

An aerial photograph of a wetland landscape. The scene is dominated by a complex network of winding water channels and meanders. The water is a deep, clear blue, reflecting the sky. The surrounding land is covered in lush green vegetation, including grasses and clusters of trees. The overall impression is one of a healthy, natural ecosystem. The lighting is soft, suggesting a time of day like dawn or dusk, with a warm, golden glow in the upper left corner.

ESTONIAN MUSEUM OF NATURAL HISTORY

Future vision and visitor experience

Photo: Priidu Saart



Photo: Lennart Lennuk

Contents

CONTEMPORARY MUSEUM
ESTONIAN MUSEUM OF NATURAL
HISTORY

EESTI LOODUSMUUSEUM

Future vision

Personas

Value offer

Services

NEW CORE EXHIBITION

“THE ART OF COEXISTENCE”

TIMELINE

MUSEUM IN FIGURES

A close-up photograph of a dark brown tree branch with several bright green, pointed buds. The buds are in various stages of growth, with some showing more developed leaf structures. The background is a soft, out-of-focus grey.

CONTEMPORARY MUSEUM

Photo: Lennart Lennuk



Photo: Lennart Lennuk

Today's rich entertainment and information space requires classical museums to reimagine themselves. A contemporary museum is an **interactive centre inclusive** of all social groups, a place where visitors can discover new knowledge and shape their existing knowledge about themselves and the world around them.


A contemporary museum provides reliable and science-based **information** and opportunities to build meaningful **relationships**, support changes, and discuss and reflect on topics important to you. A contemporary museum is a creative place that inspires imagination and offers encouragement and support for life-changing **good decisions**.

A good contemporary museum pays close attention to the **user experience** – the visitor’s physical and sensory experience from the museum. The museum seeks how to make the visit comfortable, enjoyable, and thought-provoking; how to make complex topics understandable, painful ones acceptable and underestimated ones important; and how to matter to the visitor.

A museum of natural history places a stronger emphasis on **raising environmental awareness** and promoting sustainable lifestyle, as compared to other topics. The museum plays an extremely important role in shaping societal values and disseminating science-based information. To guide visitors to make more informed choices and get them to value and protect the surrounding environment, a museum of natural history must first reach the heart of its visitors and then inspire changes in their practices.



Photo: Lennart Lennuk

A photograph of a small brown bird in flight over green plants with white flowers. The bird is captured in mid-flight, with its wings spread wide, showing the intricate patterns of its feathers. The background is a soft, warm, golden-brown color, suggesting a sunset or sunrise. The plants in the foreground are green and have clusters of small white flowers. The overall composition is a close-up shot, focusing on the bird and the plants.

The Estonian Museum of Natural History is a hotbed of change. The contemporary museum constitutes a shared space of thought recognizing the importance of nature and supported by a science-based approach with open collections and lifestyle-changing experiences.

ESTONIAN MUSEUM OF NATURAL HISTORY

Future vision

Photo: Lennart Lennuk

Climate change, rapid loss of biodiversity, and approaching of the limit of Earth's capacity have rightfully brought environmental issues to the forefront of societal debate. This changed context necessitates also the rethinking of the mission and essence of the museum.

The aim of the Estonian Museum of Natural History is to grow into a **competence centre** for **environmental awareness** in both Estonia and the neighbouring countries. To achieve this, both the content and the form of the museum need to be modernised. The future Estonian Museum of Natural History will mediate reliable environmental information through science-based exhibitions and events and raise the environmental awareness of people through study programmes based on modern teaching methods. The museum will point out environmental concerns and initiate thematic disputes in the society.



Photo: Lennart Lennuk

In its **educational activities**, the museum aims to grow into a centre that coordinates nationwide environmental education projects. This will include initiating development projects, organising campaigns, conducting training for various target groups, and operating as a role model of environmental sustainability. The capability, willingness, and demand for this exist.

In the future Museum of Natural History, the natural heritage located in the collections will be duly stored in good storage conditions and the accessibility and usability of the collections to the scientific community will increase.



Photo: Lennart Lennuk

SCIENCE-BASED
AND RESPONSIBLE

The information provided by the museum is reliable, science-based, and up-to-date. The museum's collections are stored and developed in the best possible manner and they are easily accessible for everyone.

CENTRE OF
ENVIRONMENTAL
AWARENESS



MUSEUM OF
NATURAL HISTORY

ACCESSIBLE
TO EVERYONE

All target and interest groups of the society are able to share in the museum experience, regardless of their special needs or socio-economic status.

CO-CREATIVE

The new museum is a platform that engages the community, initiates discussions, and brings together various target and interest groups and environmental topics. Visitors are viewed as active participants who contribute to creating the content of the museum.

PEOPLE-DRIVEN

The content, form, and services of the museum are people-driven and place a strong emphasis on user experience. It is important to the museum what kind of material and sensory experiences its visitors gain and how they gain them.

EXPERIENTIALLY
EDUCATIONAL

The museum promotes sensory and experiential learning. Visitors are guided in the museum by curiosity and a thirst for exciting knowledge and powerful experiences.



PERSONAS

Photo: Virgo Haan

The Estonian Museum of Natural History engages **the widest possible range of target and interest groups** to spread environmentally sustainable attitudes. Based on target group research and the desired development trends of the museum, six **type persons, or personas**, representing different user types have been created. The services will be designed with these personas in mind.

MARE

An enthusiastic expert and cultural nostalgic
Age: 65
Location: Rapla County
Occupation: experienced biology teacher, curriculum leader
Goal: to provide complementary nature education to children and young people



KRIS

An active and progressive self-searching youngster
Age: 19
Location: Tallinn
Occupation: living with parents, self-searching
Goal: to make his life more sustainable and learn how to make better choices



ANNELI

A demanding family life organiser looking for high-quality entertainment
Age: 41
Location: Tallinn
Occupation: stay-at-home mom with three children
Goal: to fill her family's leisure time with fun and educational activities



MATTIAS

A seeker of authentic and local experiences
Age: 32
Location: Sweden
Occupation: photographer
Goal: to undergo unique experiences



ALEKS

A spontaneous and independent explorer
Age: 9
Location: Tallinn, Lasnamäe
Occupation: student (from a mixed Russian-Estonian family)
Goal: to discover something new and spend time with peers



LAURA

An active and curious career woman with cultural interests
Age: 54
Location: Viimsi
Occupation: interpreter at an embassy
Goal: to spend time in a cultural manner and gain new energy





The Estonian Museum of Natural History offers science-based, inclusive, and accessible experiences that promote and raise awareness of the Estonian nature-culture.

VALUE OFFER

Photo: Lennart Lennuk

FOR INDIVIDUALS

The Estonian Museum of Natural History offers a science-based, affordable, and high-quality educational experience through sensory interactions. The museum enables people to relate to nature, both individually and as shared experiences, and supports them in the process. The museum is a place where visitors can find reliable information and a safe environment for exploration and self-expression.

FOR COMMUNITIES

The museum provides an opportunity for environmentally conscious people to share their knowledge of the importance of biodiversity, to value and conserve Estonian nature, and to collaborate with the museum to bring about positive changes in the community.



Photo: Tõnu Tunnel

FOR EDUCATIONAL INSTITUTIONS

The Estonian Museum of Natural History supports educators in guiding students to become more informed of and interested in nature. The museum enables teaching and learning in a captivating manner through combining innovative and interactive methods.

FOR THE SOCIETY

The museum offers the society inspiring, thought-provoking, and unique experiences of the Estonian nature-culture and supports advocacy for nature. The museum makes scientific information more accessible in both the physical and the digital world, both within and beyond the walls of the museum. The Estonian Museum of Natural History is a friendly, community-oriented, and science-based institution that serves as a role model for environmental awareness and protection in Estonia and the neighbouring countries.



Photo: Priidu Saart



SERVICES

Photo: Andres Raudjalg

The vision of the Museum of Natural History is to evolve into a **competence centre for environmental awareness**. In connection with this, the museum will further improve the quality, range, and impact of its services:

- environmental-educational exhibition activities at the country's highest level and with the greatest impact
- science-based environmental-educational activities supported by natural scientific collections
- certified environmental-educational study programmes and materials
- promotion of citizen science and extracurricular education
- collaboration with schools, hobby schools, universities, and research institutions



Foto: Eesti Loodusmuuseum

- organising environmental conferences
- organising both local and potentially international travelling exhibitions
- providing training for adults and environmental education programme instructors
- curating nationwide environmental campaigns
- curating the work of a nationwide collaboration platform for environmental education and awareness (competence centre for environmental education)
- large-scale events and televised broadcasts

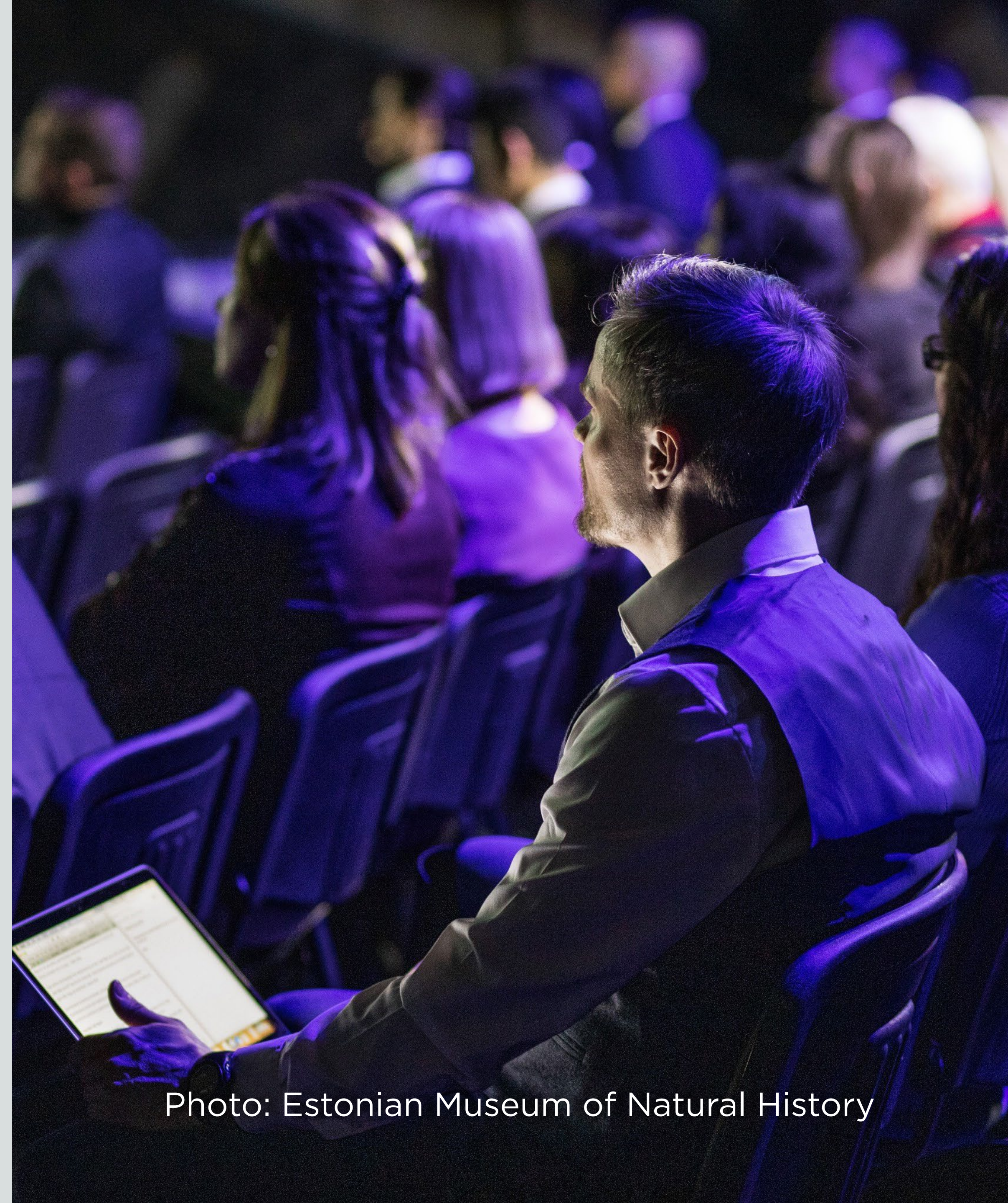


Photo: Estonian Museum of Natural History

CATEGORIES OF SERVICES

IN THE FUTURE MUSEUM OF NATURAL HISTORY

INTERACTIVE AND SENSORY

various exhibitions and exhibits, experiential visitor journey, virtual reality, immersiveness

NIGHT ZONE

night in the museum, charity events, movie nights, company events, gastronomy inspired by the Estonian nature-culture, music inspired by nature sounds

DIGITAL/VIRTUAL

personalised visitor journey plan and map generation, helpful virtual companion, study materials for schools, virtual tours, webinars on nature topics

SPECIAL VISIT

museum work behind the scenes, display windows into the collections, accessibility team, guided tours, embodied characters, storytelling

EXPERIENTIAL EDUCATION

exhibitions and visitor journeys supporting the curriculum, study materials, labs for experimentation, science theatre, kids' area, interactive exhibitions

NETWORK

lab rental, workspace rental for researchers, digitised archives and exhibits

INTERESTING/HUMOROUS

humorous and interesting bits of information, memorable lessons, relatable stories

INCLUSIVE

museum enthusiasts' club, exhibitions curated by visitors, behind-the-scenes tours, engagement of active citizens, discussion panels, "coffee mornings" for locals

ROOMS

rooms for remote work, conference rooms, multifunctional room

OUTSIDE THE MUSEUM

nature-themed competitions, guided tours to Estonian nature, travelling exhibitions, inclusion meetings, campaigns

SOCIAL

seasonal nature café, picnic area, herb garden for flavouring your own food, birthday party hosting, pop-up exhibitions in the courtyard

ACCESSIBILITY

rental of accessibility aids, surprises on the visitor journey, presence in various communication channels, conscious staff

Open collections

International travelling exhibitions

Museum café and restaurant Film night Book

presentation Museum shop Inclusion events Collaboration

with the young Educational programmes integrated

with school curricula Museum as a community centre

Workshops

Nature hikes Repair café Job shadow day

Community garden

Herb garden Participation hall

Family days

Outdoor classroom Joint events

with neighbouring institutions Podcast Environmental-educational

birthday parties for children Celebrations for adults

Accessibility

Staging Collection campaign Hobby

groups Hiking club Lectures Museum academy Night in the

museum Naturalists' hotbed programme Kids' area Information centre for

green transition Community fairs Environmental campaigns

Theme days Picnic Environmental conferences

Audio guide for the visually impaired City outings Gala of

European museums Film festivals





NEW CORE EXHIBITION
The Art of Coexistence

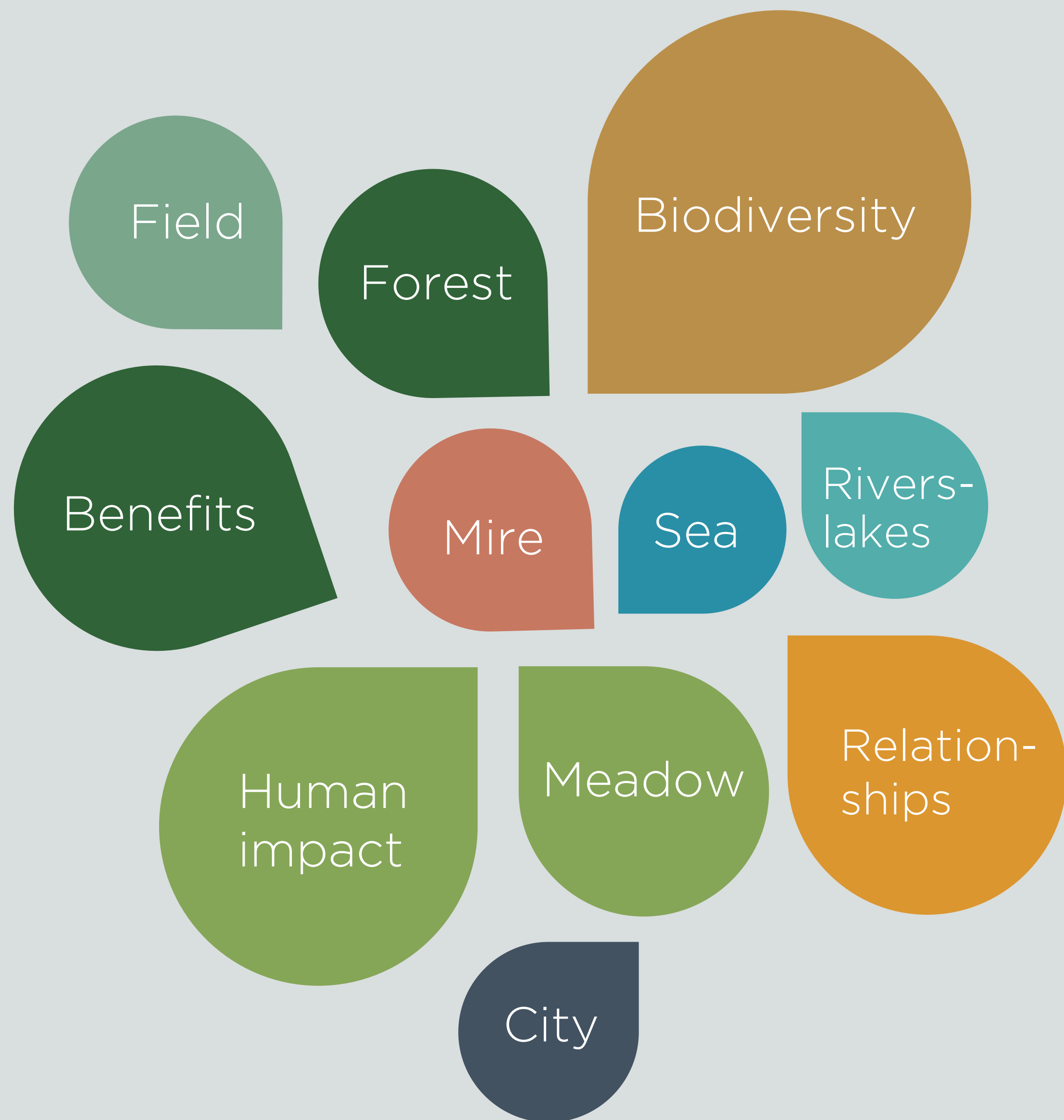
Foto: Jaan Roose



Photo: Sven Zacek

The core exhibition aims to tell the **story of the relationship between humans and nature**. It guides the visitor through topics and creates a comprehensive picture of its central concept – **the art of coexistence**.

The aim is to make the visitor realise that everything in nature is interconnected and that humans are part of this vast system. The diverse examples of links and relationships in nature experienced at the exhibition help visitors to better understand nature and recognize their own role and the roles of other inhabitants in it. A better understanding of nature can generate a desire to preserve it. The visitor will leave the museum feeling empowered and hopeful, ready to implement positive changes. This will allow the prevailing negative narrative to turn into a **more optimistic and solution-seeking one**.



Our selection of **content themes** will be informed by the uniqueness and diversity of Estonian nature and the relationship between humans and nature.

Two major theme clusters will be addressed:

- the fundamentals of the functioning of nature – biodiversity, relationships and links, benefits provided by nature, human impact, the climate crisis
- the main landscapes in Estonian nature

For each theme, both **positive and negative** aspects will be explored, such as the impact of climate change, the climate crisis, loss of biodiversity, but also nature restoration, alternative energy sources, community actions, and much more. The aim is to give the visitor a multitude of different perspectives.

Emotions will play an important role in the structure of the exhibition. Visitors will experience strong feelings that touch and help them relate to the themes. As visitors progress through the exhibition, their emotions will change: the joy of discovery, recognition and excitement will give them an overwhelming sense of well-being, while more complex topics will make them experience sadness, disappointment, and confusion. The end of the journey must be hopeful and empowering. It is essential that visitors experience an emotional connection with the topics.

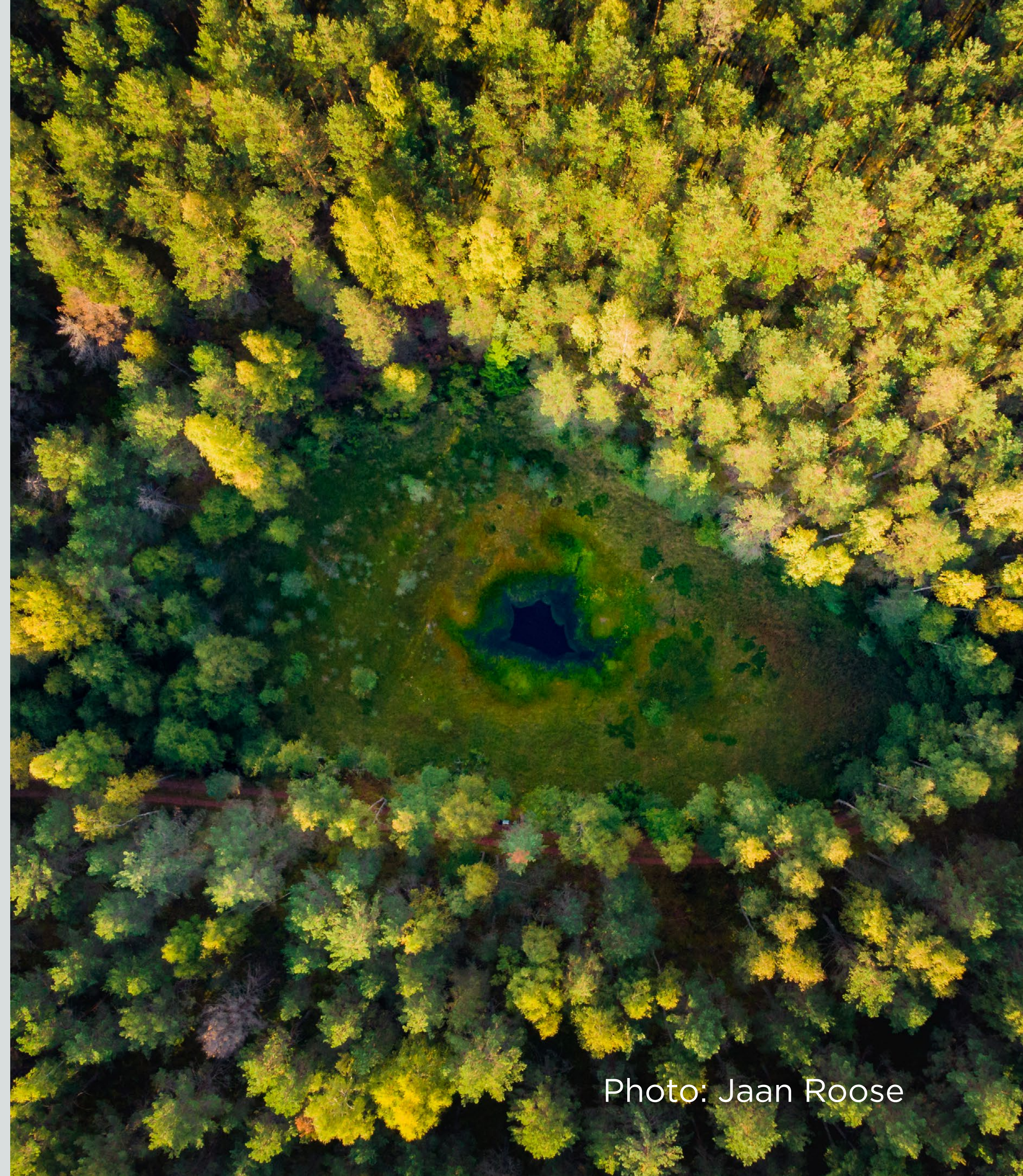


Photo: Jaan Roose

To facilitate learning and provide a memorable experience, the exhibition places a great emphasis on the use of **all senses** and on the **interactivity** of the solutions. This helps bring the essence of nature closer to people, giving them the opportunity to experience phenomena and situations very personally, e.g. through sound, touch, or smell. In addition, the presence of sensory solutions will significantly improve the accessibility of the exhibition.

The focal point of the exhibition will be created by “real things”, that is, **natural materials**: specimens from the museum’s collections and additional materials collected from nature.

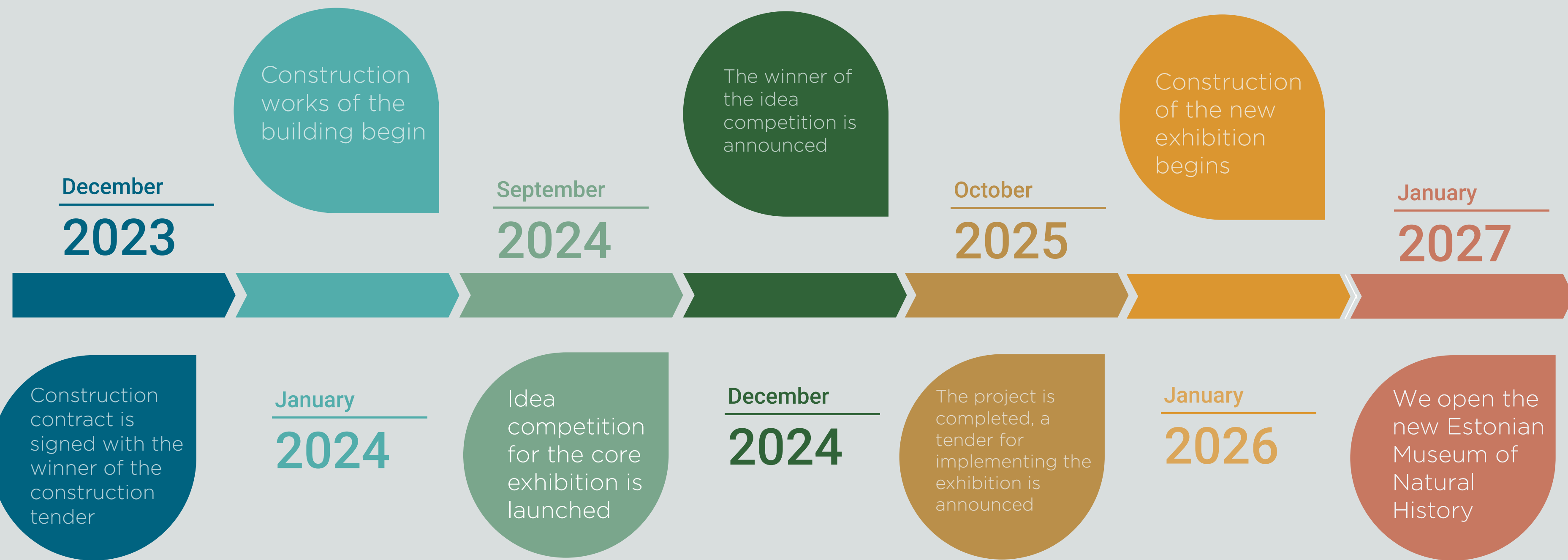


Photo: Renee Altrov



Photo: Lennart Lennuk

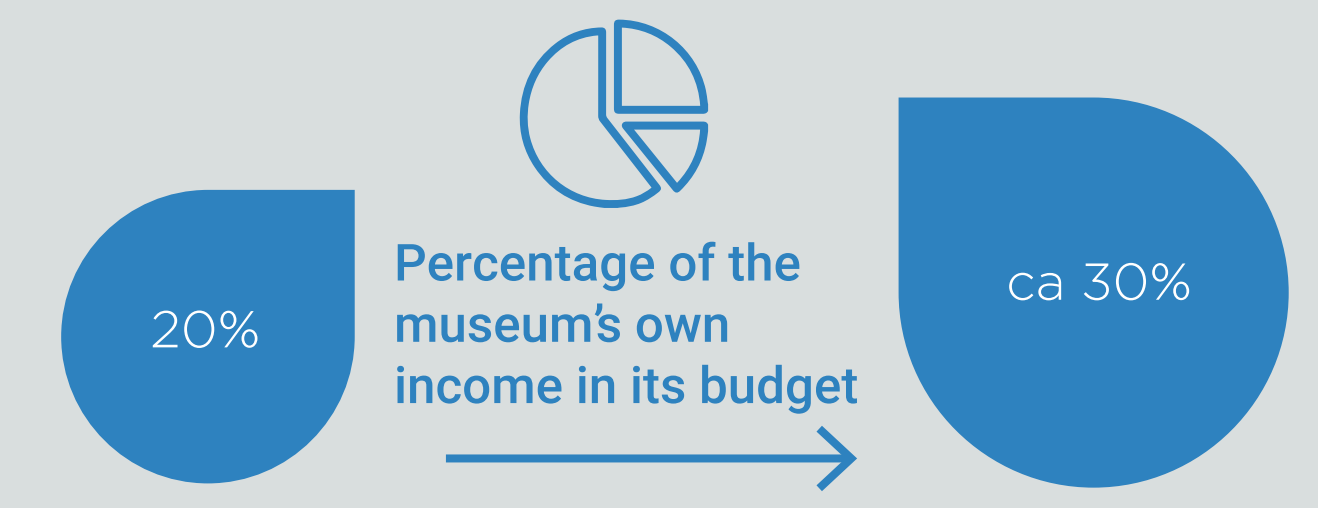
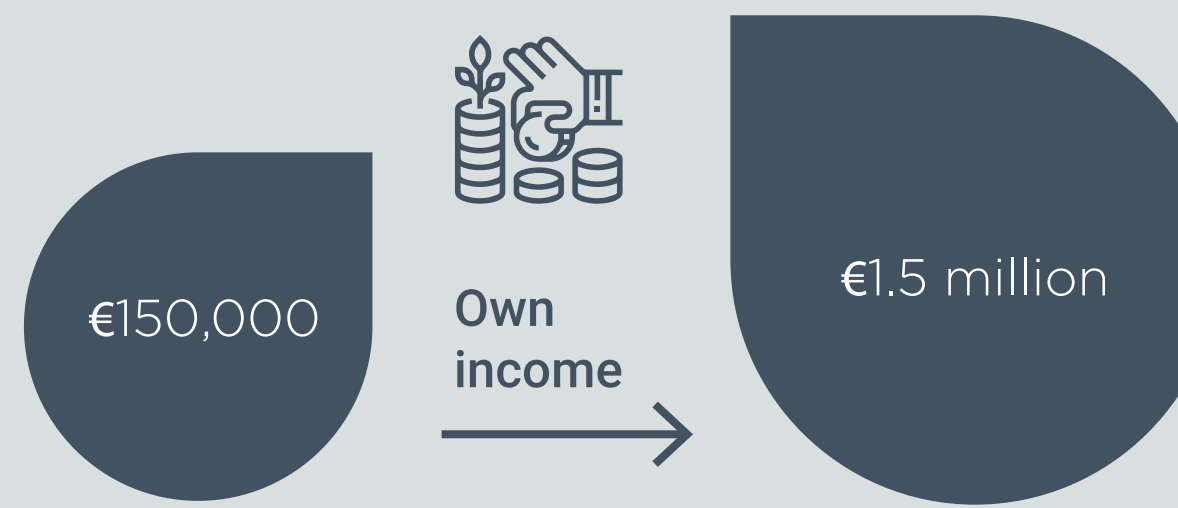
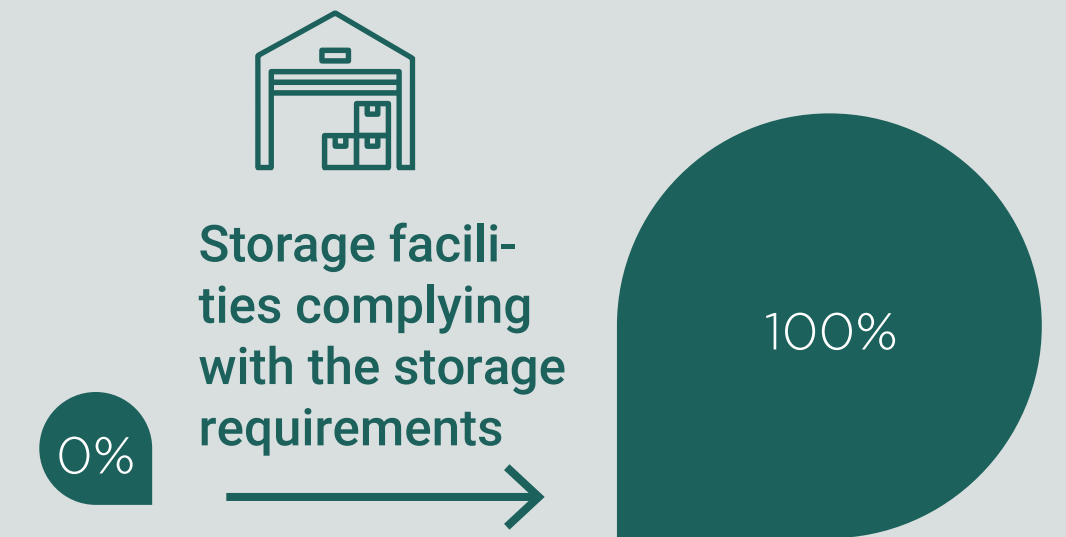
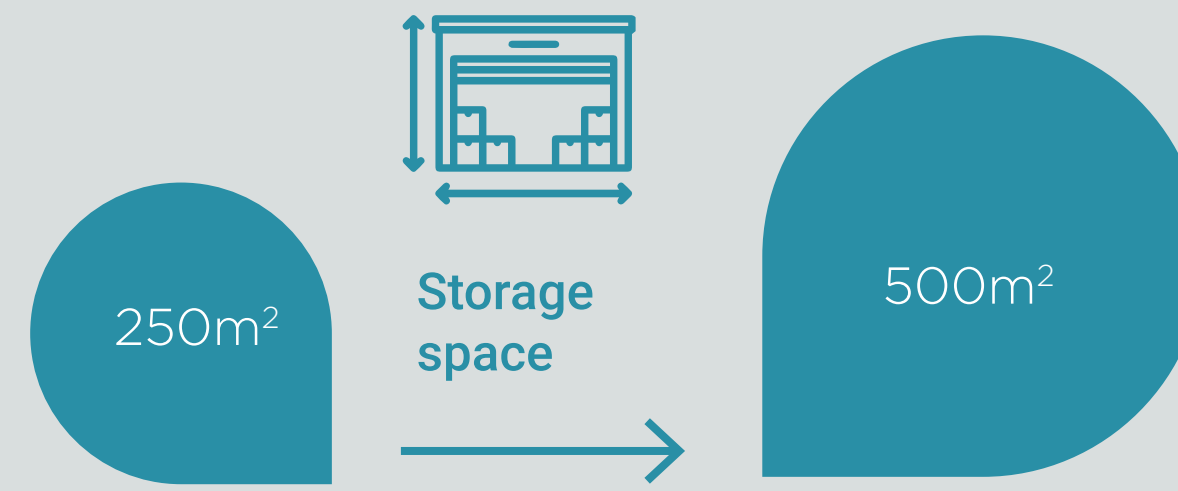
TIMELINE





MUSEUM IN FIGURES

Photo: Lennart Lennuk





Eesti
Loodusmuuseum

Photo: Priidu Saart