

strategic planning

Cultural Connotations delivers tailored and considered concept plans for museum and heritage site developments. These plans address management issues, tourism potential, heritage requirements and collection issues. We also prepare public art strategies and plans for collection development and refinement. What to acquire, where to site it, who to consult with, where does it fit in with the organisation's policies? All of these questions are addressed and more. Our team is also experienced in preparing interpretation plans for collections and heritage sites. This includes identifying the key themes and interpretive methods. And they are all matched to your target audiences and organisation's objectives. The proposals we provide contain new and innovative ideas for objects, sites and buildings within practical and achievable frameworks.