

STRATEGY PAPER 2020-2024



KØS MUSEUM OF ART IN PUBLIC SPACES

KØS IS

KØS Museum of Art in Public Spaces is dedicated to researching, promoting, and debating public art nationally and internationally. The museum exhibits, produces and promotes art projects by national and international artists, initiates research that boosts the field theoretically, and collects and registers the material and digital traces of public art projects to ensure they are accessible in the present and preserved for posterity.

Art that impacts on the spaces we share brings about powerful changes in individuals and societies alike. Art connects places and people in communities, giving us the chance to take action, challenging us, and inviting us to address the central contemporary issues we face together locally and globally.

KØS provides a unique professional framework to activate public art as a generator of value in and for the society we are all part of.

KØS DOES THIS BY

- Providing an agenda-setting, innovative research centre for public art that enhances understanding of and fosters developments in the field nationally and internationally
- Challenging traditional exhibition and communication formats, and providing innovative angles on the ways public art can address and respond to current social issues
- Engaging actively in diverse public realms and communicating via platforms worldwide
- Daring to create different forms of interaction and new encounters between art, people and the museum
- Creating inclusive and relevant events and communication in close dialogue with the public
- Going beyond the confines of the museum by participating in international networks and projects where artists, researchers and curators work together to develop new standards for public art

STRATEGIC GOALS 2020-2024

IN 2024 KØS MEETS THE PUBLIC:

- With new art projects in urban space, landscapes and architecture
- Via the digital platform KØS online
- Through active and lively communication and educational formats
- At thematic exhibitions with flexible formats and a research-based presentation of public art in the past and the present.

EXPANSION AND FOCUS AT KØS

From 2020 KØS will expand further into urban space, landscapes and architecture, as well as public debates and online, thereby expanding our mental and geographical terrain. We do this by producing new public art projects and creating new external communication partnerships locally, nationally and internationally.

KØS is also honing and restructuring activities for 2020-2024 to focus on a permanent exhibition taking our audience through the unique history of public art, alongside a more comprehensive presentation of the museum collection and more dynamic and experimental temporary exhibition formats.

This strategic expansion and focus is centred around two key initiatives: 'Know your public art' and 'Innovative activities'.

KEY INITIATIVES

'KNOW YOUR PUBLIC ART'

2020-2024 marks the development of the first comprehensive presentation of the specialised and unique history of public art in Denmark.

'Know your public art' includes the following elements:

NEW PERMANENT EXHIBITION

KØS invites visitors on a journey through the unique history of public art. The content of the exhibition is developed in collaboration with external researchers and brought to life through an exhibition and communication

design inspired by the latest, innovative exhibition and communication strategies of cultural history museums. The exhibition is continuously updated with new works and angles based on the ongoing evaluation of its contemporary relevance.

KØS EDUCATION

KØS develops teaching materials for senior school pupils and high schools students, providing exercises and courses focussing on what public art is and can do. How does it affect us? How can it help us reflect on society and our role as citizens? Can it contribute to the creation of new communities and foster active citizenship?

KØS ONLINE

Our communication and teaching materials will be made available for a broad audience nationally and internationally 24/7 via KØS online. KØS online is a dual platform with two portals:

“What is public art?”

KØS online provides an overview of the unique history of public art in text and images. This is also the place to explore and download our educational materials and exercises.

“What is happening right now globally?”

Using accessible reports, images and videos the latest global events and developments in public art are posted and analysed in collaboration with leading international figures in the field.

PUBLICATION

KØS aims to publish a reader on public art in collaboration with a reputable publisher and a Danish university. The book is aimed at people with an interest in art, and presents theories in the field in a well-written, accessible format.

INNOVATIVE ACTIVITIES

Public art has a unique potential to put social issues on the agenda and generate dialogue, debate, a sense of community and new, unexpected encounters between art and the public. It is therefore vital that activities at KØS are inviting and welcoming, and that we grasp opportunities to develop activities in close dialogue with a diverse range of social groups. Our ambition in the years ahead is therefore to consolidate the links between in-house activities at the museum and art projects, educational activities and programmes in public space.

From 2020 the focus at KØS is:

THEMATIC EXHIBITIONS IN DYNAMIC FORMATS

Through a range of changing exhibition formats KØS continues to put where and how public art is most relevant on the agenda, and to represent a strong voice in debates on the social role and importance of art.

Our strategy at KØS is to develop more focussed thematic exhibitions with a dynamic approach in which the specific content of each exhibition project determines its scope and form. We also aim to create a designated experimental exhibition space where current national and international projects and developments can be presented as and when they happen.

Exhibitions at KØS will continue to involve Danish and international artists as central dialogue partners in the curatorial process. Since 2019 KØS has also operated with a recurrent exhibition format based on the interaction of Danish and international artists with the KØS collection and archive, and with KØS as an institution.

ART IN URBAN SPACE

KØS has initiated a new, long-term programme working with art in urban space using the municipality of Køge as a platform and test site. The initiative prioritises the production of international art projects combined with an active, inclusive participatory programme.

Our goal is to give visitors and others who might not normally seek out art an experience of high artistic quality by international standards, and to use art to foster active participation and make an active contribution

to the creation of new local communities and conversations. We aim to foster and support art that intervenes directly in the contexts it is created for, hopefully becoming indispensable.

EXHIBITION PROGRAMME ON THE MUSEUM FORECOURT

The museum courtyard, *The 111 White Plateaus* by Danish artist Ann Lislegaard, forms a threshold between the town of Køge and the museum. The forecourt also functions as an exhibition platform, and since its construction has provided a framework for numerous art projects and activities with primarily Danish artists. From 2020 the forecourt will continue to be developed as an exhibition and activity platform, including dedicating space to experiments and the presentation of new public art projects.

LEARNING

KØS offers dynamic, inspiring, inclusive and quality educational programmes based on visionary, ambitious public art projects. Learning at KØS is currently focussed on artistic methods and strategies, the inclusion and involvement of artists in educational development, and taking art and educational encounters off-site to provide educational activities in daycare centres, schools and the public spaces the art is made for.

The ambition behind KØS education is to create innovative formats that facilitate more and new opportunities for participation, provide new perspectives on public spaces, social norms and values, as well as providing opportunities for new understanding and forms of action among our students.

AN OPEN MUSEUM

The museum is currently being redesigned so visitors know at once that they have entered a museum of public art. Their encounter with art begins as soon as they arrive, and art is also an integral part of the architecture and interior. This is an experience that continues throughout the museum. The atmosphere in the café, museum shop and other areas open to the public form an extension of the curatorial content, as well as creating a warm, inviting environment. We want to encourage the public to see and use the building as a gathering point packed with life and activities.

CURATING

KNOW YOUR PUBLIC ART

- MAIN EXHIBITION
- EDUCATIONAL PROGRAMMES
- KØS ONLINE
- PUBLICATION

INNOVATIVE ACTIVITIES

- PUBLIC ART COMMISSIONS
- SPECIAL EXHIBITIONS
- COMMUNICATION AND LEARNING

RESEARCH AND COLLECTION/ARCHIVE

RESEARCH

KØS is an independent, specialised institution and voice in debates covering the entire spectrum of developments in public art nationally and internationally. Research plays an essential role in the work we do, ensuring that we constantly challenge and reflect on our knowledge and its implementation.

The museum's research strategy for 2020-2024 focusses on an approach that actively contributes to the development of public art. This includes the museum's postdoc project 2020-2022, challenging the interaction between art and architecture and rethinking its role, as well as research projects focussing on the development of methodology and use of new immersive media in public spaces.

THE COLLECTION AND ARCHIVE

Public art is created for urban spaces, architecture, landscapes and people, and the interaction between them is an intrinsic part of the art created. From 2020 KØS embarks on a collection and registration strategy

that bridges the models and sketches in the museum collection, the archive's documentation of processes, events, conflicts and encounters in the realm of public art, and the interaction of public art with people and situations in various public spheres and contexts.

ACQUISITION STRATEGY

KØS' acquisition strategy 2020-2024 focusses on mapping and supplementing our existing collection through the acquisition of Danish and international works of art in order to chart key developments in the unique history of public art even more comprehensively. Our focus here is on the acquisition of time-based and social practices, performance art, sound art, light art, video art and transmedial works, all of which are key to the unique cultural heritage of public art. Updating the collection and archive from a gender perspective is a further area of focus.

The challenges involved in collecting immaterial art practices generates new research issues and questions. The professional exchange of experiences and ideas with artists, researchers and other museums facing the same challenges is central to the realisation of KØS' acquisition strategy for 2020-2024.

Image page 1: Rimini Protokoll: *Remote Copenhagen*, TRANSIT, KØS Museum of Art in Public Spaces, 2018. Photo: Mads Holm

Image page 6: Héctor Zamora, *Sciame di dirigibili (Zeppelin Swarm)*, 2009. Installation view from the exhibition THE OTHER PLACE, KØS Museum of Art in Public Spaces, 2019. Photo: Anders Sune Berg

