Content Strategy Statement

Denver Art Museum

About the DAM

The Denver Art Museum (DAM), one of the largest museums between Chicago and the West Coast, has a global collection of more than 80,000 works of art. The museum publishes a wide range of content for audiences in the Denver community, across the United States, and around the world. Its content reflects DAM's commitment to "spur curiosity" and make art and creativity accessible to diverse audiences, including people who may not traditionally see themselves as museumgoers.

DAM's content portfolio includes, but is not limited to, digital and physical communications such as:

- Website and social media content
- Exhibition interpretation materials and labels
- Educational materials
- Visitor information
- Program and event descriptions
- Membership information
- Promotional content

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Denver Art Museum content[1] welcomes and inspires[2] diverse audiences[3] to discover, experience[4] and connect[5] through art and creativity[6].

1. **Content** comprises the digital and physical communications DAM uses throughout the audience experience, from curatorial scripts and visit planning to exhibition interpretation, educational materials, participatory activities, and continued engagement.

2. **Welcomes and inspires** audiences to feel that the museum, art, and creativity are for them. A welcoming and inspiring experience encourages visitors to view the world with curiosity and see themselves as creators. It also builds lasting relationships that can lead to repeat visits, membership, and sharing their experiences with friends and family.

3. **Diverse audiences** are not only demographically, socioeconomically, and culturally diverse, but actively include people who may not traditionally visit museums or feel that museum spaces are intended for them.

4. **Discover and experience** traditional and nontraditional art through personal interpretation, emotional engagement, creative inspiration, and thought-provoking discussion.

5. **Connect** with local, national, and international communities, cultures, ideas, and the world around them, using art to connect with others, appreciate differences, and explore the unfamiliar.

6. **Art and creativity** include traditional and nontraditional forms of art and encourage people to recognize and explore their own creativity.

Supporting the Mission Statement and Values

The Denver Art Museum's mission is "to enrich the lives of present and future generations through the acquisition, presentation, and preservation of works of art," supported by scholarship and public programs (Denver Art Museum, n.d., "Our Mission" section). Its philosophy is grounded in the belief that art has the power to "forge connections, bridge differences, and transform lives" (Denver Art Museum, n.d., "Our Values and Philosophy" section). DAM identifies five core values that guide its work: creative, curious, dynamic, inclusive, and respectful (Denver Art Museum, n.d., "Our Values and Philosophy" section).

My proposed content strategy supports DAM's mission by connecting its published content with the diverse audiences the museum seeks to enrich.

The statement's emphasis on welcoming diverse audiences supports DAM's *inclusive* and *respectful* values by including people who may not traditionally visit museums or feel that museum spaces are intended for them.

The phrase "welcomes and inspires" and the words "discover" and "experience" support DAM's *creative*, *curious*, and *dynamic* values by encouraging audiences not only to encounter art but also to explore, interpret, question, and create. Finally, "connect through art and creativity " supports DAM's belief that art can "forge connections, bridge differences, and transform lives."

Just as each DAM exhibition has a "big idea" that serves as a north star for its related content, the proposed strategy statement would provide a museum-wide north star that connects individual content decisions to DAM's broader mission and values.

Elevator Pitch

DAM already demonstrates its commitment to making art accessible to everyone through efforts such as bilingual exhibition labels, programs for neurodivergent families, and earning and interpretive specialists who make curator content meaningful and accessible to broader audiences. A museum-wide content strategy would give everyone who creates content a shared north star for consistently delivering that same welcoming, inspiring experience.

When people who may not think of themselves as museumgoers discover something relevant to them, feel that they belong, and leave curious and inspired, they have reasons to return, tell others

about their experience, and ultimately become members. When every audience receives the same quality of content experience regardless of background or circumstance, DAM doesn't simply tell people that art and creativity are for everyone—it demonstrates it.

References

Denver Art Museum. (n.d.). *About the Denver Art Museum*. https://www.denverartmuseum.org/en/about