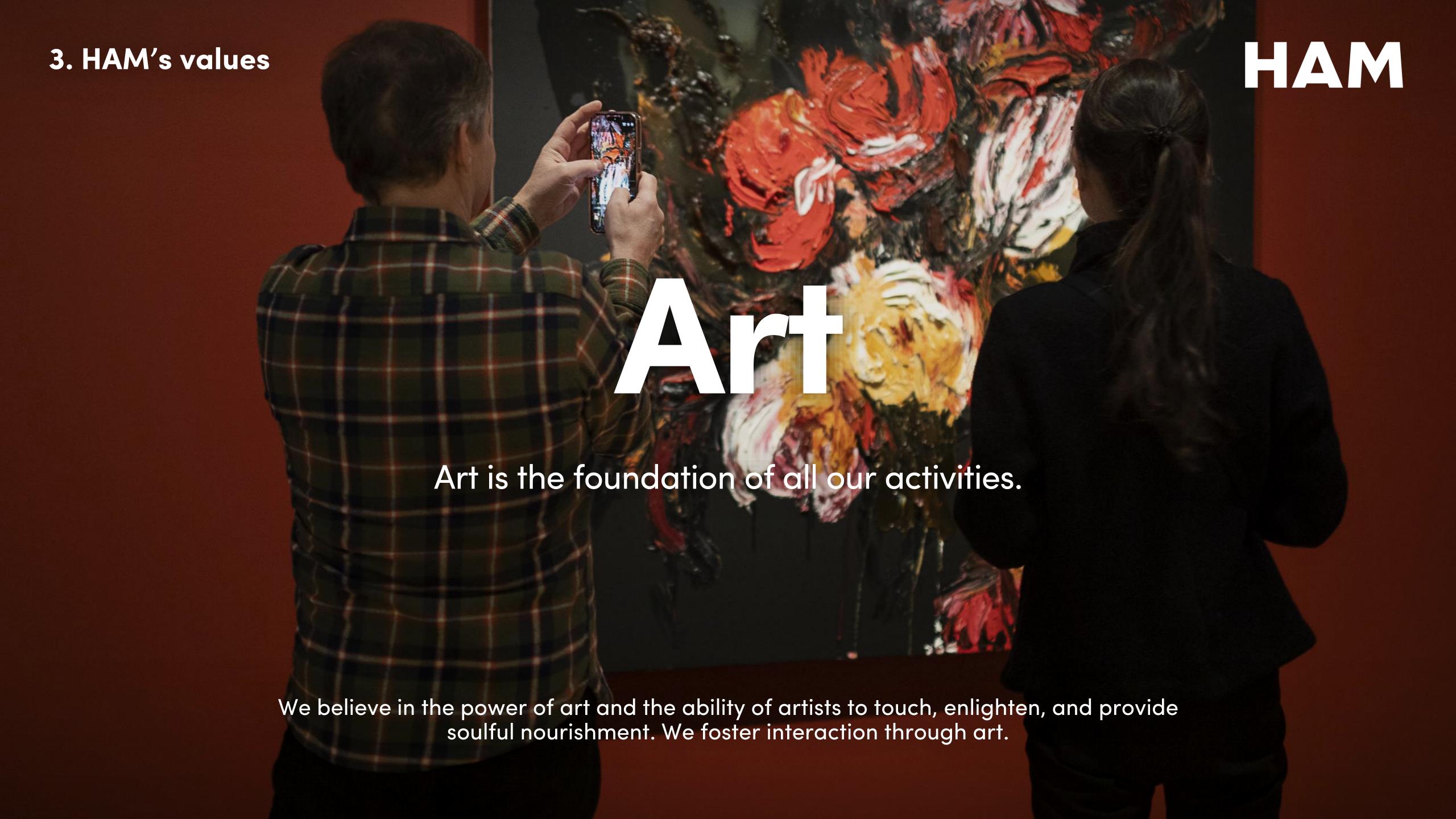
HAM HELSINKI ART MUSEUM: STRATEGY 2024-2028

HAM

- 1. Mission
 - 2. Vision
- 3. HAM's values
- 4. Strategic direction
 - 5. Strategic choices







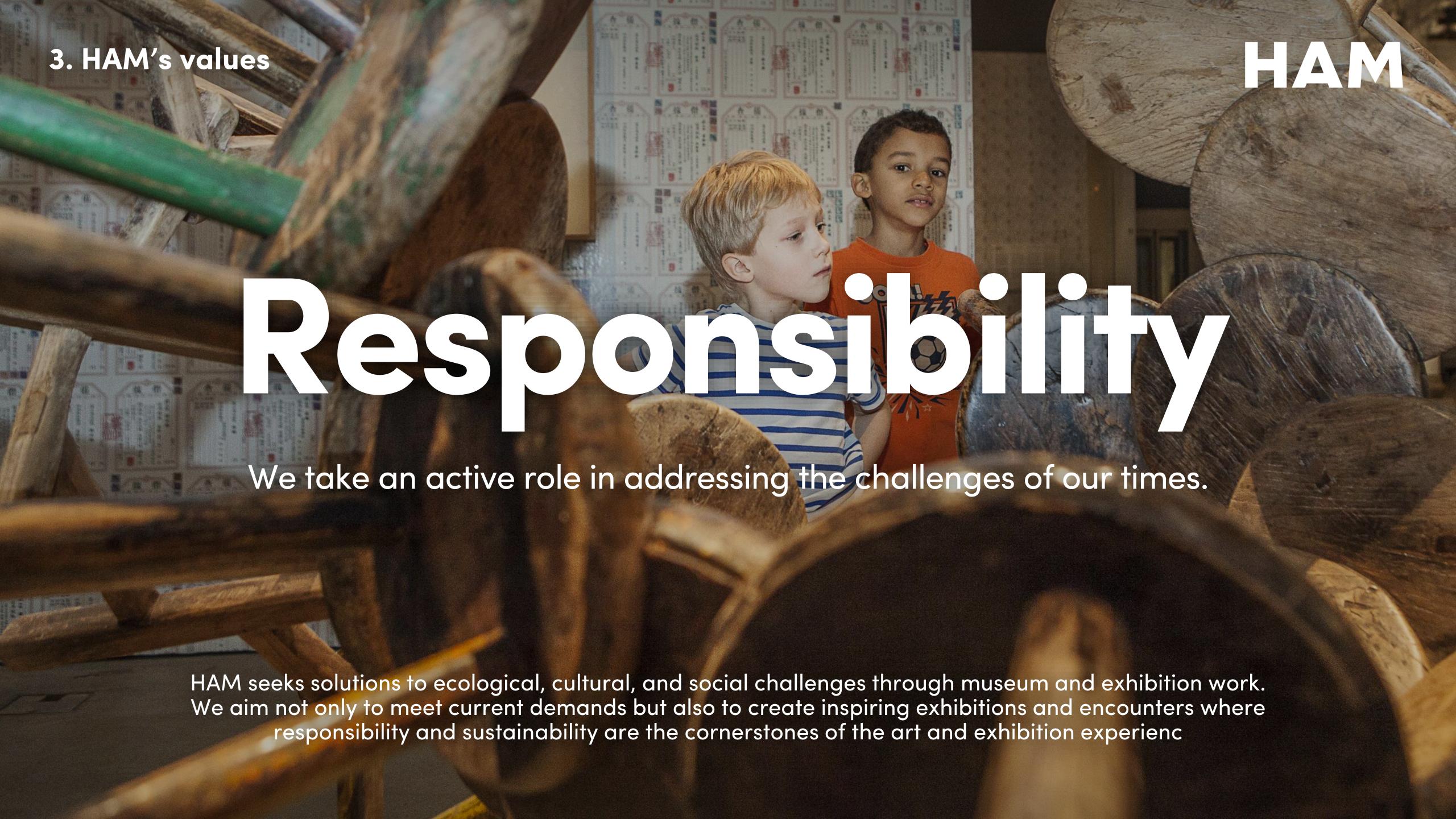
3. HAM's values

HAM

Audience focus

We keep our audiences at the forefront of everything we do.

Everyone is welcome at HAM. We strive to facilitate meaningful encounters between viewers and artworks in all our activities. High-quality content and services that also attract both domestic and international paying audiences are vital to our existence.







5. Strategic choices

HAM

- Defending art fearlessly.
- Combining contemporary art highlights and gems from the Helsinki art collection in our exhibitions.
- Ensuring the Helsinki Biennial captivates locally and internationally.
- Refining HAM's customer journey into an easy and appealing one.
- The HAM brands are strong, and the museum communicates with its audience in an engaging and impactful way.
- Creating synergy between public art, exhibitions, and the Helsinki Biennial.
- The HAM collection radiates throughout the city.
- Breaking out of silos!