

HAM

HAM HELSINKI ART MUSEUM: STRATEGY 2024–2028

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1. HAM's mission

HAM

Mission

HAM Helsinki Art Museum belongs to all Helsinki residents, with a mission to maximise the presence of art in the city.

Vision

HAM is committed to making Helsinki the most attractive visual art city in Northern Europe, inspiring and connecting people amongst art.

Art

Art is the foundation of all our activities.

We believe in the power of art and the ability of artists to touch, enlighten, and provide soulful nourishment. We foster interaction through art.

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.

Responsibility

We take an active role in addressing the challenges of our times.

HAM seeks solutions to ecological, cultural, and social challenges through museum and exhibition work. We aim not only to meet current demands but also to create inspiring exhibitions and encounters where responsibility and sustainability are the cornerstones of the art and exhibition experience.

Internationality

Our worldview is fundamentally international.

For HAM, being international means engaging in interaction and dialogue with the world outside Finland. We operate in the multicultural environment of the Helsinki metropolitan area, collaborating with various stakeholders. Leading art museums in Northern Europe and around the world are important reference points for HAM.

2024–2028

HAM is a bold and open-minded museum providing powerful art experiences. HAM is an urban and curious home for visual arts, always easy to visit and experience.

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!**