



# EMMA STRATEGY

## 2024–2026





Oiva Toikka, Glass Forest, 1972/2003, Collection Kakkonen / EMMA.

© Ari Karttunen / EMMA



## **MISSION**

EMMA is a responsible pioneer and an art museum of experiences and encounters born of the power of art.

## **EMMA 2030**

EMMA is an inclusive, forward-looking and open meeting place that promotes art. With its activities EMMA sets an example both domestically and internationally.

## **VALUES: WHAT WE BELIEVE IN**

The power of art, courage, interaction



## **SUCCESS FACTORS**

Impactful  
content

Unique environment  
and digitalisation

Meaningful  
encounters

Responsible development  
and sustainable economy

Unique  
partnerships



## **SPECIFIC STRATEGIES AND INDICATORS**



# Values

## **THE POWER OF ART**

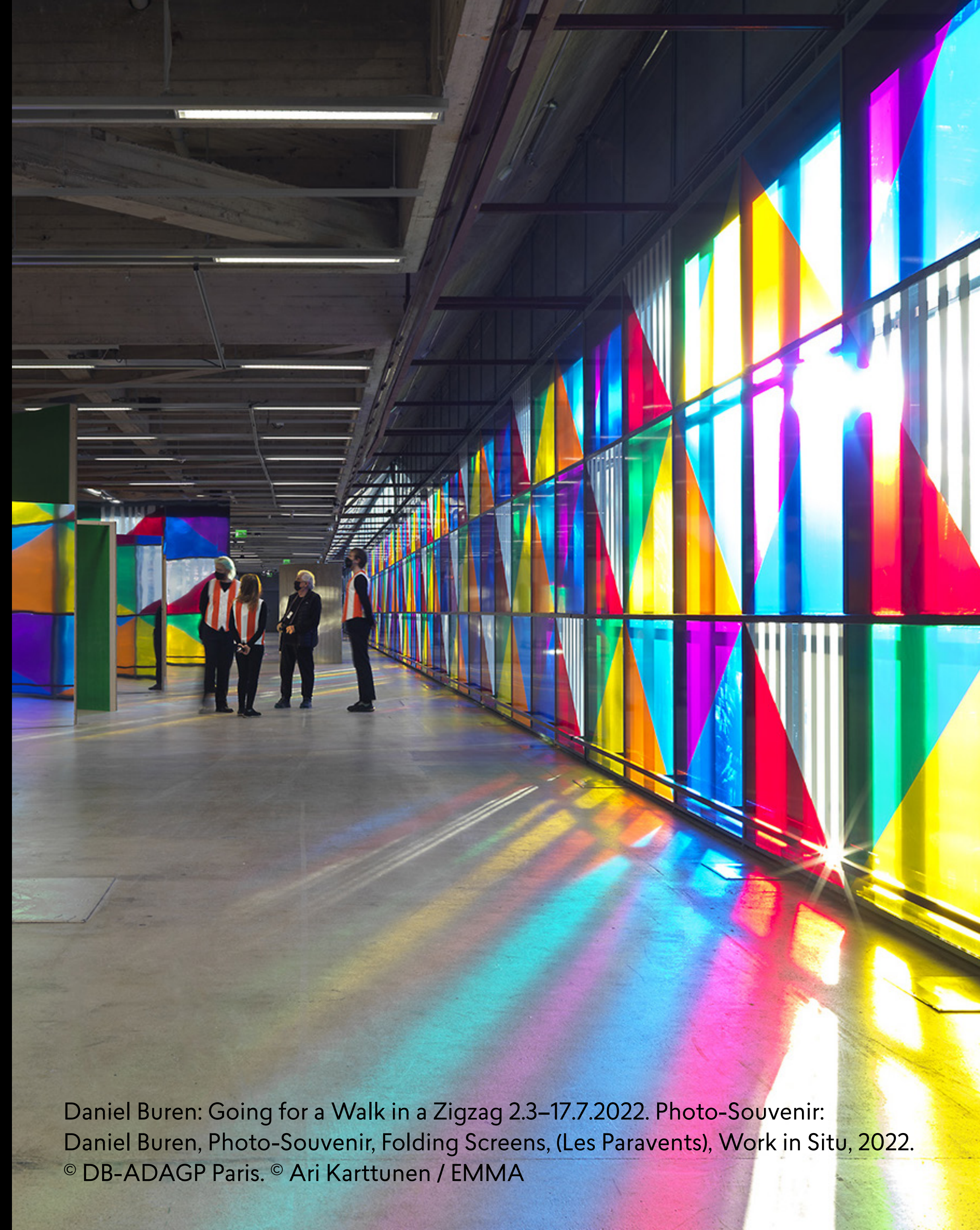
EMMA creates preconditions for art and design. They have the capacity to influence people and society.

## **COURAGE**

EMMA is an evolving and boldly thinking trailblazer, seeking innovative solutions in everything it does.

## **INTERACTION**

EMMA engages in lively interaction with audiences and partners. Matters are discussed openly in our work community.



Daniel Buren: Going for a Walk in a Zigzag 2.3–17.7.2022. Photo-Souvenir:  
Daniel Buren, Photo-Souvenir, Folding Screens, (Les Paravents), Work in Situ, 2022.  
© DB-ADAGP Paris. © Ari Karttunen / EMMA





Yrjö Kukkapuro – Magic Room, 1.3.2023–28.1.2024  
© Paula Virta / EMMA



Children's Museum Festival, 2023.  
© Paula Virta / EMMA



# Success Factors

## IMPACTFUL CONTENT

- Our operations are based on engaging and diverse content and a unique dialogue between modern art, design and contemporary art.
- We open up the museum's content in participatory and topical ways that connect with people's lives.
- EMMA is a popular meeting place whose reputation is growing locally, nationally and internationally.







Monika Sosnowska: An Order Apart, 6.3–15.12.2024.  
© Paula Virta / EMMA



Open workshop.  
© Paula Virta / EMMA



# Success Factors

## UNIQUE SETTING AND DIGITALISATION

- EMMA is an art museum of spatial experiences.
- We make full use of Aarno Ruusuvuori's modern and versatile architecture in our sophisticated displays and communications.
- We share and produce content online. We make full use of the potential of digitalisation in everything we do.
- We contribute to the development of Tapiola as a major cultural destination.
- We employ public art and events to build a more welcoming and safer urban environment.







The colourful flags of the work installed at Tapionaukio square were arranged alphabetically by the names of the colours in Finnish.  
Photo-souvenir: Daniel Buren, Ployer/Déployer 105 Couleurs aux vents, Work in Situ, Tapiola, Espoo 2022.  
Detail. © DB-ADAGP Paris. © Ari Karttunen / EMMA



# Success Factors

## SIGNIFICANT ENCOUNTERS

- We enable people to experience and interact with art at EMMA, outside the museum and in digital environments.
- EMMA is an accessible and polyphonic meeting place.
- Our service pathways are functional.







Tuomo Laakso, Still Life (Two Peacocks), 2021.  
The Saastamoinen Foundation Art Collection / EMMA . © Paula Virta / EMMA.



Art workshop in progress at EMMA  
© Ari Karttunen / EMMA



# Success Factors

## **RESPONSIBLE DEVELOPMENT AND SUSTAINABLE ECONOMY**

- EMMA is an art museum that trusts in the expertise of its professional staff and partners.
- Our operations are responsible and cost-effective.  
We anticipate, respond to change and develop our business with agility.
- We develop our impact nationally and internationally to increase revenue generation.  
We expand our service offering by listening to our audiences and customers.
- Our operations have an impact on the development of the entire sector.
- Our strategy has been jointly internalised.
- Our organisation is well-functioning and the atmosphere is open, solution-oriented and inspiring.





Tapio Wirkkala – Form, 5.10.2022–6.10.2024.  
© Ari Karttunen / EMMA



# Success Factors

## UNIQUE PARTNERSHIPS

- EMMA is a respected and committed partner. By working together, we create value for EMMA, our partner network and our region.
- We expand the impact of our collections with stakeholders.
- We develop the Exhibition Centre WeeGee and its surroundings into a more welcoming, functional and attractive place to visit.
- EMMA functions as an evolving and strategic asset for the entire Espoo region and enhances the attractiveness of the city.

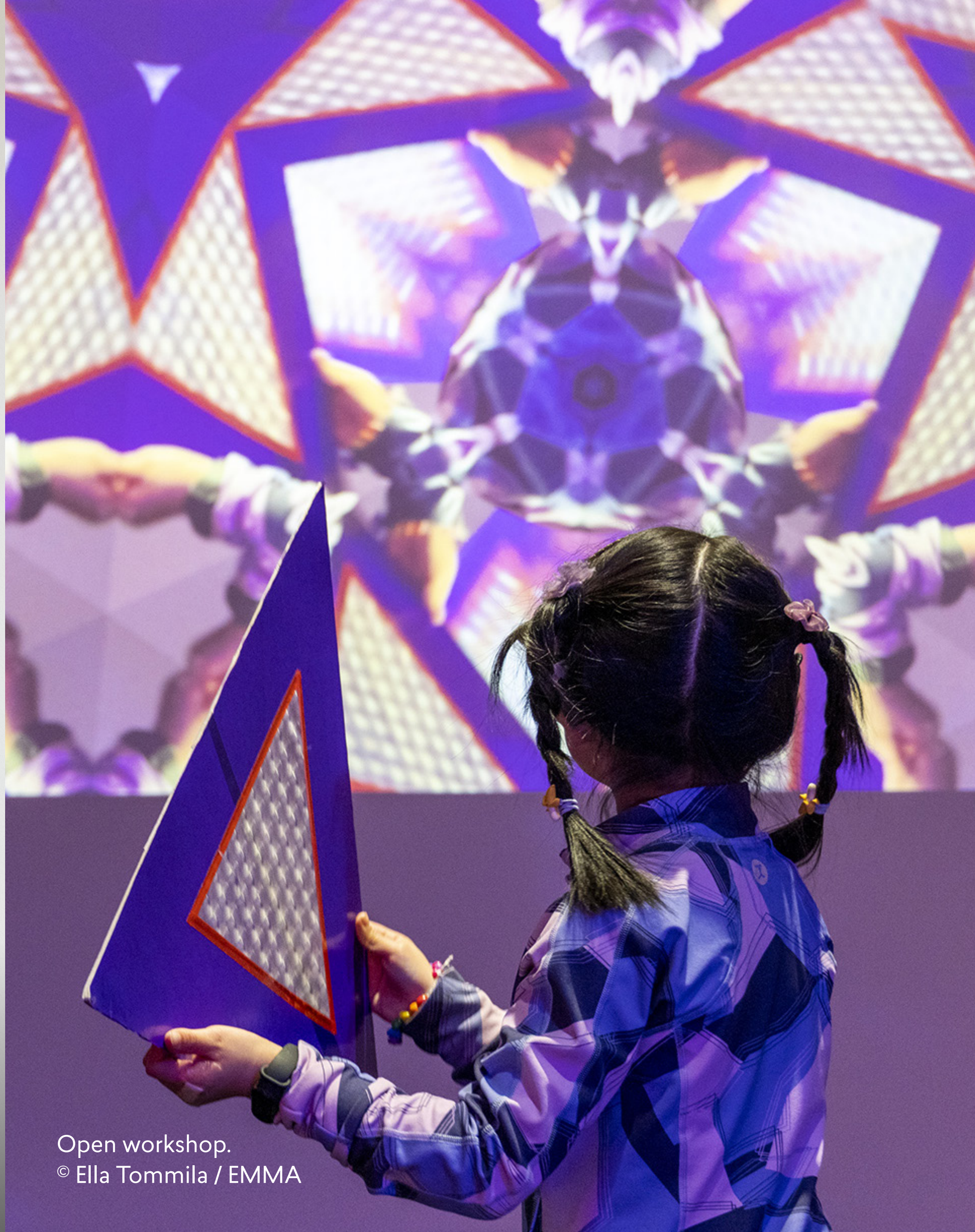


Kim Simonsson, Reading Sleeping Moss Girl, 2022.  
Collection Kakkonen / EMMA. © Paula Virta / EMMA





EMMA technician Kalle Jarva pictured installing Kristian Krokfors's Two Hills from the Saastamoinen Foundation Collection at the Niittykumpu Family Centre. © Paula Virta / EMMA



Open workshop.  
© Ella Tommila / EMMA



**EMMA**

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**[emmamuseum.fi](http://emmamuseum.fi)**