



Endorsed on 17th October 2017



EMMA'S STRATEGY



Detail of the WeeGee building designed
by Aarno Ruusuvuori. ©Ari Karttunen / EMMA



Hannaleena Heiska: Something There Is ©Ari Karttunen / EMMA

OUR GUIDING POLICY

EMMA is an art museum of strong experiences born from the power of art.

EMMA 2030

EMMA is a timely meeting place that courageously looks out for what's new and promotes art.
With its activity, EMMA shows the way both nationally and internationally.

VALUES: WHAT WE BELIEVE IN

The power of art, courage, interaction



SUCCESS FACTORS

Influential contents

A unique atmosphere

Meaningful encounters

Continuous development



SUBSTRATEGIES and MEASURING INSTRUMENTS

VALUES

THE POWER OF ART

EMMA creates conditions for art that has a capacity to influence people and society.

COURAGE

EMMA is a continuously developing museum that seeks courageous solutions in all its activities.

INTERACTION

EMMA is in active interaction with audiences and interest groups, and is a working community where questions are discussed openly.

SUCCESS FACTORS

INFLUENTIAL CONTENTS

- Our activity is based on multifaceted contents of high quality and on the dialogue between modern art, design and contemporary art.
- We open up the contents of the museum in ways that are linked to the life of people, that make them participate and that are timely.
- EMMA is a popular meeting place and cooperation partner, whose reputation is growing locally, nationally and internationally.



A UNIQUE ATMOSPHERE

- EMMA is an art museum of spatial sensations.
- We take advantage of the modern architecture of Ruusuvuori when giving the final touch to our presentations.
- Tapiola is an important cultural destination.
- EMMA is impactful on the whole city of Espoo through public art and events.



MEANINGFUL ENCOUNTERS

- We make it possible to experience meaningful art.
- Encounters and interaction take place in EMMA, on the internet and outside the museum.
- EMMA is accessible in every way (physically, intellectually, economically, culturally, socially).
- The customer's journey at EMMA is functional.



CONTINUOUS DEVELOPMENT

- EMMA is an art museum that is continuously developing, and that makes use of the know-how of its experts and collaboration partners.
- Our activity has an influence on the development of the whole field.
- Our strategy has been internalized cooperatively.
- The organization is functional and the atmosphere is open, solution-focused and inspiring.







EMMA – ESPOO MUSEUM OF MODERN ART
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