Manchester Museum and Russia

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Siberia: At the Edge of the World

- First exhibition on Siberia in UK – idea to go beyond stereotypes
- Built on partnerships already had
- Stunning photos to build on
- Best of the UK Siberian collections
- Selection of materials from Russia
Top tips

• Build on existing partnerships if possible
• Native speaker very important
• Give yourself lots of time
• Think outside the box as loans can be challenging e.g. images, videos, buy objects
• Have back up plans
British Council, BRIC tourism project
Moscow & Saint Petersburg

- Research how to provide a better offer to Russian tourists in UK museums
- ACE funded
- With Janneke Geene, People’s History Museum
- Meetings with British Council and Visit Britain
- 14 museums in five days
Exhibitions

- Want exhibitions that tell stories about the UK
- Want to see objects that have a Russian connection, but not exhibitions about Russia

Russia

- massive turnover of exhibitions
- often all about the objects, less focus on visitor experience
Museum shops
Museum cafés
Top tips

- Most Russian tourists to UK visit London or Edinburgh
- Manchester possible second visit destination
- Visas are a big issue
  - Expensive
  - Only available in a few large cities
  - Takes several months
Top tips

- Russian tourists expect to pay. Free museums a big selling point
- Russian tourists want an educational and relaxing holiday
- Want webpage in Russian – research before visit
- Map and audio-guide in Russian when here
- Get in touch with Visit Britain & the British Council
Thanks for listening!

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