



SoPHIA meets Nationalmuseum Jamtli

Project: “Nationalmuseum Jamtli”

Duration: 2010-2018

Project objective:

Establishing a satellite art gallery for the Swedish National Museum as an annex to the popular Jamtli museum in Östersund in the region of Jämtland, Mid Sweden for regional development





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Project: “Nationalmuseum Jamtli”



European Museum Academy



Institut za razvoj i međunarodne odnose
Institute for Development and International Relations



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 870954



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“Nationalmuseum Jamtli” assessed in 9 aspects:

- Social Capital
- Prosperity
- Sense of Place
- Knowledge
- Wellbeing
- Innovation
- Global partnerships
- Protection
- Attractiveness

plus 2 horizontal perspectives:

- Multi-stakeholder Axis
- Time Axis



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Sources:

- 1 400 documents (reports, minutes, budgets, accounts, drawings, statistics, etc.)
- Interviews with local/regional politicians
- Interviews with Jamtli and project management
- Visit to the location and the museum



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ASPECT - SOCIAL CAPITAL:

- During the project time the Jamtli Museum partly in collaboration with Nationalmuseum conducted several outreach initiatives towards specific target groups (young people with refugee background, young parents with their babies, older people with dementia symptoms and their relatives, etc.
- The project was followed by a very active reference group with representatives from local and regional business – especially tourist industry. The initiative has clearly been expected to strengthen the brand of the city and the region. Marketing with sense of pride “from cost to cost” was a constant issue.



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ASPECT - SENSE OF PLACE:

- This issue was not considered visible and therefore not relevant for this cultural intervention, as the core of the Nationalmuseum Jamtli is about national visibility in a local community. It does not say much about the locality.



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ASPECT - WELLBEING:

- Many well tested offers for inclusive experiences from Jamtli Museum has been developed further by using the new Nationalmuseum Jamtli arena.
- New initiatives for using Nationalmuseum Jamtli as arena for gatherings, conferences, smaller group meetings, entertainment, etc. have proven popular.



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ASPECT - GLOBAL PARTNERSHIPS:

- Only Jamtli Museum mentioned anything about ambitions to use the project for creating more international collaboration. During the project period Jamtli Museum was lead partner in three European project applications with partners around Europe. Two failed and one was accepted.
- Jamtli Museum and Nationalmuseum discussed the potential in future exhibitions in Nationalmuseum Jamtli including art works in the huge Norwegian collections which are owned by Nationalmuseum and collected during the 19th century when Norway and Sweden were in a political union.



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ASPECT - ATTRACTIVENESS:

- The contribution by the new Nationalmuseum Jamtli to tourism and attraction for future residents in the city and the region was the primary reason for any interest political and business interest. Therefore, expectations has been set high.
- External reports shows a significant number of visitors to the new gallery in 2019, but also a slightly decline in visitor numbers to the rest of the museum. Because of the Covid-19 pandemic there is no records for 2020 or later.
- All in all the visitor numbers for Jamtli including the new gallery grew with 8 percent from 2017 to 2019 – the target was 10 percent.



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ASPECT - PROSPERITY:

- Budget plans for the establishing of the new gallery had financing by 1/3 from EU, 1/3 from public authorities in Sweden and 1/3 from private business. The total cost for the establishing became 20 percent more costly than originally planned. Because of that the final accounts for the establishing has a financing with 1/4 from EU, 1/4 from public authorities, 1/4 from private business and 1/4 from a new bank loan by Jamtli Museum.
- The running costs for Nationalmuseum Jamtli was 15 percent lower the first full year of operation 2020 than expected in original budget. The reason for that was decided savings by Jamtli and Nationalmuseum
- Employment effect in hotels and restaurants and taxi was plus 4-5 new jobs in 2020.



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ASPECT - KNOWLEDGE:

- The interest in fine art and historical art collections has grown in the region during the project period. This is documented by a survey conducted by external evaluators.
- The schools in the region have booked activities at Nationalmuseum Jamtli which has made the total number of bookings to grow with almost 30 percent from 2017 to 2019.
- Many popular NGO associations in the city and the region have visited the Nationalmuseum Jamtli during 2018 and 2019. Some of these had not visited Jamtli in quite many years.



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ASPECT - INNOVATION:

- The Nationalmuseum Jamtli is established as a long-term collaboration on exhibition, access, and museum education between a government run national museum and a regional museum.
- The Nationalmuseum Jamtli is a long-term financial arrangement and collaboration between national government through the Nationalmuseum and the regional foundation Jamtli, which has the local and regional authorities as founders.



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ASPECT - PROTECTION:

- This issue was not considered visible and therefore not relevant for this cultural intervention, as the national collections are protected through the means set up in government regulations, and the new gallery was built according to government security standards.



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PERSPECTIVE: Multi stakeholder Axis:

- “Pride” is a covering term for the achievement from whoever are asked. There are few reflections about the applicability of the Impact Assessment model, other than “one aspect is not by definition more important than others – it’s all in the eyes of the viewer”
- Collaboration between regional/local business and the Jamtli organization grew during the project and the level was kept until the Covid-19 pandemic closed the museum.
- Political acknowledgement has grown from both majority and opposition parties.



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PERSPECTIVE: Time Axis

- The major challenge is to say anything about the long-time impact from the intervention based on any time passed. The project was finalised when Nationalmuseum Jamtli was opened to the public 17th June 2018. Since April 2020 the art gallery and the rest of Jamtli Museum has been closed.
- Any assessment of long-time impact of this intervention will at this time be based on predictions of the future from signs and symptoms in the plans and reports so far. In many ways that is merely hopes and fears.



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General reflexion:

- When reading the many minutes and protocols from the almost 8 year long process of the intervention, there is one thing which stands out and is not visible by using the SoPHIA model: *POLITICS and the possible impact of the intervention on changes of power*



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