



EMMA'S STRATEGY 2021–2023

OUR GUIDING POLICY

EMMA is a responsibly operating art museum of strong experiences and spatial impressions.

EMMA 2030

EMMA is a timely place for encounters, which seeks new horizons and promotes art. With its work, EMMA shows the way both nationally and internationally.

VALUES: WHAT WE BELIEVE IN

The power of art, courage, interaction



SUCCESS FACTORS

Content with
an impact

Unique environment
and digital EMMA

Meaningful
encounters

Responsible
development

Unique
partnerships



SUB-STRATEGIES AND METRICS



Outi Pieski: Čuolmmadit 12 Sep 2018 – 6 Jan 2019.

© Ari Karttunen / EMMA

Values

THE POWER OF ART

EMMA creates conditions for art.
Art has the power to influence humans and society.

COURAGE

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

INTERACTION

EMMA is in active interaction with audiences and
interest groups. Questions are discussed openly in
the working community.

Hans-Christian Berg: Visual Vortex – Oily colours, 2010.
© Yehia Eweis / EMMA





Performance by dancer Minna Tervamäki and visual artist Hannaleena Heiska at EMMA.

© Ari Karttunen / EMMA

Success factors

CONTENT WITH AN IMPACT

- Our work is based on unique, thought-provoking and multifaceted content and a dialogue between modern art, design and contemporary art.
- We present the content of the museum in ways that are linked to people's lives, timely and invite participation.
- EMMA is a popular meeting place and partner, with a reputation growing locally, nationally and internationally.





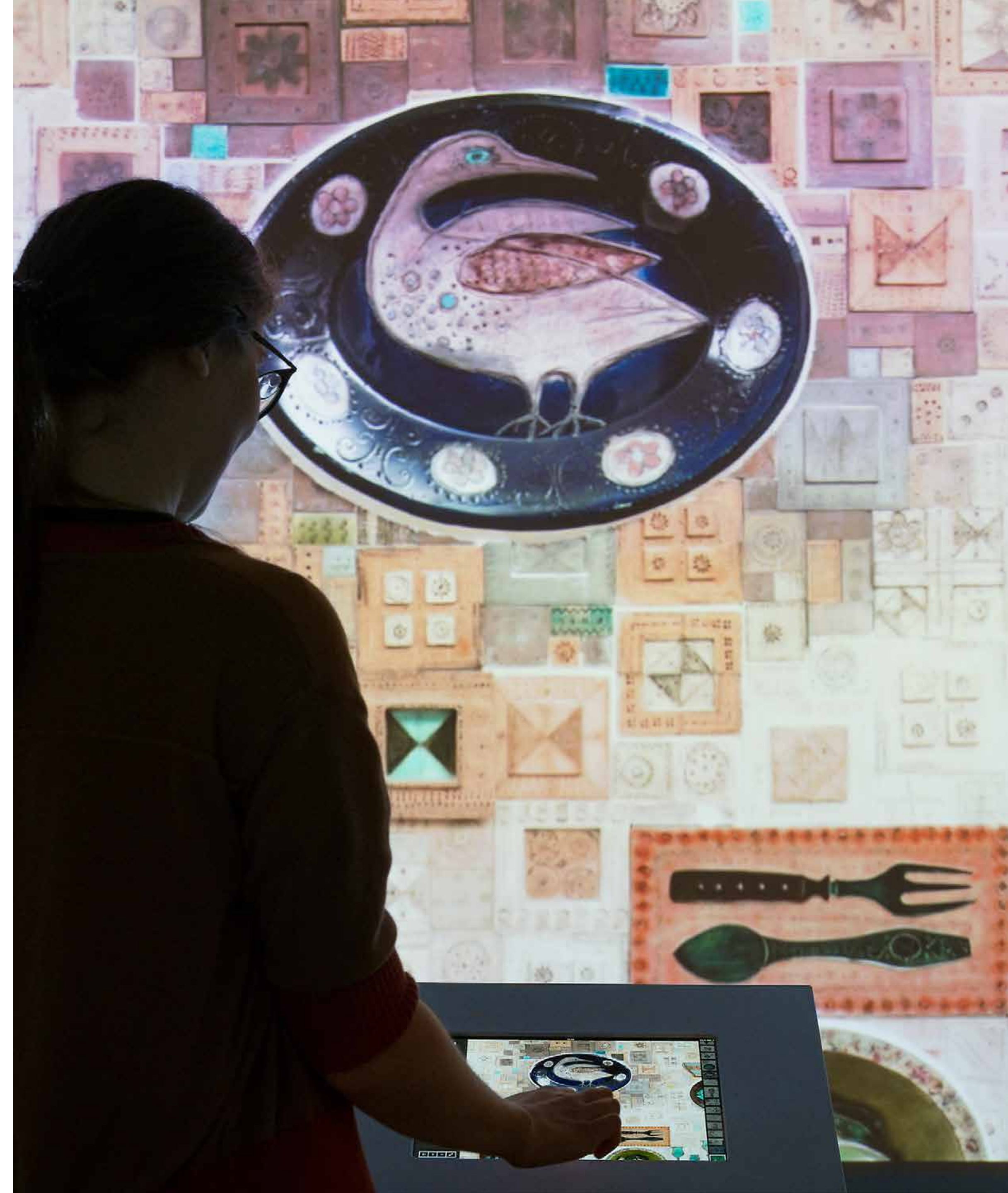
Eeva-Leena Eklund:) 28 Oct 2020 – 9 May 2021.
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Success factors

UNIQUE ENVIRONMENT AND DIGITAL EMMA

- EMMA is an art museum of spatial impressions.
- The modern and changing architecture of Ruusuvuori plays a part in our carefully thought-out displays and communications.
- We share and produce our content to be experienced online. We make use of digital channels in a diverse way.
- Tapiola is an important cultural destination.
- EMMA's impact covers the entire city of Espoo through public art and events.

Rut Bryk's works at the Bryk & Wirkkala Visible Storage.
© Ari Karttunen / EMMA



Success factors

MEANINGFUL ENCOUNTERS

- We enable experiences and interaction around art at EMMA, outside the museum and in digital environments.
- EMMA is accessible in every way (physically, intellectually, economically, culturally, socially).
- The customer journey at EMMA is functional.

Tatsuo Miyajima: Sky of Time, 2019.
The Saastamoinen Foundation Art Collection. © Ari Karttunen / EMMA



Success factors

RESPONSIBLE DEVELOPMENT

- EMMA is the art museum that builds on the know-how of its experts and partners.
- We work responsibly and respond to changes in the surrounding world with agility.
- We develop our operations by listening to the wishes of our audiences and customers.
- Our activities have an impact on the development of the entire field.
- Our strategy has been internalised collectively.
- The organisation is functional with an open, solution-centred and inspiring atmosphere.

The One Million Trees project at WeeGee Exhibition Centre in August 2020.
© Paula Virta / EMMA



Success factors

UNIQUE PARTNERSHIPS

- EMMA is a desirable and committed partner.
- Collaboration helps us to create impact for EMMA, our network of partners and the area.

Liisa Hallamaa (1925–2008), composition of plates.
Collection Kakkonen / EMMA – Espoo Museum of Modern Art. © Rauno Träskelin





Akseli Leinonen: Love Love (Tunnel of Love), 2019.
Alberganportti, Leppävaara, Espoo. © Ella Tommila / EMMA



Olafur Eliasson: Pentagonal landscapes 8 Feb – 21 May 2017.
The Futuro House, designed by Matti Suuronen, outside. © Ari Karttunen / EMMA



EMMA – MUSEUM OF MODERN ART
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