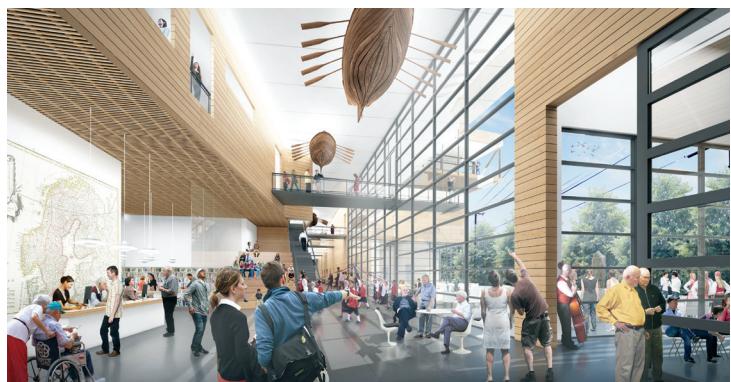


THE NEW NORDIC MUSEUM IN SEATTLE

COMING 2018



Heritage
NordicMuseum
Share the Nordic Spirit!

VISION

The Nordic Heritage Museum is an internationally recognized museum and cultural center where people of all backgrounds are welcomed to be inspired by the values, traditions, art, and spirit of the Nordic peoples.

Since opening its doors in April 1980, the Nordic Heritage Museum remains the only museum in the United States dedicated to preserving and exploring the cultural heritage of each of the five Nordic countries. Our mission is to share Nordic culture with people of all ages and backgrounds by exhibiting art and objects, preserving collections, providing educational and cultural experiences, and serving as a community gathering place.

Mission

The Nordic Heritage Museum shares Nordic culture with people of all ages and backgrounds by exhibiting art and objects, preserving collections, providing educational and cultural experiences, and serving as a community gathering place.

The Nordic Heritage Museum is in the midst of the most exciting transformation since its founding. After 35 years in its current home, the Museum is embarking on a journey to build a new facility with the space, location, and stature to engage future generations in learning about Nordic culture.

We believe that the new Nordic Heritage Museum will attract visitors who can relate to the themes and issues that the Museum will explore: culture, identity, and cross-cultural global connections.

The **New Museum** will have a powerful set of narratives and experiences to offer visitors, beginning with the history of the Nordic region as it existed thousands of years ago, and continuing to the Pacific Northwest of today. The connections between past and present, Nordic and American, are continually evolving, giving the Museum an opportunity to explore culture in both the Nordic Region and in Nordic America.

"Storytelling is a Scandinavian tradition whose roots are lost in time."

— J.B. Hove

Sagas provide a powerful metaphor for the exhibition journey, encouraging us to reach back into the deep past as well as to explore more recent history, focusing on the goals and values of Nordic communities. The Museum's stories will be modern sagas, crafted from the personal and communal histories of those who left the Nordic region and came to North America, those who stayed in the Nordic countries, and those who returned to their homeland. Throughout the narrative journey of the exhibits, we will explore such concepts as the fluidity of culture, shared values, and the creation and expression of culture.



NORDIC JOURNEYS: THE NEW CORE EXHIBIT

The second floor exhibition will trace Nordic themes of connection to nature, sustainability, social justice, and innovation from the earliest anthropological records through contemporary Nordic society.

One of the key narratives featured in the new core exhibition is an area known as **The Sense of Place**. The story begins 8,000 years ago and explores the ways in which environment contributes to cultural development. Large-scale videos, imagery, and soundscapes depict both the beauty and the challenges of the Nordic landscape and convey the experience of life in this environment. The exhibition chronicles the parallel histories of Nordic communities in Europe and North America. The Museum's stories will be modern sagas, crafted from the personal and communal histories of those who left the Nordic region and came to North America, those who stayed in the Nordic countries, and those who returned to their homeland from the United States.

The Nordic Experience provides a sweeping history of the Nordic region, from the foundations of Norse mythology and the saga tradition, through the Viking Age, and into the modern period. In this segment of the journey, the visitor comes to understand the historical and political events and phenomena that have woven the histories of the five Nordic nations together over the centuries. As the journey continues into the 19th and early 20th centuries, connections are made to the Nordic American story—this area explores 20th-century Nordic history, chronicling the development of the Nordic model, the ways in which the Nordic countries are exemplars in the fields of social democracy and environmentalism, and the emergence of Nordic design as a cultural distinction of worldwide renown.

The Dream of America and New Lives in a New Land reveals Nordic American contributions to the fabric of American society and the ways in which character and values are carried from the homeland to a new life. The modern stories draw upon concepts found in ancient sagas. Within the sagas are journeys—both geographical and personal — that illustrate such ideas as the impact of individuals on communities.

Design Concept

The Design Concept for the new Nordic Museum integrates the Museum's need for a diverse array of public spaces and the narrative framework of a new core exhibition with architecture that incorporates both sleek Nordic modernism and the sense of warm community in which the Museum has thrived. The Nordic past, present, and future are celebrated as the visitor moves into and throughout the building.



If you are interested in finding out more about the New Nordic Museum in Seattle and are interested in getting involved in this exciting project, please contact **Eric Nelson, CEO** at ericn@nordicmuseum.org.

We are especially interested in content development.



nordicmuseum.org

NORDIC HERITAGE MUSEUM
3014 NW 67th Street, Seattle, WA 98117
206.789.5707

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