

An aerial photograph of a wetland landscape. The scene is dominated by a complex network of winding water channels, some of which are dark blue, while others are lighter, reflecting the sky. The land is covered in lush green vegetation, with numerous small islands and peninsulas. The overall impression is one of a vast, natural, and somewhat surreal environment. The lighting suggests a low sun, possibly during the 'golden hour' of late afternoon or early morning, as the water and land have a warm, slightly hazy glow.

# ESTONIAN MUSEUM OF NATURAL HISTORY

**Future vision and visitor experience**

Photo: Priidu Saart





Photo: Lennart Lennuk

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# 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 small brown and white bird is captured in mid-flight, its wings spread wide, showing the intricate patterns of its feathers. It is positioned on the left side of the frame, facing left. The background is a soft, out-of-focus landscape with green stems and clusters of small white flowers. A semi-transparent circular overlay on the right side of the image contains text.

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



**MATTIAS**

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



**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



**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

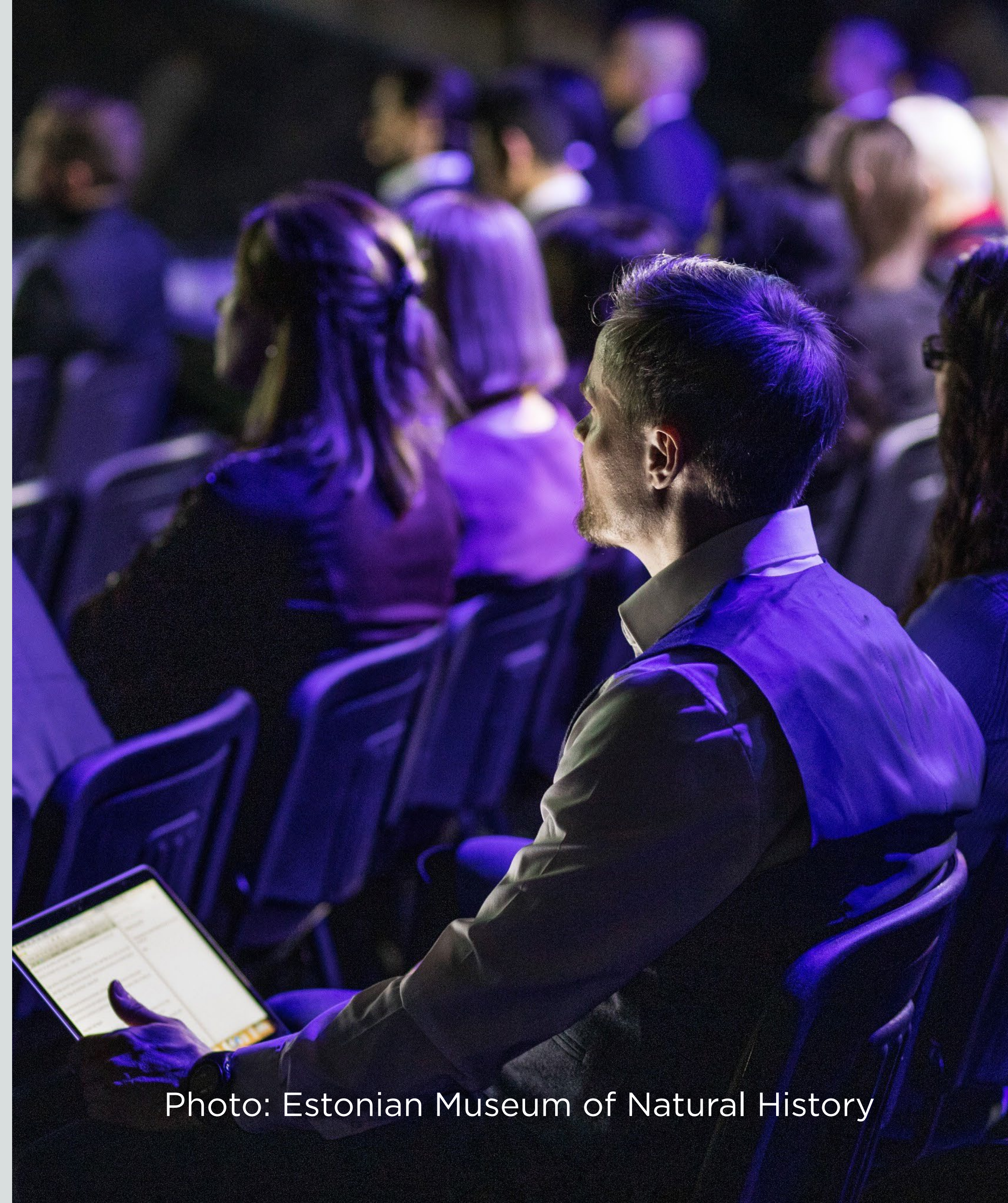


Photo: Estonian Museum of Natural History



# 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, accessi-  
bility team, guided  
tours, embodied  
characters,  
storytelling

## EXPERIENTIAL EDUCATION

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

## NETWORK

lab rental, work-  
space rental for re-  
searchers, digi-  
tised 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 com-  
petitions, 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



Photo: Lennart Lennuk



An aerial photograph of a person lying on their back in a dark, still pond. The person is wearing red shorts and has their arms and legs spread out. The pond is surrounded by lush green grass and some small yellow flowers. The water in the pond is dark and reflects the surrounding greenery.

# NEW CORE EXHIBITION

## **The Art of Coexistence**

Foto: Jaan Roose



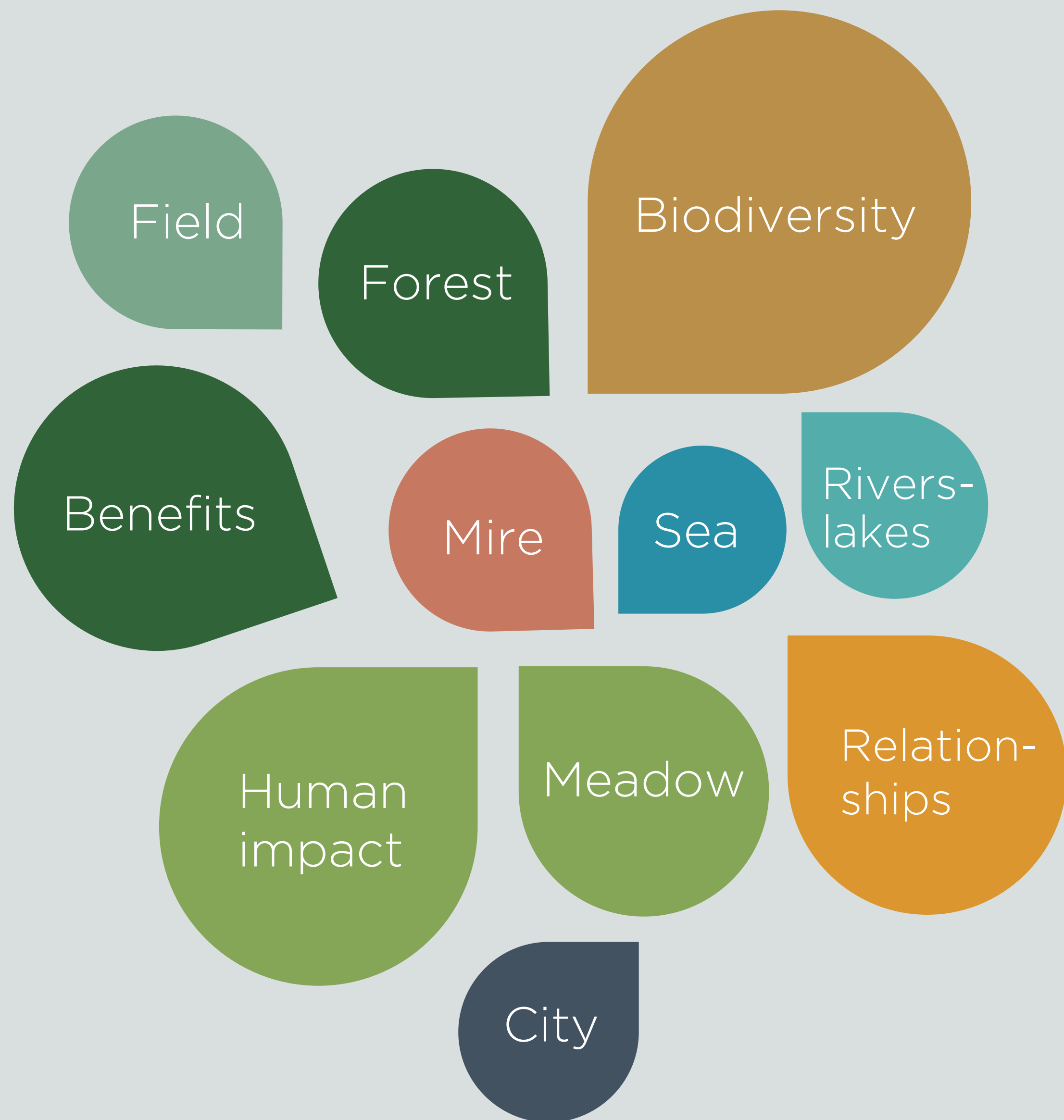


Photo: Sven Zacek

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**.





**Sisuteemade** valikul lähtume Eesti looduse omapärast ja mitmekesisusest ning inimese ja looduse omavahelisest suhtest.

Käsitlemisele tulevad kaks suurt teemade pilve:

- looduse toimimise põhiolemus ehk elurikkus, suhted-seosed, looduse pakutavad hüved ja inimmõju.
- Eesti looduse põhilised maastikud

Kõikide teemade puhul avatakse nii **positiivset kui negatiivset** külge, sh kliimamuutuste mõju ja kliimakriis, elurikkuse kadu, aga ka looduse taastamine, alternatiivsed energiaallikad, kogukondlik tegevus jpm. Eesmärk on anda külastajale erinevate vaatepunktide paljusus.



**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.

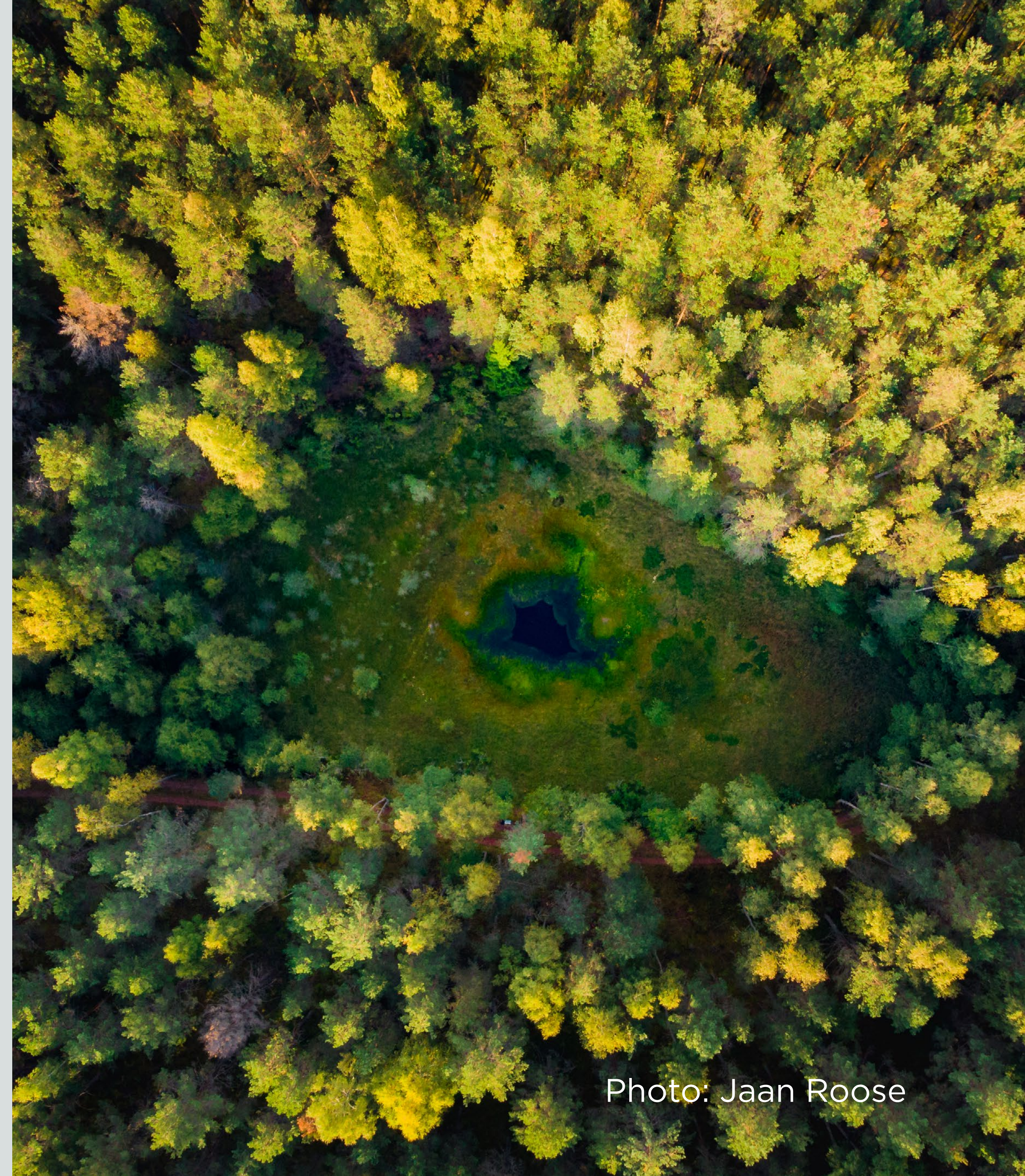


Photo: Jaan Roose



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

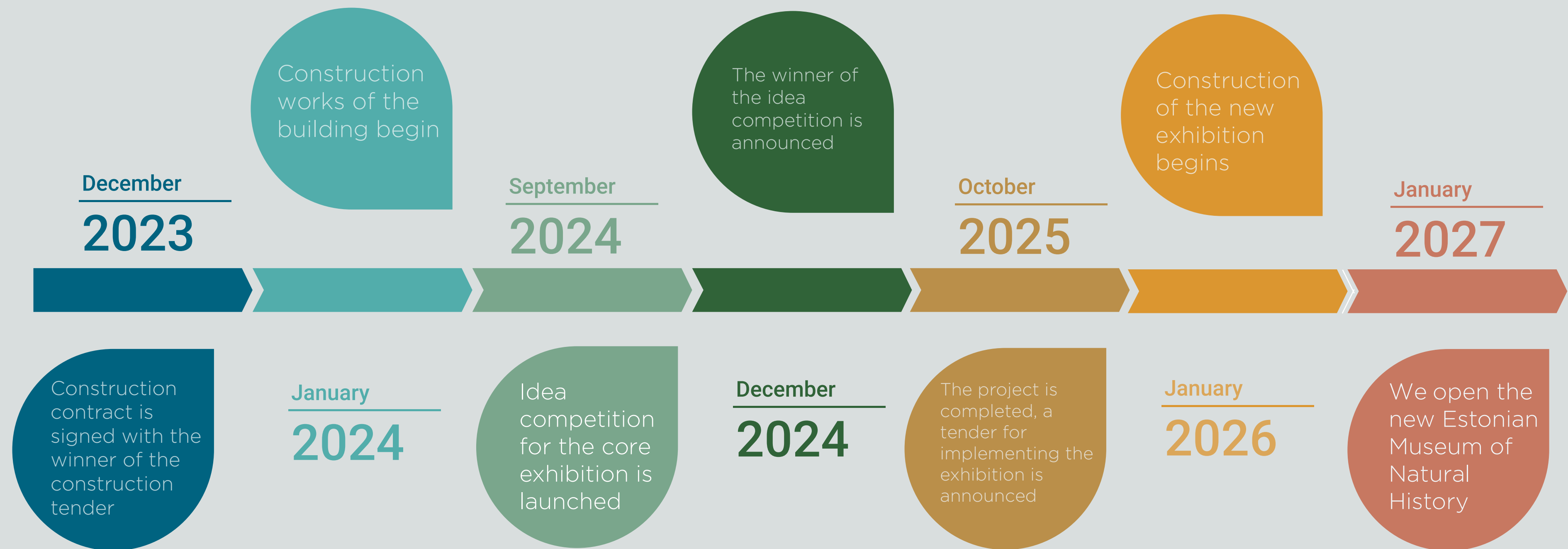




# TIMELINE

Photo: Lennart Lennuk









# MUSEUM IN FIGURES

Photo: Lennart Lennuk









Eesti  
Loodusmuuseum

Photo: Priidu Saart