



# Digital Strategies for Heritage (DISH) 2013

2 & 3 December 2013, De Doelen Rotterdam

## Chefs' Table session

**Table Number: 4**

**Table Session: 5**

**Table Host: Paul Stork**

**Title: How to co-create a new museum with a creative consortium?**

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### Introduction

Is building a new museum experience on time and on budget possible?

In 2014 the new Dutch National Military Museum will open. In a new building the collection and stories of two joined museums will be shown and experienced. The project is fully externally sourced by a unique design-build-maintain-finance consortium. We work together with both the museum organization and our main principle: the construction company Heijmans. For the exhibition experience we work with the exhibition architect, animation professionals, building architect, landscape architect, hardware and maintenance companies. This creative co-operation is large and unique. At the table we will discuss this unique way of working together and managing a long term creative process that leads to an integral experience.

### Discussion

Last session at table 4 with Paul Stork on: How to co-create a new museum with a creative consortium? Interesting to see if this session will bring some new perspectives and questions.

Some clarification on used key words:

consortium

/kən'sɔ:trəm/

noun

noun: consortium; plural noun: consortia; plural noun: consortiums

1.

an association, typically of several companies.

2.

Law

the right of association and companionship with one's husband or wife.

"the amount awarded for loss of consortium must be included"

Co-creation here is used as business strategy.

Within the museum three totally different museum experiences are created: educational, themed experience, interactive experience.

For people that are interested in following the construction phase, go and visit  
<http://www.nmmbouwt.nl/> Look here also at the NNM-tour on instagram  
<http://www.nmmbouwt.nl/instagram-tour/>

Fabrique developed amongst others the website and app. The app is to be used in the museum, as a treasure hunt. There will also be live size veterans telling there story you.

How will the relation be between the 5 museums that will become one fund? That is still in process. Same will go for the two museums that will be merged into the one museum for the new location.

The maintenance contract for the consortium will be for 25 years. The consortium will take care of the operational side. The museum will organise the temporary and the next new semi-permanent exhibition. How budgets for new exhibions will come available is not clear yet, also who will be responsible for attracting sponsors etc. After the launch the real testing will start for a sustainable existense. It is interesting to see how different constructions of responsibility changes visions of ownership.

Success here for the consortium is measured in visitor numbers. Penalties are given if partners fail in their role.