

LITHUANIAN NATIONAL MUSEUM OF ART

STRATEGY
2024 – 2026



What we are looking for is a door that
opens when you knock, inviting you
inside, where miracles happen.

Aleksandra Kasuba



Aleksandra Kasuba *The Spectral Passage* (fragment), 1974-1975.
Lithuanian National Museum of Art. Photo by Agostino Osio

Mission

Preserve artistic heritage and highlight its importance in making a positive impact on people's everyday lives.

Vision

Become a source of inspiration, creating an inclusive environment for interaction, emotional well-being, and learning about oneself and the world.

Client and stakeholder expectations

- Diversity of collections and sets
- Current and long-term scholarly inquiry
- State-of-the-art permanent displays and exhibitions
- Inventive education
- Public engagement
- Digital integration



Operational principles

We believe that...

- art is a value with enormous educational potential, providing the joy of knowledge and the sense of the meaning of life.
- the museum's collection is at the core of its activities. It is systematically and consistently expanded to include artefacts significant for Lithuanian and global culture.
- a modern museum is created by a committed, competent and constantly developing team.
- obtaining feedback from visitors and satisfying their needs is key to success.



Strategic aim

Increase
the importance
of art

■ NUMBER OF VISITORS
increased from 344,000 to 395,000
by 2026

■ VISITOR SATISFACTION
increased from 70 to 72%
by 2026

EXPANSION OF
THE MUSEUM'S
COLLECTION

CULTURAL
EDUCATION

Strategic directions

FINANCIAL
GROWTH

ENGAGED
TEAM

Art is a projection of ourselves, just like
a shadow is a projection of a person,
a projection of their silhouette.

Ferdynand Ruszczyc

Ferdynand Ruszczyc
The Golden Room (fragment), 1913.
Lithuanian National Museum of Art

Expansion of the collection

- Targeted development of the museum's collections and scholarly research.
- Restoration, digitisation and increasing accessibility of the museum's collections.
- Enhancement of the safekeeping of the museum's objects, including the readiness to respond to aggression and emergency situations.

1

Number of exhibits increased from 259,500 to
260,500 in 2024
261,000 in 2025
261,500 in 2026

Number of restored and preserved art pieces increased from 1,100 to
1,200 in 2024
1,350 in 2025
1,500 in 2026

Number of digitised artworks increased from 10,000 to
12,000 in 2024
13,500 in 2025
15,000 in 2026

Cultural education

- Developing exhibitions and permanent displays to raise awareness of the importance of art and its accessibility to various social groups.
- Implementing educational activities and improving methodologies tailored to the needs of various groups for participation in culture.
- Expanding the international, cross-institutional and cross-sectoral collaboration network.
- Ensuring that the museum creates positive emotions through a welcoming reception and enjoyable experience (café, gift shop, etc.).

2

Number of participants in educational workshops, events and tours increased from 100,000 to 105,000 in 2024
112,000 in 2025
120,000 in 2026

Number of the initiatives realised in collaboration with other institutions increased from 300 to 350 in 2024
425 in 2025
500 in 2026

An object of design is the entire world of things. It is a living mirror of ourselves, a living history of material and spiritual life.

Feliksas Daukantas



Feliksas Daukantas *Eglė and Sisters*.
Lithuanian National Museum of Art

Engaged team

- Involving the staff in the shaping of the museum's strategic directions and goals.
- Providing for the development of professional and leadership competences.
- Fostering internal organisational culture and communication conducive to emotional well-being.
- Nurturing sustainable development in the community and museum operations.

3

Employee Net Promoter Score (eNPS) increase from 25 to 26 in 2024
28 in 2025
30 in 2026.

Increasing number of employees who have improved qualifications from 112 to 130 in 2024
160 in 2025
200 in 2026.



Music, a poem, a painting, if it's good and establishes a connection, is like a bridge high above the abyss. Gazing from that bridge, you feel strength and joy – something you hadn't experienced before.

Algimantas Jonas Kuras



Algimantas Jonas Kuras, *The Girl*, 1972.
Lithuanian National Museum of Art

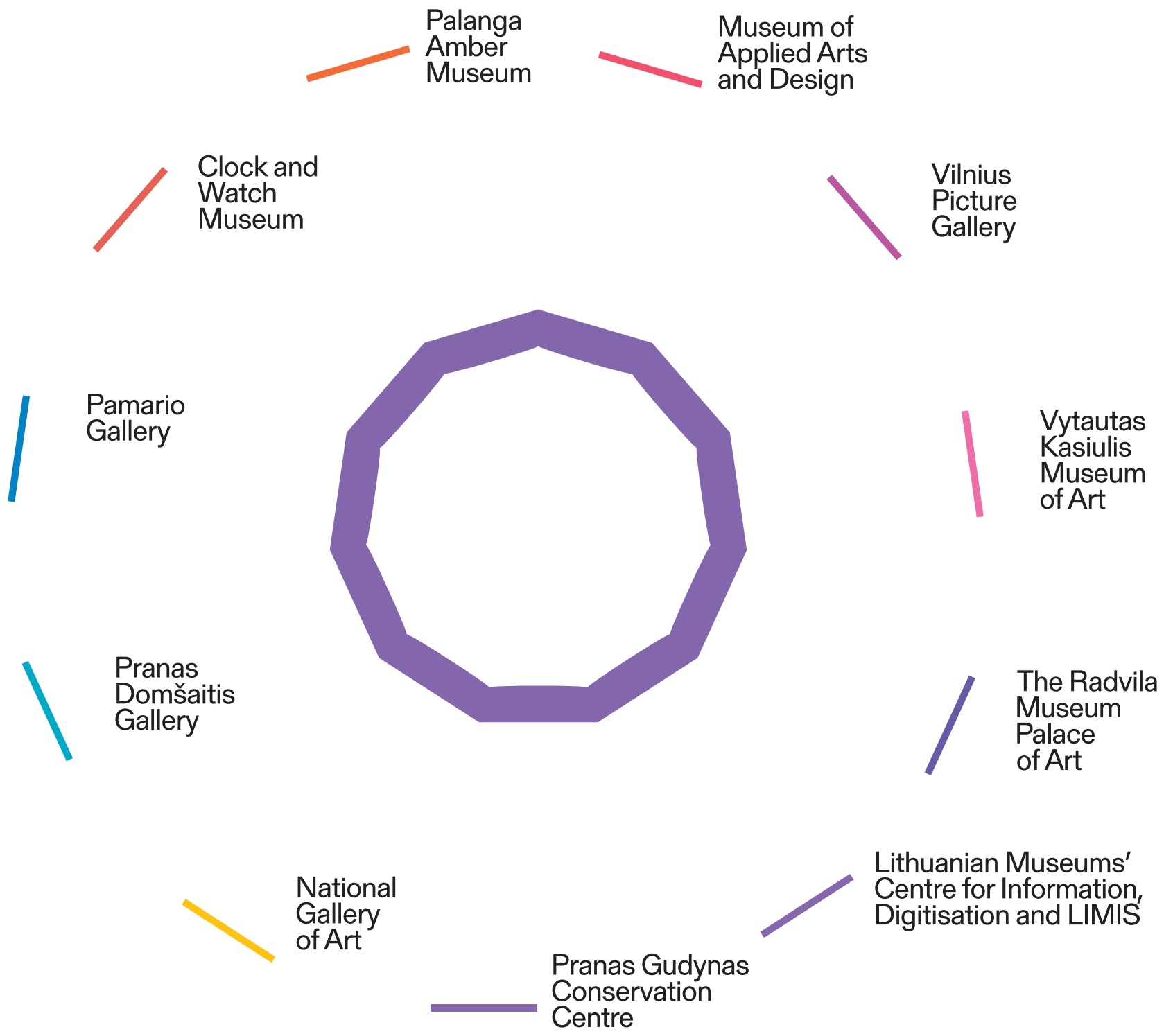
Financial growth

- Improving efficient use of the museum's infrastructure and the opportunities provided by the services with the goal to increase revenues.
- Developing a marketing strategy, which includes finding potential donors, attracting commercial partners, and foresees additional ways of increasing fundraising revenue.
- Creating modern, visitor-oriented exhibitions, publications, educational practices, museum souvenirs, and entertainment activities, along with more active communication.

4

Revenue (generated income)
growth from 600,000 € to
690,000 € in 2024
790,000 € in 2025
900,000 € in 2026

Increase in funding attracted
from sponsorships
from 35,000 € to
40,000 € in 2024
45,000 € in 2025
50,000 € in 2026





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