



Market

In 2010, the Museum of Arts and Crafts (MUO) will be marking a big and important anniversary – 130 years of its establishment. MUO has built its brand through a long and rich history which was marked by the enrichment of the museum's exhibits and their presenting to the wider audience through quality exhibition programmes. The development of all forms of cooperation with numerous museums and other institutions in the country and abroad through an exchange or joint organisation of exhibition projects, a great turnout of the public, as well as a systematic development of cooperation and numerous partnerships in the country and abroad, have enabled a better quality production of museum programmes and have significantly contributed to the affirmation of MUO as a modern museum institution.

Through a systematic application of new knowledge and technologies in the overall functioning of the Museum of Arts and Crafts, a stream of positive results have been achieved that have significantly affected the museum's position as a serious and responsible partner, as well as the success of the museum's cultural products on the market. Including cultural products in the overall tourist offer and demand is of great significance both for culture and tourism. In realising the basic mission of the museum and marketing strategies of placing cultural products on the Croatian and European markets, the museum's goals range from promoting the rich museum's exhibits, expanding the traditional tourist offer with new content, further positive promoting of the MUO brand on the market, promoting existing and creating new forms of partnerships to realising very specific business interests – social, cultural and profit. The placement of museum programmes is today strategically orientated towards the Croatian and European markets. The younger population makes up for a significant part of the structure of the numerous museum's public which totals an average of 100,000 to 150,000 visitors a year.

Achievements

The central event in the marking of MUO's 130th anniversary in 2010 will be a big cultural project: *Art deco i hrvatska umjetnost između dva rata* (Art Deco and Art in Croatia Between Two Wars), which will be the crown of excellent projects that have been realised so far that were the best promotion of Croatia's national cultural history – *Pavlini u Hrvatskoj* (Masters of the Order of Saint Paul in Croatia), *Od svakodnevnice do blagdana* (From Everyday to Holidays), *Barok u Hrvatskoj* (Baroque in Croatia), *Fotografija u Hrvatskoj 1848-1951* (Photography in Croatia 1848-



1951), *Bürokrater u Hrvatskoj* (Bürocrat in Croatia), *Historizam u Hrvatskoj* (Historicism in Croatia), *Secesija u Hrvatskoj* (Secession in Croatia), as well as the *Skryveno blago MUO* (Hidden Treasure of the Museum of Arts and Crafts), which was organised in 2005 on occasion of the 125th anniversary of MUO's founding. The exceptional complexity in the presentation of these research, structural, expert and scientific projects of the Museum of Arts and Crafts, as well as numerous other exhibitions that were the result of the work of the museum's experts and a large number of associates, or international cooperation – *Skandinavski dizajn* (Scandinavian Design), *Leonardo da Vinci: Atlantski kodex* (Leonardo da Vinci: Atlantic Code), *Japponi i Rembrandt: grafika* (Rembrandt: Graphics) – remained in the memory of the numerous public from the country and abroad, totalling tens of thousands of visitors.

The above mentioned achievements and current projects confirm the already known fact about the leadership of the Museum of Arts and Crafts in the systematic application of modern methods in communication of the institution with the environment. The realisation of various exhibition projects, some of which, such as *Secesija u Hrvatskoj* (Art Nouveau in Croatia) were proclaimed cultural events of the year and broke all records of attendance of exhibitions with over 100,000 visitors in a period of five months. This exhibition project is also the most successful Croatian cultural export product that, after an exhibit in Gorizia in Italy, was declared in Prague the cultural event of the summer season in 2006.

History

The Museum of Arts and Crafts was founded in 1880 by the Arts Society as "a collection of samples for master craftsmen and artists" and is one of the first such

institutions in Europe. Established on the theoretic foundation of the Arts and Crafts movement and in keeping with the tradition of English "great exhibitions" and traditional values of folk crafts, the museum was planned as a location from which people would gain knowledge for the production of items for daily use, as well as so-called pure art. For this purpose, the School of Crafts, today called the School for Applied Art and Design, was founded.

From the initial postulates of its founders to this day, the museum has developed into one of the basic national institutions with the richest and largest fund of items of fine and applied arts, in the time frame from the 14th to the 21st century. The museum's rich collections – furniture, ceramics, paintings, glass, metal, fashion and fashion accessories, photography and photography equipment, graphics, clocks and watches, architecture, musical instruments, sculpture, ivory, dyed and gilded leather, graphic and product design, print and book-binding – total over 100,000 items.

A part of the fund is exhibited in the permanent exhibition that is set up in an area of more than 2,000 m² and includes around 3,000 items from the museum's collection. Organised to follow style eras through historical changes of art styles, the MUO's permanent exhibition offers insight into the development of arts and crafts production and follows the development of technological processes, from Gothicism modern art.

The exhibition halls on the museum's ground floor, whose area is more than 1,200 m², is intended for occasional exhibitions – from thematic exhibitions based on the museum's own fund and culturalological approach to heritage, to monographic, retrospective and problematic exhibitions (for example, exhibitions of photographs, design or architecture).

Product

The museum's recognisability and reputation with the Croatian and European cultural public were contributed to by the richness of the Museum's collection from which the Permanent exhibition has been generated, as well as numerous significant arts exhibitions and large culturalological research projects of Croatian and world heritage. Good communication about the museum's projects or cultural products for various market segments and a systematic, creative cultural communication strategy in the offer of these products on tourist and other markets have positioned MUO as an independent destination for the "consumption" of good quality cultural products.

The preparation of every new project is also an analysis and promotion of strategies according to the profile of a new cultural product. The profile of each new project (for example an exhibition of design, ceramics, paintings, graphics and the like) also define the museum's



marketing strategies. The museum satisfies the need for such a type of offer of the many people who visit the museum. The development of inter-institutional cooperation and strategic partnerships, both in the creation of arts and the exchange of projects, as well as in the development of existing and creation of new sponsorship cooperation with companies that have social awareness.

At the same time, the museum and its open and closed locations – restaurants, terraces, atriiums and exhibition halls – have affirmed themselves as ideal spots for holding numerous concerts, promotions, presentations, events of the widest range of profiles, numerous art organisations, publishing companies and sponsors of museum programmes. The museum is able to offer its public and partners various programmes, as well as conditions for the realisation of said programmes.

Recent Developments

Organising this museum institution on principles of successful market subjects is an imperative of the times with a clearly defined mission of its organisation in its environment.

With highly set expert and scientific standards of the overall arts production of this museum, which make up the foundation of every further development, the application of its marketing philosophy in following ever-changing needs and desires of the museum's visitors regarding a good quality cultural offer; adapting of profiles of the cultural product to potential clients, the continuous embitterment of communication with the public, the expansion of its range of services and modern methods of distributing cultural products, especially its tourist valorisation, is a permanent, long-term focus of the Museum of Arts and Crafts for its further positive positioning on the market.

In the past period, the museum developed an exceptional international cooperation with numerous museums and other institutions regarding the exchange or joint production of various projects in several European countries: Italy, Austria, the Czech Republic, Great Britain, Norway, Sweden, Finland and Denmark.

Numerous business partners, the most renowned Croatian and foreign companies, such as VIPnet, T-com, Zagrebačka banka, Europlakat, Croatia osiguranje, Peugeot, Generali osiguranje, Olympus, Belupo, Medika, Ericsson Nikola Tesla, INA and many others, have helped the quality production of museum programmes with various forms of sponsorship programmes and have greatly influenced the positive promotion of the museum in the business world.

Promotion

In the very complex preparations of the museum's programmes and their realisation, as well as their presentation to the widest public – the market – rich cooperation with printed and electronic press is exceptionally important in the promotion of numerous exhibitions and other events.

Large, culturalogical exhibitions, whose production is for the most part based on the museum's fund, or exhibitions that are the result of a successful international cultural cooperation, have in their strategic goals, among other things, highly set criteria for the expert and scientific dignity of the institution and preservation of the overall cultural and historic heritage of the Republic of Croatia. In an attempt to promote the museum's exhibitions and to stress the significance of education and popularisation of the



museum's programmes with the widest audiences, all available media and methods have been used, with the most successful being national promotional campaigns on billboards and city lights billboards, which greatly helped the promotion and visits to the museum's programmes. Media sponsorships and various forms of promotion of certain programmes, modern technological methods and means of promotion (the internet, the Mobile Exhibition Guide – a guide through exhibits via mobile telephones), numerous programmes accompanying exhibitions, creative workshops for children and adults and multilingual expert guides around exhibitions have resulted in a large turnout and confirmed the significance of the creative promotion of the museum's programmes for their success on the market.

Brand Values

The high quality level of cultural projects, their structure and scientific foundation, the long and rich history of this institution and the value of the museum's collections, as well as modern methods of communicating the museum's programmes to the widest public, have contributed to the recognisability of the quality of MUO's brand in the country and abroad and have significantly influenced the reaffirmation of Croatian culture in general. At the same time, numerous donations of valuable art in the past period (Tuškan, Lentić, Sesečan), have enriched the museum's collections and confirmed the significance of preserving, protecting and presenting cultural heritage.

The increasingly demanding museum audience with very specific needs for cultural offer in general will definitely also satisfy their need for a good quality souvenir at the Museum of Arts and Crafts. Opened in 2005 with the *Secesija u Hrvatskoj* (Secession in Croatia) exhibition, the Museum Shop quickly became affirmed on the market with the quality selection of its offer and has become an unavoidable destination for selecting good quality souvenirs, appropriate and business gifts. The abundance of the museum's collections and an exhibition programme of good quality and variety are an inexhaustible source of inspiration for artists, designers, craftsmen and numerous other individuals and companies which are the Museum's partners in producing a good quality and valuable souvenir that will satisfy a wide range of needs – from souvenirs for children to the most refined business gifts.

MUO's exceptional activity in the past period and a strategy of its future development that gives clear answers to basic questions: what is a product of culture, what is it defined and determined by, what is its market, its price and who are its consumers, as well as the creation of strategic partnerships in the country and abroad in the functioning and production of the museum's facilities, are a precondition for the further successful development and activities of the Museum of Arts and Crafts, as well as realising the museum's mission in its surroundings.

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THINGS YOU DIDN'T KNOW ABOUT ...

Muzej za umjetnost i obrt

- The Historic Palace of the Museum of Arts and Crafts, which is the work of architect Herman Bolke, was constructed in only three years (1887-1890).
- The Crafts School, established in 1882, functions even today in the building's right wing and is now called School for Applied Arts and Design.
- The Museum of Arts and Crafts is one of the oldest European applied arts museum with more than 10,000 valuable items of fine and applied art.
- The *Zrak i voda* (Air and Water) tapestry exhibited in the rococo hall within the Permanent Exhibition, was made around the year 1700 in the Pieter van der Heck's weaving shop in Brussels.
- Exhibited in the rococo hall is also a sculptured grandfather clock base from gilded bronzes, created in France around the year 1785 in memory of the first balloon flight of the Montgolfier brothers.
- The *Dogenes - Homineum Quere* painting by Rembrandt's student, Jan Victors, from 17th century Netherlands, is exhibited in the Gallery of Baroque Paintings.
- An exceptionally valuable item is the *Triumph of Bacchus and Ariadne* tray made of gilded silver by English master Paul Storr, crafted in London in 1815.
- A glass with a chequy ordinary (the Croatian coat-of-arms) motif created in a glass factory in Osredek around the year 1848 is exhibited as part of the Permanent Exhibition.
- A specialised museum library for arts and crafts has a rich fund of 65,000 books.
- The Museum Shop carries over 800 various souvenirs and replicas, applicable and decorative items.

