

# MUSEUM / HERITAGE MODEL CANVAS

PROJECT:

DATE:

VERSION:

A one-page ideation tool for designing museum, gallery and heritage experiences. Use it to connect collections, place, interpretation, visitor journey, participation, access, delivery, value and evaluation. Fill in what you know now; return to it as the project develops.

<b>CURATORIAL, COMMUNITY &amp; DELIVERY PARTNERS</b>  Who contributes knowledge, collections, permissions, interpretation, production, facilitation, access or community voice?	<b>HERITAGE THEME, STORY &amp; INTERPRETIVE FRAME</b>  What histories, objects, places, memories, questions or meanings hold the experience together?	<b>MUSEUM / HERITAGE EXPERIENCE PROPOSITION</b>  Why should visitors encounter this heritage experience here, now, and in this form?	<b>PARTICIPATION, INTERPRETATION &amp; AGENCY</b>  What can visitors notice, handle, choose, contribute, discuss, remember, question or reinterpret?	<b>VISITOR, COMMUNITY &amp; ACCESS PROFILE</b>  Who is it for? Consider prior knowledge, age, language, confidence, access needs, cultural context and community relationships.
	<b>COLLECTIONS, SITE &amp; VISITOR FLOW</b>  What objects, spaces, routes, thresholds, dwell points and constraints shape how visitors move and engage?		<b>VISITOR JOURNEY &amp; ORIENTATION</b>  How do visitors arrive, orientate, encounter, move, reflect, exit and continue engagement afterwards?	
<b>EXHIBITION &amp; DELIVERY MODEL</b>  How will the experience be curated, produced, installed, staffed, maintained, safeguarded and made accessible?			<b>CULTURAL, LEARNING &amp; IMPACT OUTCOMES</b>  How will the experience create cultural, learning, community or institutional value - and evidence that it worked?	