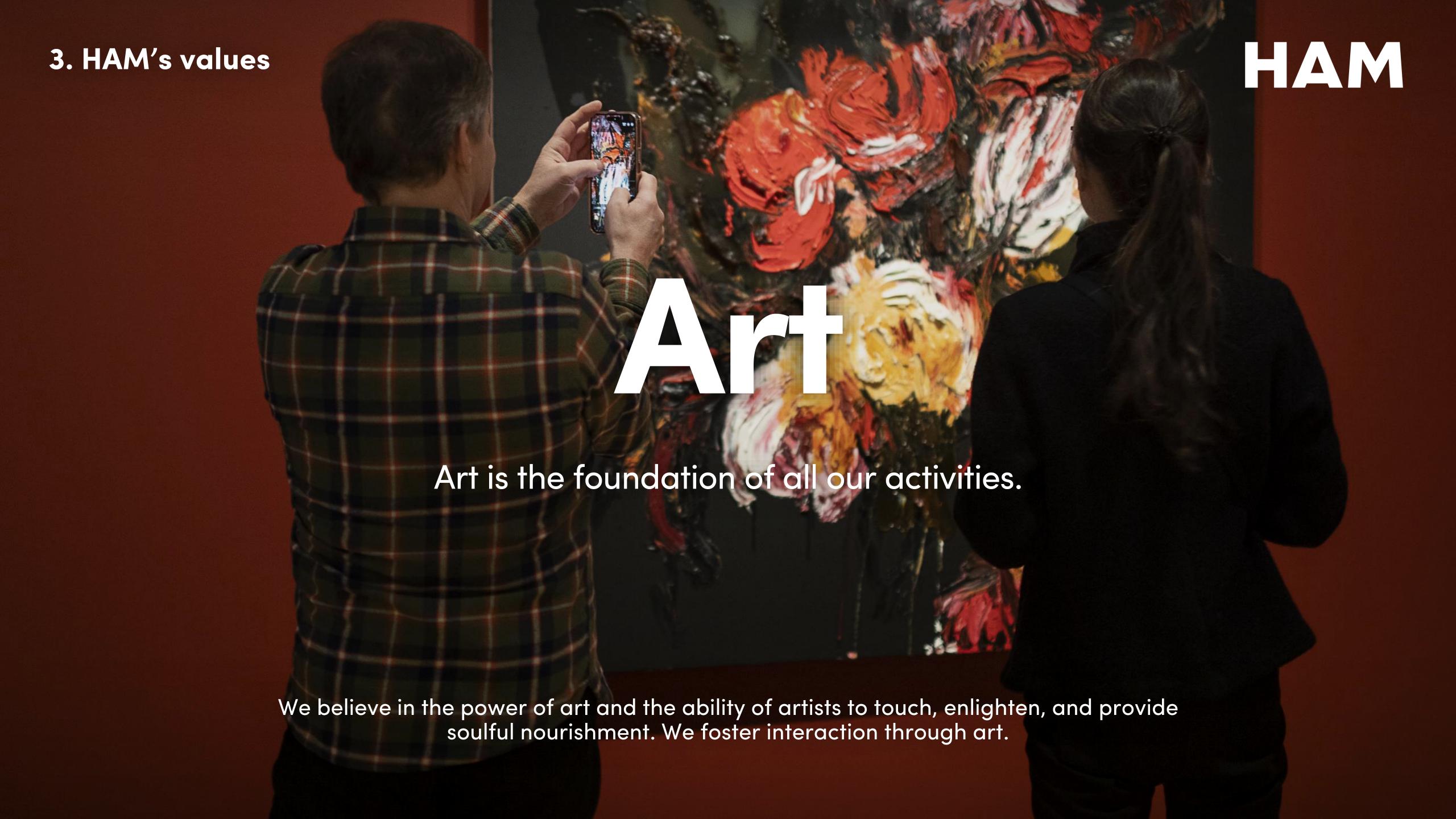
HAM HELSINKI ART MUSEUM: STRATEGY 2024-2028

HAM

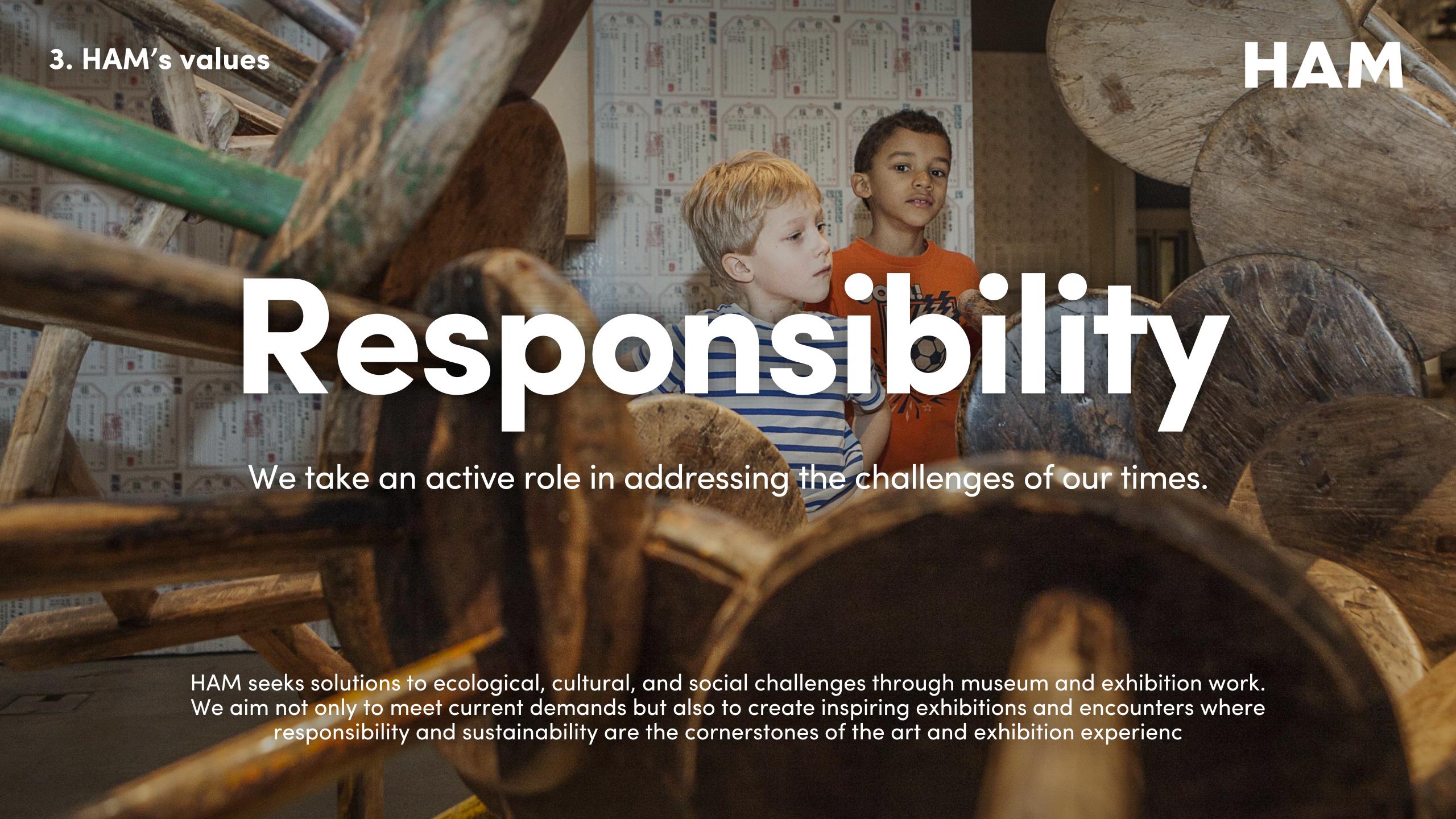
- 1. Mission
 - 2. Vision
- 3. HAM's values
- 4. Strategic direction
 - 5. Strategic choices















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!