

Director

New Museum of Architecture  
and Design in Helsinki, Finland

Appointment Brief  
September 9, 2024

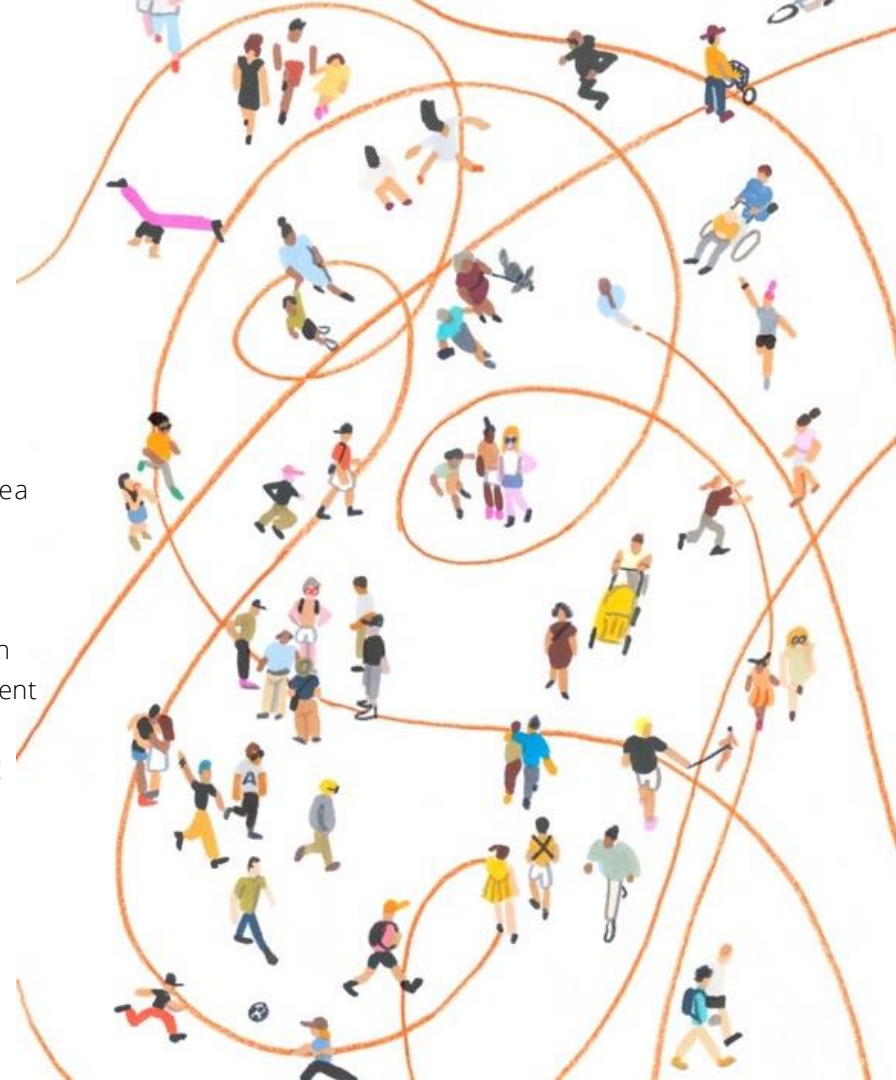
A—D



NEW MUSEUM OF  
ARCHITECTURE & DESIGN

# Contents

3	Message from the Chair	12	Collection
4	Background	13	A Museum by the Sea
5	Vision	14	Design Competiton
6	Mission	15	Helsinki
7	Governance	16	The Role
8	Timeline	17	Person Specification
9	Merger	18	Terms of Appointment
10	About AD Museum	19	How to Apply
11	Organisation	20	Don't forget to Play!



# Message from the Chair

The establishment of the new Finnish Museum of Architecture and Design is the culmination of years of planning and collaboration. The position of Director offers a unique opportunity to build a new museum institution from the ground up.

We have just concluded the first stage of the design competition for our new museum building, which will be a huge step up for the institution, making it one of the Nordic region's most visited and dynamic cultural institutions.

We're hoping to find a commensurate level of ambition in our new Museum Director, a creative and inspiring curatorial leader who can steer and shape the organisation in line with our goals, and be a visionary voice for design and architecture in society.

Ideally the new Director would start in early autumn of 2025, which would give them the opportunity to contribute to the elaboration of the winning concept of the design competition. The team is eager to welcome a new Director and to continue building, planning, learning, and dreaming together.

*– Kaarina Gould, CEO, Foundation for the  
Finnish Museum of Architecture and Design;  
Chair, AD Museum Ltd.*



# Background

In 2018, the State of Finland and the City of Helsinki published a study confirming the need for a museum that reflects Finland's architectural and design legacy on the global stage.

A concept study, published in 2019, outlined recommendations for the new institution's organisational and financial structures. It also proposed a museum concept centred on a highly interactive user experience that showcased the roles that design and architecture have played in building Nordic democracies.

In spring 2021, a joint initiative was launched by the Finnish Government and the City of Helsinki in collaboration with the Design Museum and the Museum of Finnish Architecture to merge these two institutions into a new national museum of architecture and design.

In 2022, the State and the City established the Foundation for the Finnish Museum of Architecture and Design, a new entity dedicated to bringing the new museum to life, as well as the Real Estate Company ADM to lead the construction project of the new museum building.

The organisation for the new museum of architecture and design was formed in January 2024 through a merger of the Museum of Finnish Architecture and the Design Museum Helsinki. The new entity, operating these two museums in their historic buildings was named AD Museum.

An ambitious implementation plan for the new museum was published in January 2024 and a design competition for the new museum building was launched in April 2024. More detailed programming, service design and business planning will commence during and after the design competition. The plans will also be jointly developed with the winning team of the design competition to ensure that the new building meets the user needs and supports museum operations in the best possible way. The new building for the AD Museum is set to open in 2030.

We are searching for a visionary museum director to lead this work in collaboration with the Foundation for the Finnish Museum of Architecture and Design and the Real Estate Company ADM and engage and embark the team of the AD Museum on a journey towards the new.



## NEW MUSEUM OF ARCHITECTURE & DESIGN

# Vision

Our vision of the new museum builds on a broader civic ambition. While we present highest level exhibitions and events, it is just as important to create a new kind of museum space where people can creatively engage – through unconventional and diverse programming - with the contemporary societal challenges of our times.

We imagine a human-scale museum where everyone is welcome. It will be a place of repose, calmness and rest for some, of social life, fun and inspiration for many, and for deep engagement with urgent societal questions for others.

We believe now is the right time to tell the story of how Nordic – and especially Finnish – design and architecture have had influence across the world and helped shape more equal societies. This captivating narrative will form the dynamic core exhibition of the AD Museum, built around highlights of Finnish design and architecture from the museum collections and beyond.



The AD museum will focus on and share the tools of design, inviting visitors to learn and use design as a method and as a way of thinking in their own lives. Our aim is to contribute to a society where everyone has a role as a future designer and creator.

The museum is also a place of collaboration and of nurturing networks. It will be a platform for partnerships and dialogue with peer institutions worldwide on how to make design, architecture, and museums even more relevant.

Our vision is to be a place that is a window into the world of design, bringing beautiful architecture, urban planning, creativity, environmental innovation, digital design, fashion and food together under one roof to create a visitor experience unlike any other design or architecture museum in the world.

# Mission

Change is transforming the world around us faster than ever before. To meet this change, we require fresh thinking and new approaches to tackle the challenges that face us.

To achieve a sustainable tomorrow, we must reshape the world around us today. We must share the skills of architects, designers, artists, researchers to better observe the world, understand the past, and imagine the new.

The AD Museum centres on the tools of design and architecture – materials and forms, the interplay of built environments and their users, the principles of creating beauty, and new ways of thinking.

In the AD Museum, architecture and design are your guides in exploring our world and societies.



“Tools of architecture  
and design for everyone”

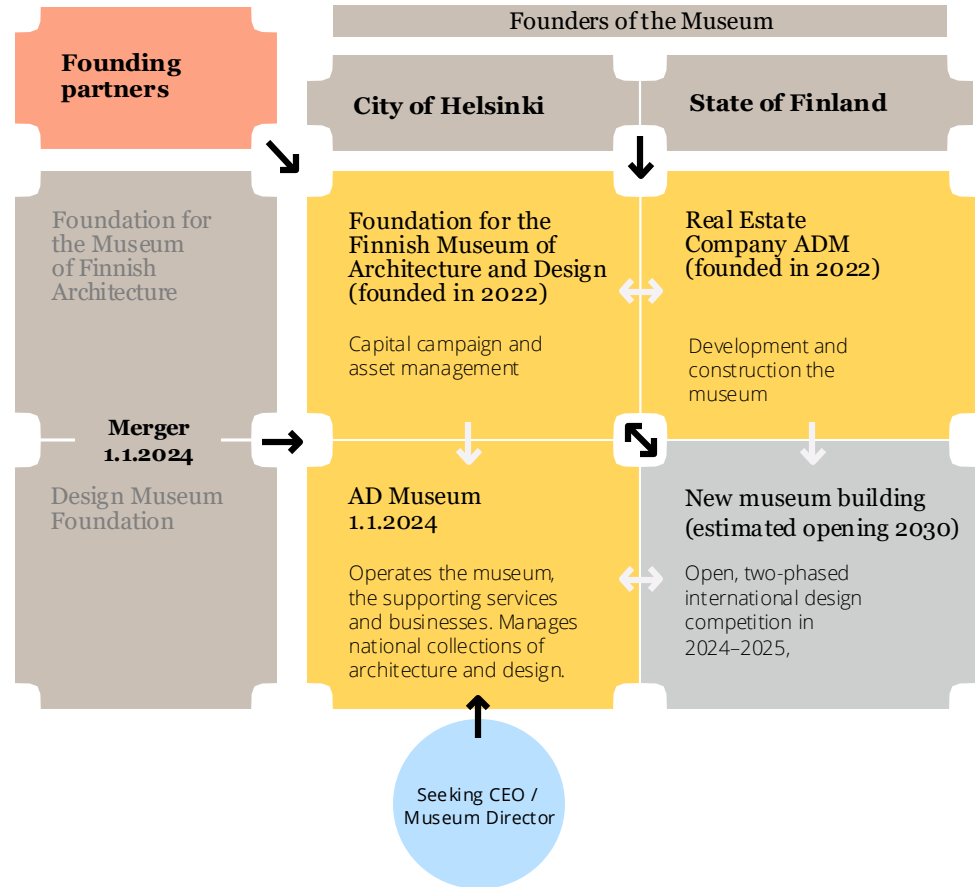
## NEW MUSEUM OF ARCHITECTURE & DESIGN

# Governance

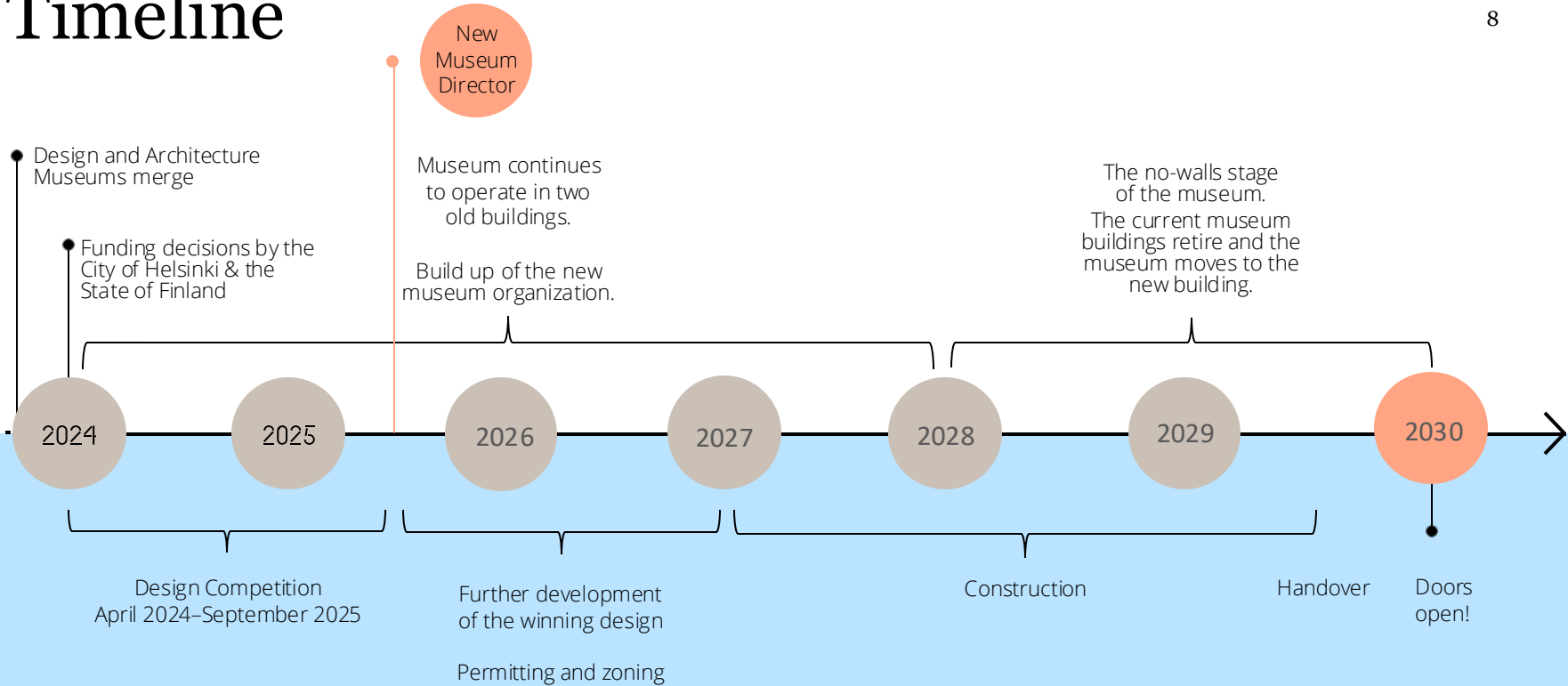
The new museum is made possible by a substantial capital endowment within the Foundation for the Finnish Museum of Architecture and Design. This capital stems from donations made by the Finnish government and the City of Helsinki, as well as private donors. The annual proceeds of the endowment will enable the foundation to support ambitious museum operations in a new museum building.

The foundations for the Museum of Finnish Architecture, and the Design Museum Helsinki have merged on 1 January 2024. A newly founded company (AD Museum Ltd.) operates the museum and its supporting services.

The building project will be managed by Real Estate Company ADM that was founded by the city and the state for the project.



# Timeline





## NEW MUSEUM OF ARCHITECTURE & DESIGN

# Merger



Museum of Finnish Architecture  
Photo: Heikki Humberg



Design Museum  
Photo: Paavo Lehtonen

The Museum of Finnish Architecture and the Design Museum have merged along with their globally significant collections. Collection highlights include master modernists, as well as their contemporary peers.

	Museum of Finnish Architecture	Design Museum	New AD Museum
Year of foundation	1956	1873	2030 <small>(2024)</small>
Visitors per year	20,000	200,000	380,000
Number of staff	25	40	120
Building size (m <sup>2</sup> )	1,130	2,490	9,000
Annual budget	2.0 M€ <small>(2019)</small>	4.3 M€ <small>(2019)</small>	22 M€
Endowment			150 M€

# About AD Museum

AD Museum is registered as a limited company under Finnish Law. It is fully owned by the Foundation for the Finnish Museum of Architecture and Design, a not-for-profit private foundation founded by the City of Helsinki and the State of Finland.

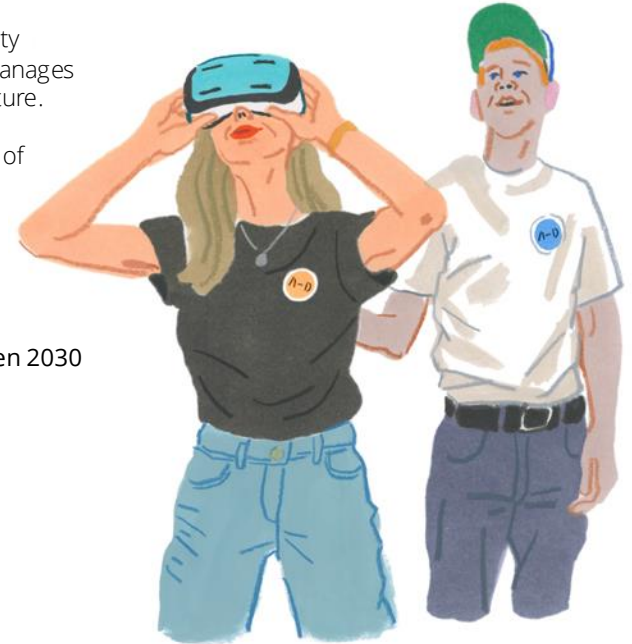
The organisation was formed through a merger of the Design Museum and the Museum of Finnish Architecture on January 1st 2024.

The AD Museum Ltd will continue operating the Design Museum and the Museum of Finnish Architecture in their current historic buildings, while jointly implementing a shared programme. Despite being overseen by a single legal entity the names and brands of the museums will remain in use until the new museum name and brand are launched.

AD Museum operates as a national specialty museum under Finnish Museums Act. It manages national collections of design and architecture.

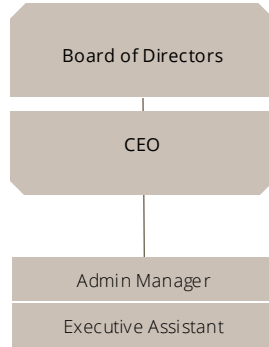
AD Museum = Design Museum x Museum of Finnish Architecture

- Annual budget: €7,5 million (2024)
- Public funding approximately 50%
- Staff approximately 70
- Visitors 250 000 per year
- New museum building planned to open 2030

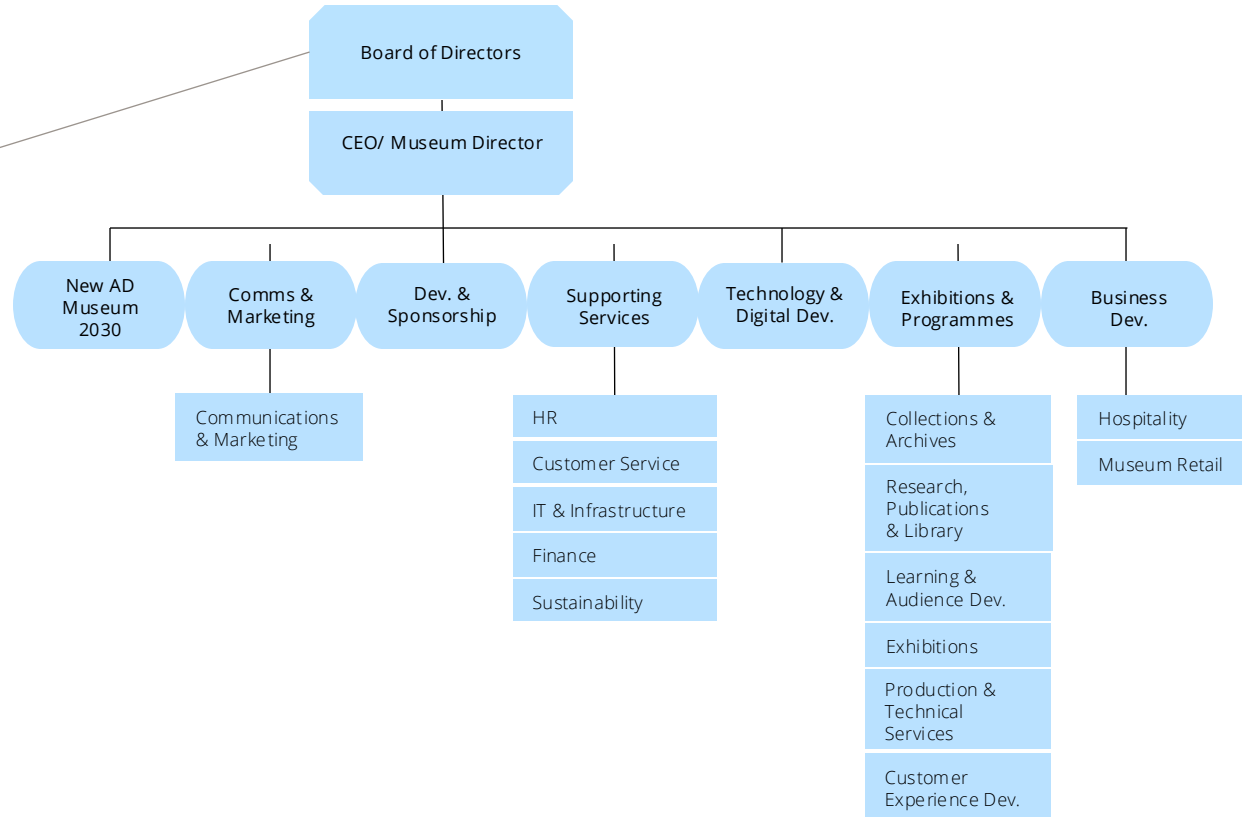


# Organisation

## Foundation for the Finnish Museum of Architecture and Design



## AD Museum Ltd Museum of Finnish Architecture x Design Museum



## Organisational structure 2024

AD Museum Ltd is fully owned by the Foundation for the Finnish Museum of Architecture and Design. The CEO of the Foundation acts as Chair for AD Museum's Board of Directors.

The CEO of AD Museum is also the Museum Director, reporting to the Board of Directors.

Current staff of AD Museum is circa 70 people. The plan is to double the size of the organisation by 2030.

NEW MUSEUM OF  
ARCHITECTURE & DESIGN

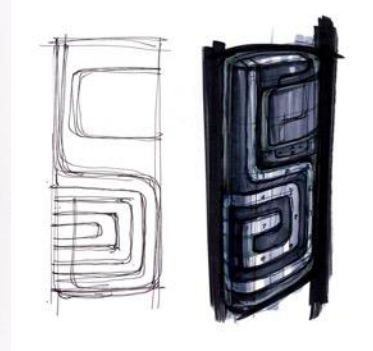
# Collection

The AD Museum brings together the globally and nationally significant collections of the Museum of Finnish Architecture and the Design Museum. Both institutions rank among the world's oldest architecture and design museums – the Museum of Finnish Architecture has been collecting since the 1950's and the Design Museum already since 1873. The collections range from early crafts to art nouveau and from the golden age of Finnish modernism to contemporary design innovations. Altogether, the collections include works from approximately 5,500 different designers or design groups.

The museum collections are stored in a separate facility just outside Helsinki, so the new museum building will only house limited collection management spaces.



75,000 ITEMS  
550,000 DRAWINGS  
280,000 PHOTOS  
850 SCALE MODELS



NEW MUSEUM OF  
ARCHITECTURE & DESIGN

# A Museum by the Sea

An open and international design competition for the new museum building has been launched on April 15, 2024. Results of the competition's first stage are unveiled on September 12, 2024. 3-5 entries will be selected to the second stage and the winner announced in September 2025.

The goal is a new museum building that is architecturally, functionally and aesthetically exceptional.

The estimated gross floor area (GFA) of the building is approximately 10,050 m<sup>2</sup>.

Total budget of the project is €105 million (Sept 2023 price level, 111,0 points, Haahtela index).

Photo: Sami Saastamoinen





# Design Competition

In April 2024 a design competition was launched with the goal of finding a feasible proposal for a world-class museum building that will house a new museum of architecture and design in Helsinki, Finland. This competition seeks to procure a design for a distinctive museum building that will celebrate the rich heritage and innovative spirit of Finnish and Nordic design and architecture on a global scale. By positioning Helsinki as a design-driven city and Finland as a global leader in design and architecture, the new museum will serve as a beacon, attracting visitors and solidifying the city's reputation as a hub for architecture, design, arts, and culture.

The envisioned museum will not only showcase the remarkable journey of Finnish architecture and design but also act as a catalyst for dialogue on how these disciplines can address the contemporary challenges facing our societies. We envision an inclusive, inviting space that fosters curiosity and encourages creative engagement. We are in search of a creative team and a proposal that will not only fulfil these aspirations but also embrace the imperative of environmental sustainability, energy efficiency, and carbon footprint reduction, thereby exemplifying resource-smart solutions.

The competition for the AD Museum (working title) will be conducted internationally and anonymously, spanning two stages from April 2024 to September 2025.

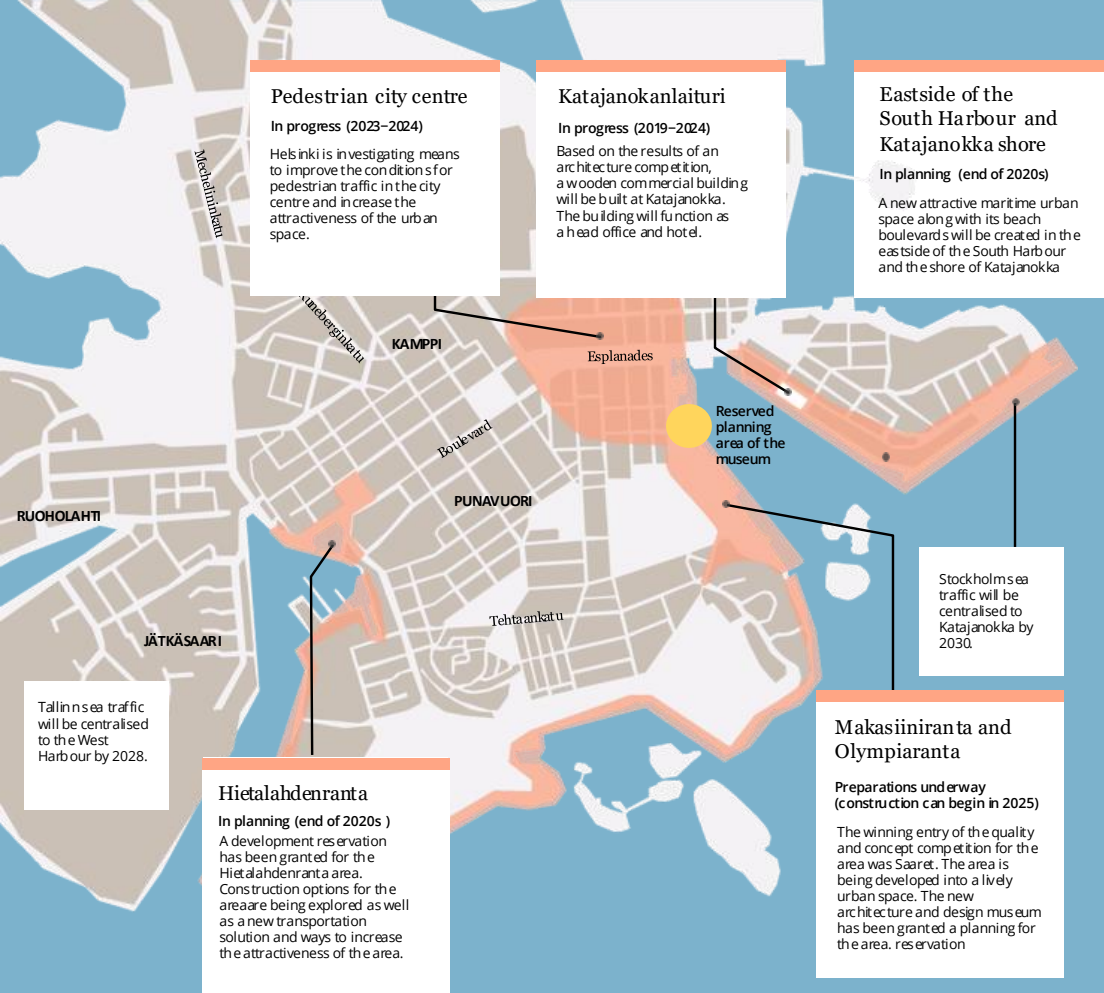
The winning proposal will strike a balance between fulfilling the museum's functional needs, including collections, exhibitions, and programs, while also creating a novel public space that caters to visitors with diverse interests and motivations.

Situated in the waterfront within Helsinki's South Harbour, the designated site for the new museum building holds significant cultural and historical value.

Scheduled to open its doors in 2030, with construction to commence in 2027, the realization of the new museum is made possible through generous contributions from the City of Helsinki, the State of Finland, and various private donors, including the Jane and Aatos Erkko Foundation, the Finnish Cultural Foundation, the Swedish Cultural Foundation in Finland, and the Saastamoinen Foundation.

[www.admuseo.fi/competition](http://www.admuseo.fi/competition)





Helsinki is strengthening the vitality of the city centre by opening its waterfronts for the public.

The new museum of architecture and design will become a highlight on the new waterfront pedestrian route that surrounds the southern part of the city.

# The Role

This is a unique opportunity to lead the establishment of a new museum institution from the ground up.

## KEY RESPONSIBILITIES

- Set the strategic and creative direction for the new Museum of Architecture and Design to ensure it delivers on its vision and mission, in collaboration with the Board of Directors, the senior team, and key stakeholders;
- Be a positive and influential voice for the role of design and architecture in society, actively advocating for the museum's relevance in both local and international networks;
- Support the museum team in creating and communicating a public programme of exhibitions and events that reflects the museum's vision and mission, including learning, public engagement, research, collections, and archives;
- Steer and shape the organisation to achieve the ambitious goals for the opening of the new museum;
- Lead the organisation through a major transformation to build a team that is inspired, motivated;
- Foster a curious, supportive, and collegial environment that encourages innovation and rewards high performance;
- Work closely with the Foundation for Finnish Museum of Architecture and Design, and the Development team, to support fundraising efforts for both the capital campaign and museum projects and initiatives;
- Engage in the development and creation of commercial initiatives and opportunities to support the museum's growth and sustainability.
- Contribute to the development of a new museum building with strong support from committed stakeholders;
- Ensure the museum addresses the changing needs and aspirations of societies and communities, with a focus on showcasing the global significance of architecture and design as fields that shape our world;
- Provide visionary leadership that fosters internal commitment from the team and builds strong external support; and
- Steer the team effectively, developing both collective capacity and individual abilities to meet the museum's ambitious plans

# Person Specification

## CANDIDATES SHOULD BRING ALL OR MOST OF THE FOLLOWING QUALITIES:

- Visionary and inspiring creative and curatorial leader with a track record of success;
- Proven ability to lead change and drive innovation while fostering a culture of learning;
- Extensive leadership and management experience in cultural or educational institutions;
- Strong people skills, excelling in collaboration and communication, and fun to work with;
- Excellent strategic planning and implementation skills with a genius for setting priorities;
- Dynamic spokesperson and advocate for the museum and the creative industries;
- Proven financial and commercial skills with experience in setting ambitious attendance and revenue targets;

- Strong budget management abilities and commitment to fundraising efforts;
- Curious and innovative in exploring new commercial opportunities.
- Experience in collections management and brand management;
- Experience serving on a board of directors or in governance roles;
- Experience leading significant build projects in cultural or public institutions; and
- Knowledge and experience of working within the public sector

## REQUIRED EDUCATIONAL BACKGROUND:

Director of a Finnish museum that receives government funding is required to have a Master's degree or higher in a relevant field for the position.

NEW MUSEUM OF  
ARCHITECTURE & DESIGN

# Terms of Appointment

**JOB TITLE:** Museum Director, CEO  
**CONTRACT:** Permanent  
**SALARY:** c. €140,000  
**HOURS:** Full-Time  
**REPORTS TO:** Chair, Board of Directors (CEO,  
Foundation for the Finnish Museum  
of Architecture and Design)  
**BENEFITS:** 5 weeks of paid leave annually  
Pension Scheme and Healthcare

## DUE DILIGENCE

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.



# How to Apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to the Foundation for the Finnish Museum of Architecture and Design and the AD Museum on this appointment.

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code **EBPQA**

Click on the 'apply' button and follow the instructions to upload a CV and cover letter.

The closing date for applications is **noon on Monday, 30th September 2024** (UK time, UTC+1).

## GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

NEW MUSEUM OF  
ARCHITECTURE & DESIGN

A—D

”Don’t forget  
to play.”

— ALVAR AALTO

FOUNDERS

MINISTRY OF  
EDUCATION AND CULTURE  
FINLAND



FOUNDING PARTNERS



S A A S  
T A M O  
I S E N  
S A A  
T I O

