

## Presentation 2

# The Rijksmuseum: Storytelling & Covid Learnings

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### Profile

Bringing people closer together by sharing knowledge and inspiration is what drives me forward. In my role as Head of Digital & Marketing at the Rijksmuseum, I am able to achieve this through the disciplines of art and history. The stories of the museum can be communicated using various channels in a way that inspires and touches people everywhere. We have set up an initiative of 'Stories' to engage with art lovers all over the world, as well as to encourage people from all backgrounds to visit the Rijksmuseum. A digital museum experience, while never the same as the real thing, is nonetheless valuable, and stories enable us to inspire and connect, even at a distance.

### Presentation

The Rijksmuseum is the museum of the Netherlands. It tells the story of 800 years of Dutch history from 1200 to the present day, with 8000 objects in 80 galleries. In 2019 the museum attracted more than 3 million visitors, but faced with closure for the first time since World War 2 the Rijksmuseum pivoted to digital as the Covid-19 pandemic hit Europe.

We tell the stories of the museum in various channels in a way that inspires and touches people. The aim is to use stories to engage with art lovers all over the world, but we also want to encourage everyone to visit the Rijksmuseum. After all, nothing is better than the real thing, like seeing a Rembrandt with your own eyes. The stories must provide a comparable museum experience. A digital visitor today is just as valuable. We believe in long-term conversion.

We use guidelines for making online content. Pitch, play, plunge. People nowadays consume content like that. You have only 3 seconds to attract attention online. It's our strategy to always go for the plunge



Gallery of Honour, The Rijksmuseum

of the content. The Rijksmuseum had created a storytelling platform during the Pandemic. The platform is the basis for all the museum's stories. With video streaming and other visual storytelling forms, such as scrolling-style articles, tours, 'zoomers,' live events and podcasts. For young and old, for the curious visitor and for the enthusiast. They can enjoy many of the world's greatest works from the comfort of their own home, travelling around the globe without ever leaving the front door.

We made a few content formats in the last year: *The keys to the Rijksmuseum*, a live program on Instagram with Dutch influencers. During Covid we produced the format *Rijksmuseum From Home*. We made it with our curators, who were working from home. We also did a lot of live tours when the museum was closed to keep interacting with our international audience.

Imagine a world without art and culture. For us that is impossible. We get a lot of comments from our audience and a lot of it is very positive. Especially during COVID, people shared that they were touched by our content and hoped to visit one day to see the art with their own eyes.