



The Pattern Pod in the Science Museum's Wellcome Wing

Good housekeeping

for cultural destinations

Over the next 26 pages, *Locum Destination Review* brings you a series of articles by some of the world's leading museum directors. From the Powerhouse Museum in Sydney, formerly known as the Museum of Applied Arts and Sciences, Kevin Fewster writes about recent changes to management structure and marketing strategy that have been effected for the institution's long-term benefit. His predecessor at the Powerhouse, Dr Lindsay Sharp, is now Director of the group of national UK museums that includes the Science Museum. In these pages he writes publicly for the first time since assuming his new role in 2000. Dr Sharp takes the opportunity to outline his vision for the group, which he hopes will increasingly help visitors to form opinions about current issues, and give them a platform to have their say.

Since opening in 1998, the Guggenheim Museum Bilbao has won as much acclaim for its catalytic role in the city's economic renaissance as for its remarkable Frank Gehry-designed titanium exterior. Juan Ignacio Vidarte, who has been Director General throughout this period, discusses the factors he believes have been key to the Museum's success: committed and dynamic staff, imaginative corporate partners, a good relationship with the media, and the support of the Guggenheim network. Dr Kristen Lippincott, meanwhile, is Deputy Director of the National Maritime Museum in Greenwich, southeast London, which has seen visitor figures soar over the last three years. She describes how a radical reassessment of the NMM's core message, combined with innovative marketing, product improvements and a little help from the Millennium celebrations, led to the upturn in fortunes.

In Cape Town, Professor Jack Lohman has been leading the transformation of South Africa's national museums since 1999. He explains the recasting of some 15 museums under a new banner, Iziko Museums of Cape Town, and the powerful role that this new organisation is destined to play in the national healing of post-apartheid South Africa. Professor Lohman relates the enormity of the challenge still facing all South African museums as they redefine their very *raison d'être*, and outlines the main objectives for Iziko in the organisation's next phase of growth. Robin Barker is Head of Marketing at the National Maritime Museum Cornwall, in Falmouth, which is still in development. Whilst acknowledging that NMMC will have its work cut out to establish itself alongside other leading visitor destinations in Cornwall, he argues that it has the 'sense of place', clarity of message and level of local support needed to achieve that goal.

Each of these contributions provides expert insight into the dynamic world of museum leadership. Taken together, we hope that they act as a unique source of reference and inspiration for managers not just of museums but all cultural destinations.