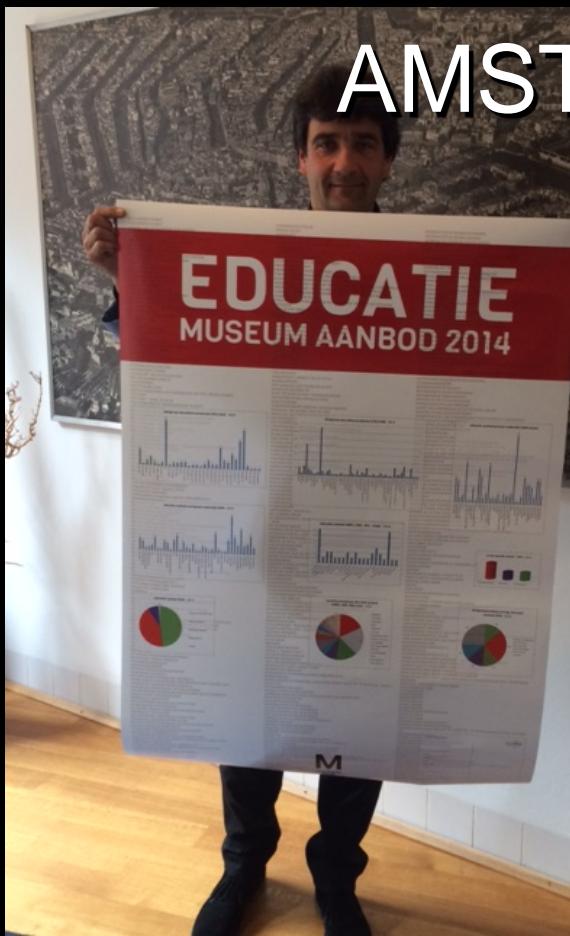
- Sja. Ons. m.h. regent (voorzitter)
- Mevr. Ons. A. der Seelen
- Mevr. Ons. J. den Hollander
- Prof. Dr. A.C.M. Happenius
- Dhr. B. Hout
- Dhr. Mr. E. van Hoepel tot Zeeuw

M **OAM** **museumzon**

AMSTERDAM MUSEUMS



AMSTERDAM MUSEUMS



City Hospitality



Amsterdam Museum Academy - Hilton

MUSEUM ACADEMY

SINGAPORE – AMSTERDAM – ROSTOV - ULYANOCSKY

@ the National Heritage Board Academy (Singapore): variety of staff trainings

@ the Amsterdam Museums: Front Office trainings (i.c.w. Hilton & Amsterdam Marketing and others),

@ the Lenin Memorial (Ulyanovsk): Chinese lessons for museum staff,

@ the Rostov Kremlin Museum: English lessons for their staff (in two levels)



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MUSEUM CLUSTERS
ARE
ECONOMIC
CATALYSATORS

Michael Porter, Economist 1990

MUSEUMS ARE ECONOMIC CATALYSATORS

*MUSEUMS UK > £ 2.6 BILLION INCOME, 38'000 JOBS
CONTRIBUTE £ 1.5 BILLION IN ECONOMY*

MUSEUMS RUSSIA > OVER 75'000 JOBS

*MUSEUMS US > 400'000 JOBS,
CONTRIBUTE \$ 21 BILLION IN ECONOMY*

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CITIES
LEARN
HOW TO DISPLAY
THEMSELF
AS A
BRAND

We  Love Budapest



MOSCOW

MADRID
about you

be Berlin

I  NY®

LONDON

CITY OF SYDNEY


I amsterdam.®



2016: WITH CITY MARKETING

AMSTERDAM – VENICE



OAM visitors overview	yr 1994	yr 1995	yr 1996	yr 1997	yr 1998	yr 1999	yr 2000	yr 2001	yr 2002	yr 2003	yr 2004	yr 2005	yr 2006	yr 2007	yr 2008	yr 2009	yr 2010	yr 2011	yr 2012	
Kunsthal Rotterdam	672,743	637,405	711,476	6,013,603	708,153	710,384	1,115,760	1,286,868	1,592,773	1,341,586	1,417,096	1,677,280	1,597,783	1,474,816	1,451,179	1,429,856	1,400,226	1,486,261		
Arts	3,112,541	3,860,635	3,859,780	2,217,705	1,841,532	3,720,324	1,189,343	1,197,233	1,203,102	1,002,884	1,081,651	1,176,186	1,206,901	1,232,166	1,237,165	1,205,271	1,138,083	1,088,072	1,064,261	
Amsterdamse Kunstkring	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000		
Amstelhof	602,000	616,511	625,004	710,205	941,346	810,583	884,094	966,000	909,000	912,000	917,000	966,000	962,794	1,001,386	995,593	985,417	1,000,017	1,004,945	1,005,945	
Amstelhof Museum Amstelhof	422,229	494,873	472,765	403,164	465,475	395,442	382,264	412,172	329,637	293,913	130,900	197,900	200,321	223,400	158,673	223,079	88,621	138,250	309,617	
Nieuwe Kerk	1	337,414	339,610	512,303	412,470	304,148	232,423	256,651	235,843	241,426	198,464	241,929	203,917	191,844	185,838	118,235	111,334	176,692	184,508	
Amsterdamse Museum	144,488	292,223	167,723	227,015	210,359	137,850	199,313	139,054	166,272	181,784	205,061	177,973	180,204	180,241	172,619	191,440	198,274	187,430	194,882	
Amstelgevoogdijmuseum	221,701	244,500	186,423	211,701	228,871	207,404	188,400	188,240	188,240	188,240	188,240	188,240	188,240	188,240	188,240	188,240	188,240	188,240		
Tropenmuseum	184,811	181,931	176,303	181,270	191,336	148,070	126,719	127,520	137,362	129,878	159,886	167,631	210,352	188,340	175,220	197,631	182,709	183,959		
Rembrandthuis	128,644	103,113	120,940	140,336	141,857	113,402	156,854	131,703	162,050	144,152	153,810	161,341	209,923	203,496	221,889	182,503	200,265	200,440	190,992	
Joods Historisch Museum (JHM)*	121,588	122,953	107,413	136,909	117,228	127,643	126,225	117,731	136,387	130,646	109,899	126,637	116,422	173,802	150,617	214,469	230,309	227,476	275,363	
Koninklijk Paleis Amsterdam	108,270	14,600	151,105	125,703	185,640	185,640	185,640	185,640	185,640	185,640	185,640	185,640	185,640	185,640	185,640	185,640	185,640	185,640	185,640	
Stedelijk Museum	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000		
Hortus Botanicus Amsterdam	87,634	61,288	62,187	67,198	69,991	76,202	76,777	88,282	95,150	99,707	124,418	122,459	128,222	136,386	134,500	143,697	137,976	140,353	173,248	
Museum Ons' Lieve Heer op de Heide	48,829	48,296	57,953	52,234	58,047	56,139	56,471	57,620	64,563	69,069	75,173	74,615	92,469	81,941	84,197	84,447	65,313	88,918	74,660	
Duode Kerk	0	0	0	0	0	39,785	67,307	40,881	59,124	71,407	78,293	90,344	104,227	123,309	123,486	114,816	150,210	145,529	161,405	162,109
Museum Willem de Groot	44,461	47,500	47,472	47,472	47,472	47,472	47,472	47,472	47,472	47,472	47,472	47,472	47,472	47,472	47,472	47,472	47,472	47,472	47,472	
Amsterdam Museum	54,215	54,215	54,215	54,215	54,215	54,215	54,215	54,215	54,215	54,215	54,215	54,215	54,215	54,215	54,215	54,215	54,215	54,215	54,215	
Beeldkunstmuseum Prinsenhof	11,450	18,312	18,312	29,279	29,008	28,100	15,221	23,893	28,453	43,823	36,336	37,000	30,421	43,959	38,486	43,089	38,283	31,953	26,967	
Verzetsmuseum	16,888	18,413	11,611	9,190	0	16,713	24,699	32,935	33,093	42,000	38,401	54,341	49,661	51,519	49,925	52,483	57,749	61,167	60,870	
Stadsarchief Amsterdam	27,053	24,120	26,729	26,690	27,730	25,710	21,533	27,494	23,935	23,000	23,291	20,490	19,794	24,718	115,864	106,173	125,854	84,043	116,078	
Hermitage Amsterdam	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Topographie van Leiden	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
OAM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Beeld	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
De Angel	0	0	2,334	9,323	10,963	19,623	9,319	11,703	9,994	16,765	13,270	17,244	19,043	16,103	16,700	11,724	4,244	10,399	10,266	14,806
Admiraal de Ruytenburgh	0	0	1,001	2,169	4,262	3,201	3,893	3,029	5,768	6,323	7,394	10,230	14,043	17,920	13,459	11,873	13,074	15,885	17,727	
Museum Het Schip	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Groothandels Huis	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Esagonos Collection	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Tessinmuseum Hendrikje	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Muiderslot	113,989	105,692	126,471	144,932	129,317	126,093	115,093	115,045	113,779	116,829	116,813	129,550	150,910	151,298	131,043	126,554	117,522	114,547	119,560	
OB zeven	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
total	6,556,876	6,547,869	6,647,196	6,624,955	6,619,714	6,610,740	6,609,724	6,608,702	6,607,682	6,605,659	6,603,635	6,601,617	6,599,761	6,595,536	7,419,859	7,499,449	7,045,771	7,29,754	8,01,714	8,61,624
200.000+	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
200.000-700.000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
100.000-200.000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
50.000-100.000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
50.000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	



Smart on cards



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Stenvers, B., Marketing Strategy Moscow Zoo 2015-2020, <http://moscowzoo.su/>



Stenvers, B., Marketing Strategy Moscow Zoo 2015-2020, <http://moscowzoo.su/>

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MUSEUMS & COMMERCIAL COMPANIES

WORK TOGETHER



Rabobank



Philips



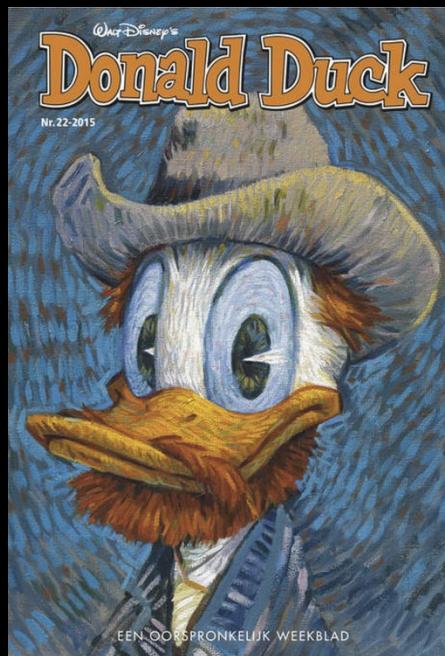
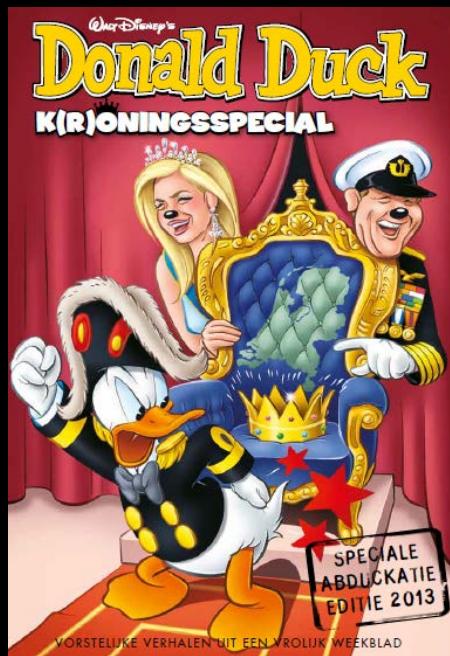
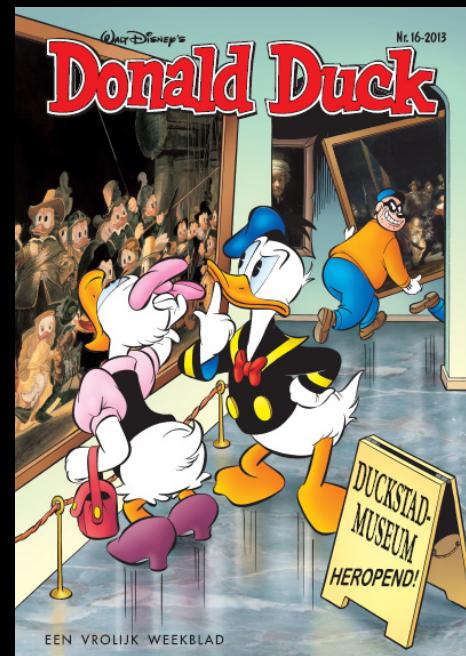
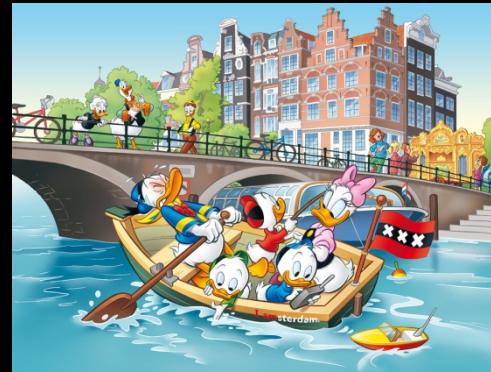
Polytechnic



Philips

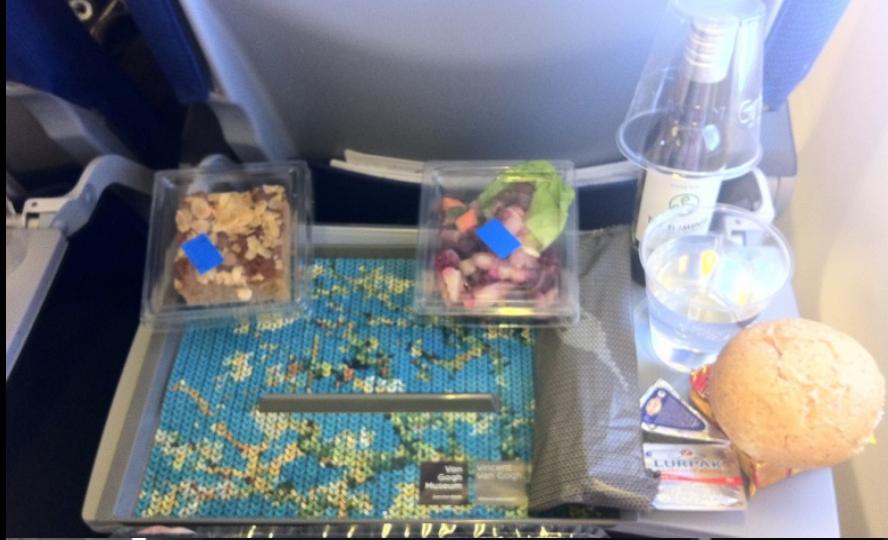
COM. COMP TEST

WE BOTH DISCOVER & LEARN



COM. COMP TEST WE BOTH DISCOVER & LEARN



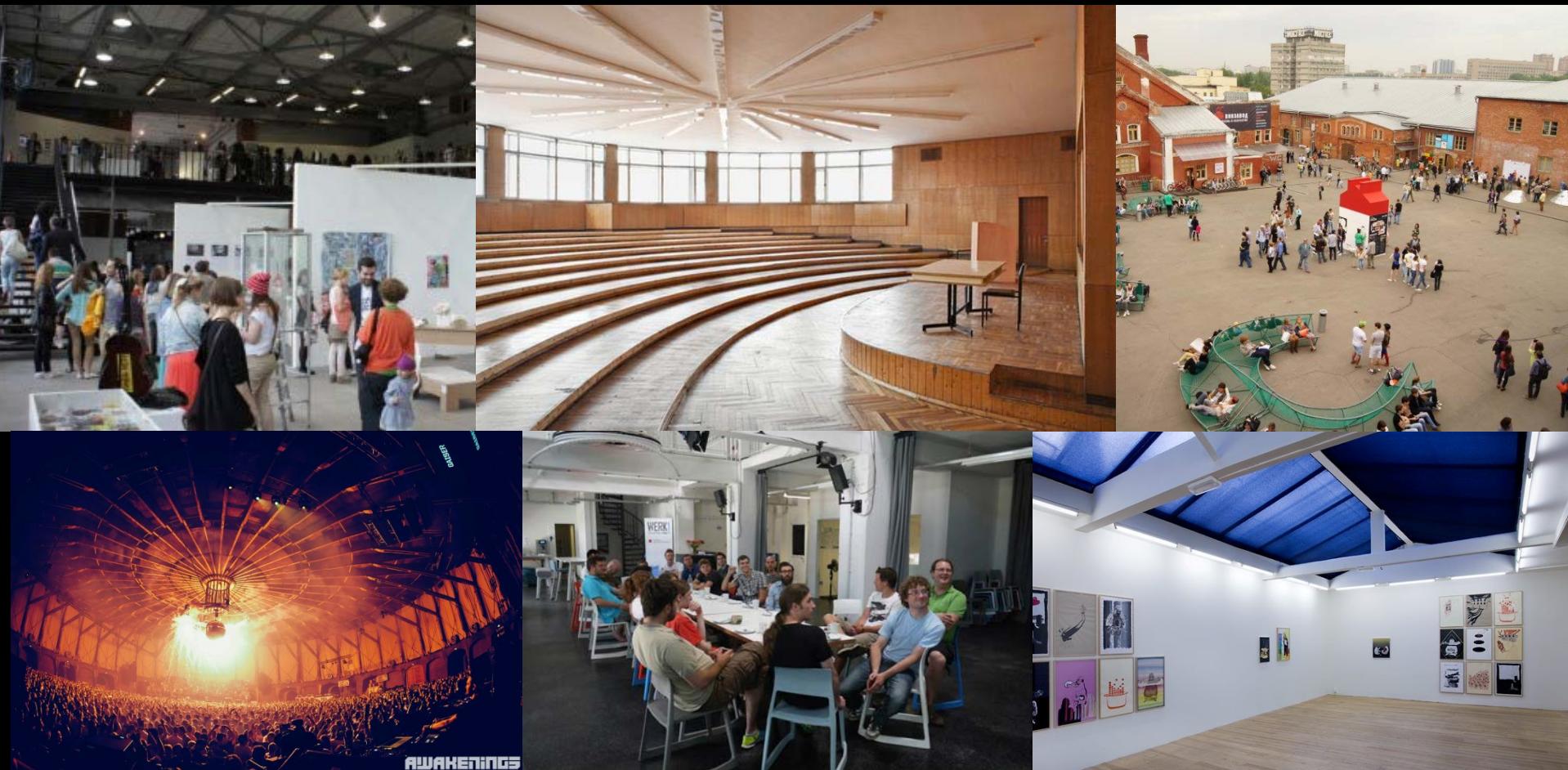


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8. Working together is more sustainable for the future
9. Working together among museums & among Culture
10. Implementing marketing in working together; values

INSPIRE CREATIVE SPIRITS

ZILL – WINZAVOD – ARTPLAY – STEDELijk MUSEUM – FOAM MUSEUM



Trendwatch 2015/2016, American Alliance of Museums

Museums in cities working together: more collaboration: better returns

1. Leadership
2. Working together within a city
3. Working together on attracting new audiences, happy citizens & business
4. Working together between museum and governments
5. Working together between museum and commercial companies
6. Working together between museums, creative clusters and breathing places
7. Working together on knowledge and education
8. **Working together is more sustainable for the future**
9. Working together among museums & among Culture
10. Implementing marketing in working together; values

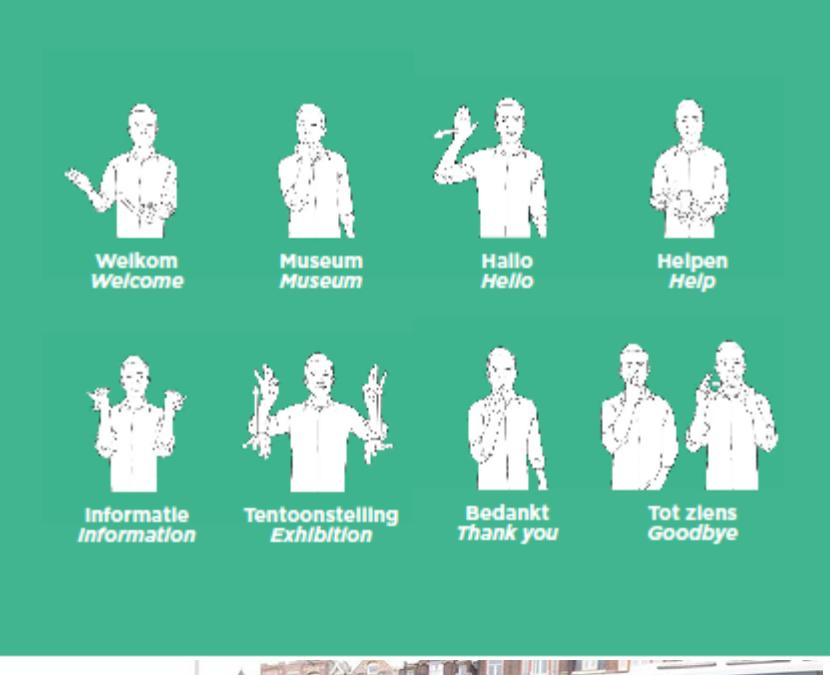
GLOBAL VALUE – Belarus



TOP 10 ECO - CITIES

1. Calgary (Canada)
2. Honolulu (USA)
3. Ottawa (Canada)
3. Helsinki (Finland)
5. Wellington (Nieuw-Zeeland)
6. Minneapolis (USA)
7. Adelaide (Australië)
8. Kopenhagen (Denemarken)
9. Kobe (Japan)
9. Oslo (Noorwegen)
9. Stockholm (Zweden)





+ CURATOR



kolomnapastila.ru/en/museum

Museums in cities working together: more collaboration: better returns

Tomorrow Challenges

Cities:

Brussels (85%), Barcelona (0 hotels), Amsterdam (spread touristst in region), Singapore (transform hun into content-History Development), Belarus (EU perception), Philips (Alf, Rijks Lights, city lab For Innovation), Rostov/Yaroslavl (Hospitality, logistics), Moscow (17mio, First 39 Community hubs 2018)

Leadership:

Ladies, share, safetly, learn from each other

Education:

Involvement Companies (Coca cola) and culture (location), into knowledge power

Income versus Costs

Next to usals of globalization: corridors, new technologies, transport and communications, financial centres, water and food issues

THANKS - BJORN@AMSTERDAMMUSEA.ORG - FACEBOOK - TWITTER - LINKEDIN

