EMMA

Espoo Museum of Modern Art

EMMA STRATEGY 2024–26

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

MISSION

EMMA is a principled and progressive art museum fostering experiences and encounters that centre the power of art.

EMMA 2030

EMMA is an inclusive, accessible and forward-looking meeting place that advances the arts. Through its activities EMMA shapes sector standards both nationally 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

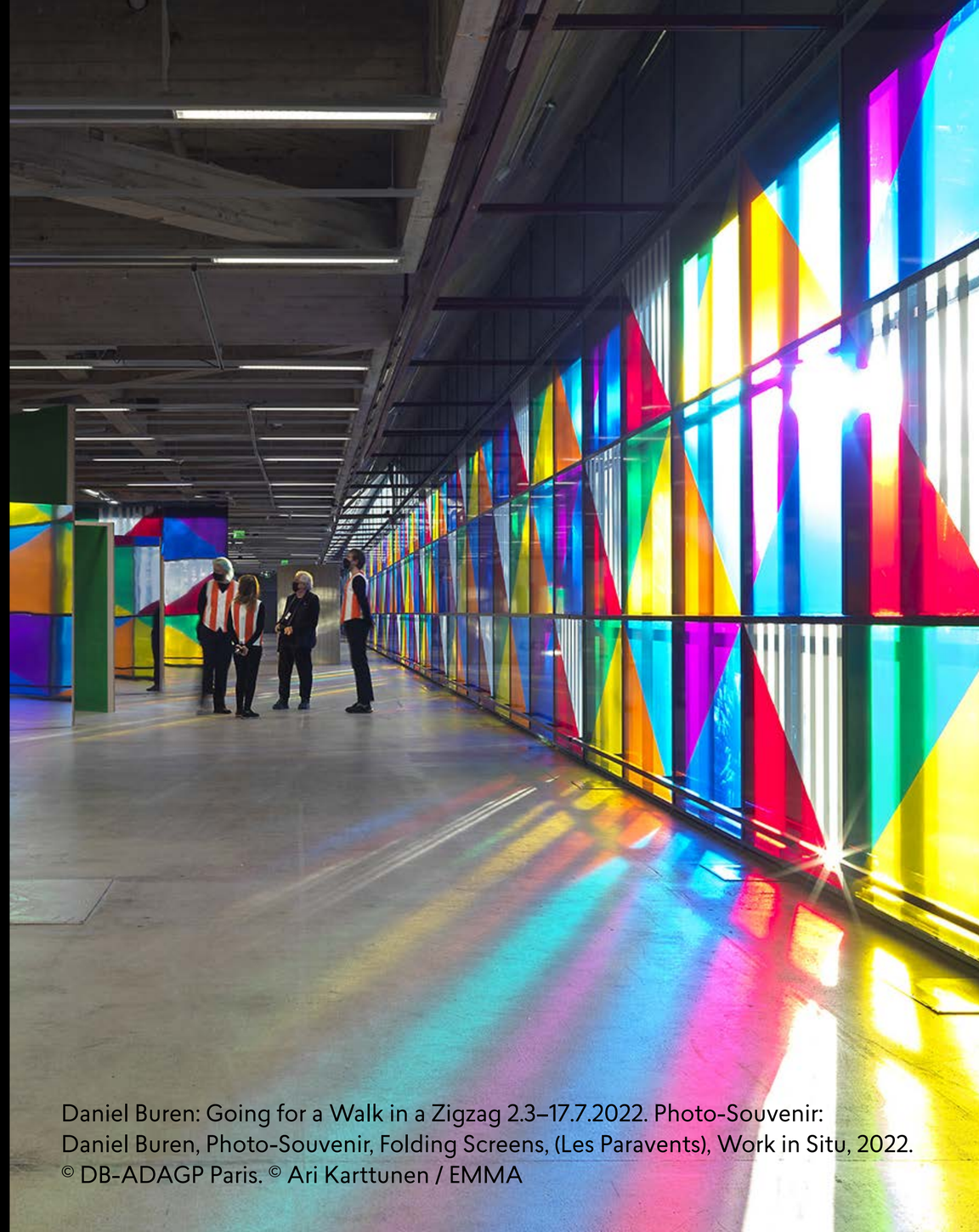
SPECIFIC STRATEGIES AND INDICATORS

Values

THE POWER OF ART
EMMA is dedicated to the development of art and design and recognises their capacity to influence people and society.

COURAGE
EMMA is an evolving and boldly thinking innovator, seeking inventive solutions in everything it does.

INTERACTION
EMMA proactively interacts with its audiences and partners. Transparency and open conversation form the foundation of its professional 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 programme is based on engaging and diverse content and a unique dialogue between modern art, design and contemporary art.
- Through our programme we encourage active participation and address relevant themes that connect with people’s lives.
- EMMA is a valued meeting place whose reputation is growing locally, nationally and internationally.

Chiharu Shiota: Tracing Boundaries, 27.10.2021–27.11.2022. The work is part of the InCollection series, produced in collaboration with the Saastamoinen Foundation. © Paula Virta / EMMA

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 embrace Aarno Ruusuvuori’s modern and versatile architecture in our exhibition design and communications.
- We share and produce content online, utilising a diverse range of digital formats and platforms 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.

In Search of the Present, 27.8.2022–15.1.2023. Jakob Kudsk Steensen, RE-ANIMATED, 2018–19. © Paula Virta / EMMA

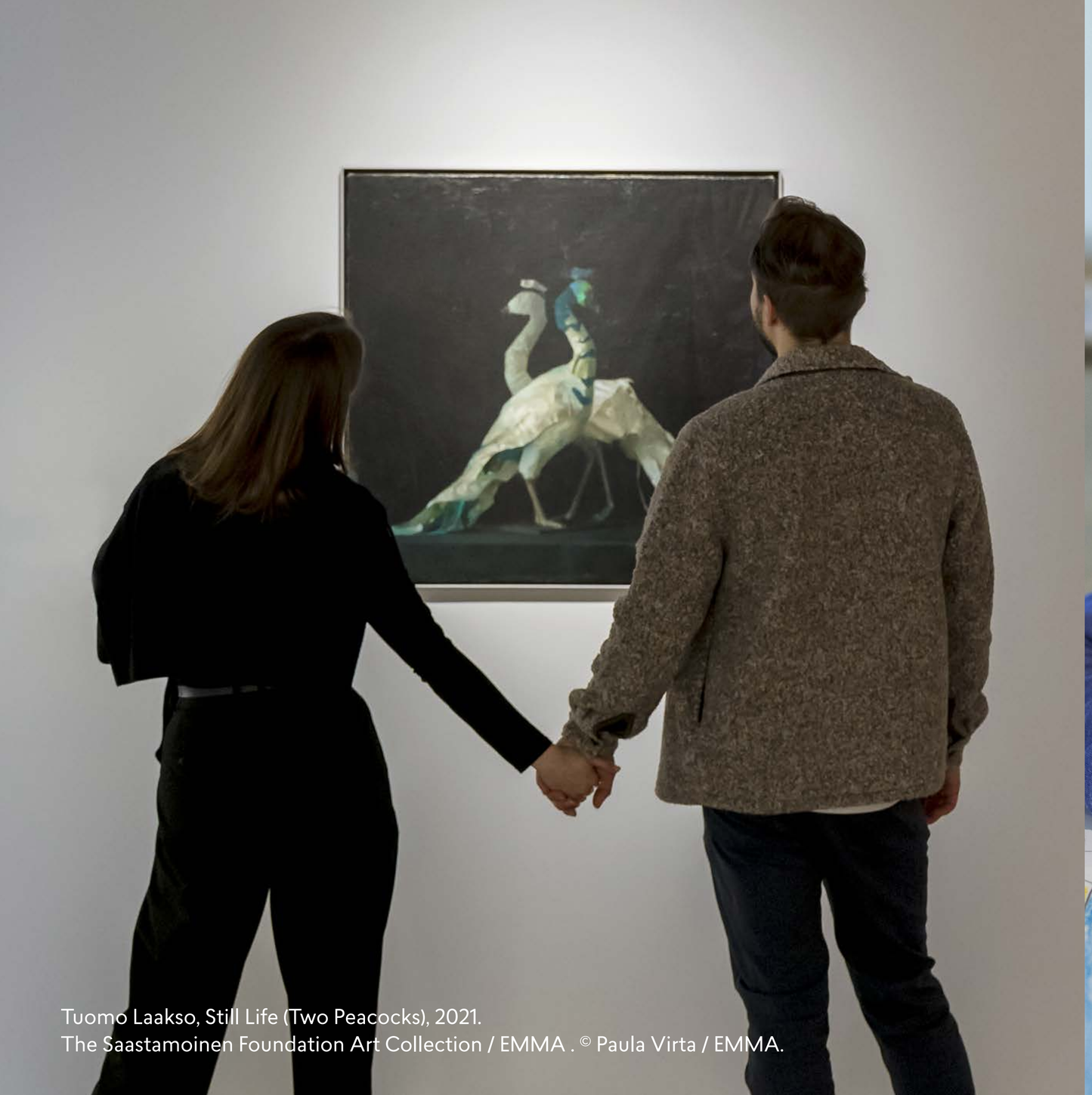
The colourful flags of the work installed at Tapionaukio square were arranged alphabetically by the names of the colours in Finnish.
Photo-souvenir: Daniel Buren, Ployer/Déployer 105 Couleurs aux vents, Work in Situ, Tapiola, Espoo 2022.
Detail. © DB-ADAGP Paris. © Ari Karttunen / EMMA

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 meeting place for multiple voices.
- Our service paths are well planned, catering to diverse audiences.

Espoo’s Nelli in Saudarkrokur Park in Espoo in summer 2023.
© Ari Karttunen / EMMA



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 the expertise of its professional staff and partners.
- We operate responsibly and cost-effectively. 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.
- Our operations have an impact on the development of the entire sector.
- Our strategy is collectively internalised and implemented across all levels of our operations.
- 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

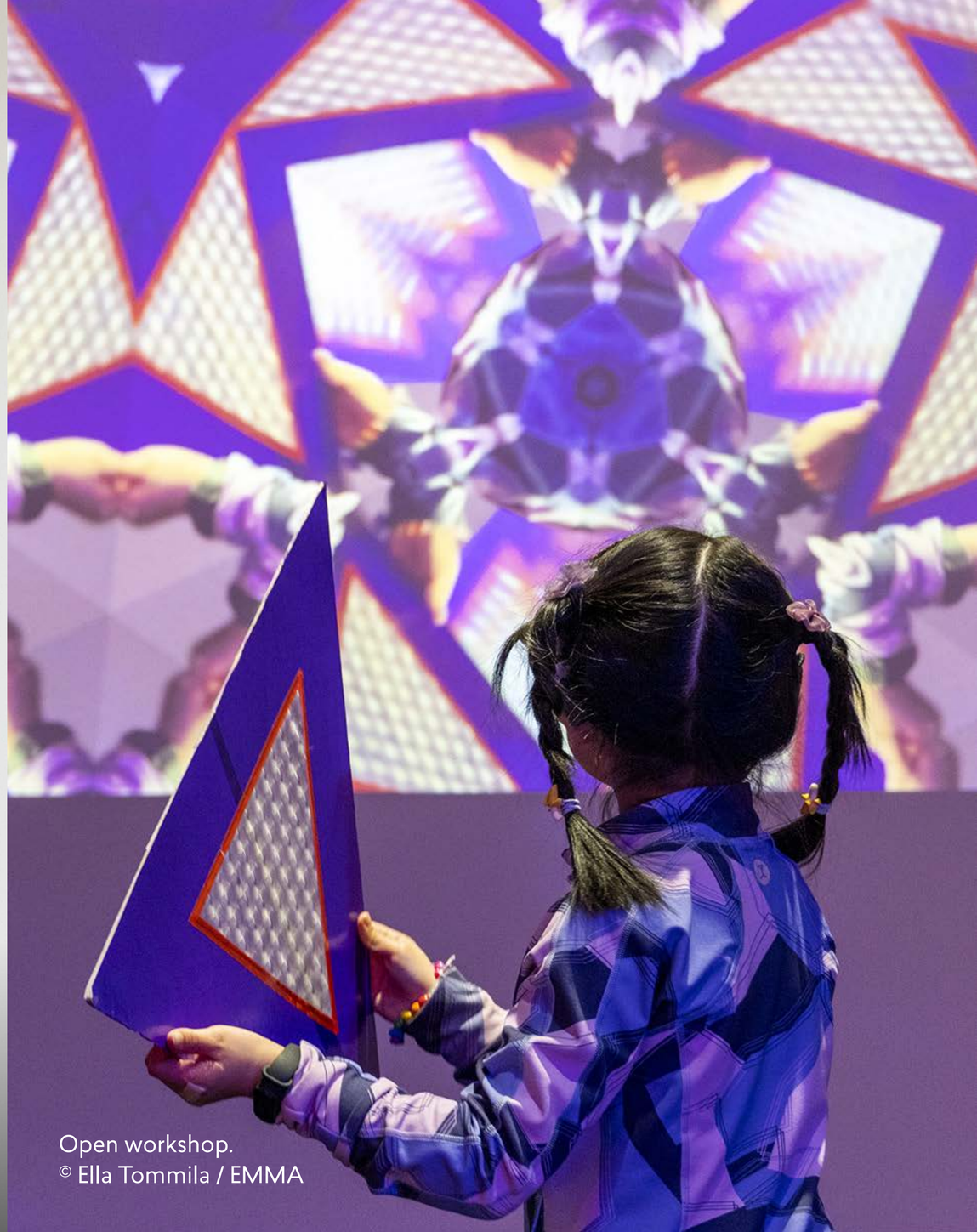
Success Factors

UNIQUE PARTNERSHIPS

- EMMA is a highly regarded and committed partner. By working together, we generate value for EMMA, our partner network and our region.
- We expand the impact of our collections together with our stakeholders.
- We develop the Exhibition Centre WeeGee and its surroundings into a more welcoming, functional and attractive place to visit.
- EMMA is 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 – ESPOON MODERNIN TAITEEN MUSEO
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