



NATIONAL
MUSEUM



ANNUAL REPORT 2013

Dear Ladies and Gentlemen,

Finally in November 2013, after almost a year involved with various bureaucratic procedures and approval processes, the Government instigated an evaluation committee to select a contractor to implement the reconstruction of the Historical Building of the National Museum and subsequently the envelopes containing the tenderers' bids were unsealed and the evaluation committee could begin its work. So that during 2014 the winning bidder could be selected and the long-awaited and already prepared reconstruction could commence. At the same time two additional tenders related to the reconstruction of the Historical Building were successfully implemented and the necessary work was initiated. At the end of the year the Historical Building was therefore bereft of dozens of statues and busts as their restoration in specialised workshops commenced. At the same time a partial reconstruction of the National Museum New Building was also initiated so that it could serve visitors as well as possible by its underground connection with the Historical Building.



The reconstruction of the National Museum, however, is not based solely on the repair of its buildings and the restoration of the statues. The museum has become established as a museum for visitors primarily on the basis of both its permanent and its short-term exhibitions. In the case of the new National Museum there are now almost 17,000 m² of public and exhibition areas. For several years now we have been preparing new exhibition spaces that will be located in both the Historical and the New Buildings. The National Museum retains in its collections the documents and the sources of our history and in addition those concerned with the evolution of nature. From the time that it was erected the Historical Building of the National Museum was also conceived of as a location for the representation of both social and natural sciences. Just as it was before for our predecessors today it is still a daunting task to create exhibitions that will effectively represent both the history and the natural wealth of our country and that will represent an imaginary gate through which visitors will be able to enter into the Czech Republic. These exhibitions will depict for their visitors not only the history of our statehood and the circumstances that confronted the inhabitants of this region within the context of European history, but also the wealth of Czech nature in relation to the global context. They will become a source of knowledge for everyone, a place that represents our state and its national traditions and that will thereby also provide a sense of civic pride. This will all be implemented in such a manner as will be comprehensible and of interest for every type of visitors, starting with children and young people and also including foreign tourists and experts in various fields.

Therefore the task facing the staff of the National Museum is not an easy one at all and that is why we also do not underestimate it. Last year we completed the first stage of our preparatory work, during which the overall purpose of the exhibition, its individual topics and their allotted spaces within the area of the museum were discussed in-house. Individual librettos were created that were then also presented to the general public in the format of a professional symposium. Awaiting us next year is the creation of scenarios and detailed opposition procedures for exhibitions as a whole as well as their individual specialised sections. A tender for a Chief Architect of exhibitions will also be announced and the project will subsequently begin to take-on both an architectural and an artistic form.

In addition to the preparations for its future, in 2013 the National Museum was, of course, also living in the present. It cared for its collections, restored and preserved the collection items, was involved in scientific projects and research, organised foreign expeditions, produced publications, prepared exhibitions and other events dedicated to the public.

This annual report brings you detailed information about our work. There really was more than just a little bit of work and my thanks for its implementation should be shared not only by the entire staff of the National Museum but also by our sponsors, our fans and our supporters. Not the least of our thanks go to the nearly 250,000 visitors who found the way to our premises and our exhibitions in 2013.

We are looking forward to meeting you again in 2014.

PhDr. Michal Lukeš, Ph.D.



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2 The Natural History Museum

Following the completion of the relocation of the collections, the libraries and of all the Departments from the Historical Building of the National Museum to the premises in Horní Počernice, the most important task of the Natural History Museum, was to continue the implementation of a new system for the permanent storage of some collections in depositories. The expansion of the collections of the Natural History Museum continued on the basis of purchases, direct collecting in the field and gifts received. Developments related to the scientific researching of biological collections and the increasing scope of the instrumentation available were of equal significance in relation to the Barrande I Science Park project, the NAKI applied research projects and to long-term conceptual developments in the organising of research by the National Museum. Within the scope of the educational projects of the National Museum, the project for the support of the research activities of primary school pupils in the field of natural sciences, entitled Heureka!, continued. The new zoological and paleontological exhibition entitled Noah's Ark was prepared for implementation in the National Museum New Building, in accordance with the exhibitions schedule. As part of the preparation stage librettos were compiled for forthcoming exhibitions in both the Historical and the New Buildings of the National Museum, i.e. for the Natural History Exhibition and for an exhibition jointly implemented by the Natural History Museum and the Historical Museum entitled Treasury of the National Museum.

3 The Historical Museum

In 2013 the Historical Museum opened new exhibitions in the New Building (Money, Scandals) and several smaller exhibitions at the National Memorial on the Vítkov Hill and in the Museum of Czech Puppets and Circus in Prachatic. These were complemented by cultural and educational events taking place in these and in different premises – the Lapidary, the Ethnographical Museum – MUSAION and Vrchotovy Janovice Chateau. The acquisition, restoration, preservation and digitisation of collections were also carried out. Successful outcomes were achieved in a number of science and research projects and also ongoing was participation in conferences, publication activities and lecturing at universities, together with professional collaboration.

4 The Náprstek Museum of Asian, African and American Cultures

For the Náprstek Museum the year 2013 was a year of continuing project preparation and of the creation and preparation of conceptual materials, both in regard to investment and also the further development of the Museum. The successful exhibition Tracing Karl May, which the Náprstek Museum organised jointly with the National Museum Library and in collaboration with the Museum of Book was ongoing. In November The Age of Discovery exhibition opened. The curators focused on working with the collections; a general review of the non-European ethnography sub-collection commenced. The Náprstek Museum also implemented a large number of educational programmes, both for children and for the general public.

5 The Czech Museum of Music

The Czech Museum of Music focused on the care of its collections and their processing and presentation. The institution has been systematically widening the range of the on-line access to the catalogues of the collections and also implementing digitisation of the images of the items in the collections. In addition to these in-house scientific tasks the Museum also participated in both the NAKI and the DKRVO projects and additionally in the methodology and the development of the current documentation. For the viewing public the most important event was the A Century of Waltz and Polka exhibition, the crowning high-point of the Monarchy cycle and its accompanying programmes. The incentive programmes for children also enjoyed widespread popularity.

6 National Museum Library

In 2013, for the first time in several years, the activities of the National Museum Library were not affected by a massive migration of either its funds or its collections. Professional management of collections was implemented in accordance



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with the options available in the individual departments. An important feature is that since they completed their inventory cycle during the last year the two departments were no longer required to carry out an inventory of the sub-collections. Intensive work on digitisation continued; both at the actual in-house digitisation workplace and through grants from the VISK6 programme. The two research projects concerning the type and the nature of the funding of the National Museum Library continued for a second year. The research project entitled "NAKI - A Listing of Prints of the 16th Century in Castle Libraries" is implemented in the specific field of the collections in those castle libraries, for the administration of which the National Museum Library is responsible. The second project, PROVENIO, related to book research methodology, achieved unanticipated success at a number of international conferences and all the indications are there that the National Museum Library has come to the forefront of the international research focus.

7 Care of Museum Collections

The care of Museum collections includes collection acquisitions, preventive conservation and care of collections, the professional management of collections and their documentation and research service. The collection of the National Museum comprises more than 3,441 thousand inventory units, which physically represents approximately 20 million collection items. In 2013 the National Museum spent only CZK 605 thousand on new acquisitions; this significantly reflected the financial crisis and the subsequent underfunding of the entire field. In 2013 the National Museum complied with the collection inventorying quota, which is determined by the law concerning the nature of museum collections, and a total of 257 thousand units were inventoried. In 2013 the National Museum spent a total of CZK 1.106 million for the care (the restoration and conservation) of its collections. In the same year the National Museum received a block grant from the Ministry of Culture of the Czech Republic in the amount of CZK 442 thousand for the purchase of collections, CZK 192 thousand for restoration and CZK 616 thousand for equipment for the care of collections.

8 Care of Library Funds

The central library workplace of the National Museum is the National Museum Library, which carries out the acquisition and basic processing of books for all the departments of the National Museum and for its branch libraries. The Library of the Music History Department of the Czech Museum of Music and the Náprstek Museum Library that were historically established as independent entities still enjoy a certain autonomy in the acquisition and management of collections within the National Museum (in the Czech Museum of Music there are collection libraries). In the field of contemporary literature the National Museum Library continued the updating of the library collection in accordance with the collection programme. The National Museum Library spent a total of CZK 1.5 million on the purchase of domestic and foreign literature; the Department of Magazines received all the periodicals produced in the Czech Republic during the year 2013. The library collections are recorded in the National Museum using the SQL version of the KpWin automated library system. Research services were provided by the reading rooms of the individual libraries.

9 Care for Archival Material

The National Museum Archive and several other departments of the HM and the NpM list their archival materials in the nationwide MOL CR database. They receive new stocks and collections, collate them in accordance with the archiving rules and provide a research service.

10 Science and Research

In the year 2013 the basic item in the budget for the scientific and research activities of the National Museum was the institutional support for financing the long-term conceptual development of the National Museum as a research organisation. The Museum staff also worked on the projects supported by the GA CR, including two additional newly implemented programming projects supported by the Ministry of Culture of the Czech Republic, in addition to NAKI projects and international research projects. In 2013 a new two-year cycle of ten internal projects was initiated.



11 Presentation Activities

During the 2013/2014 visiting season the National Museum introduced an exhibition series entitled Money, which comprises four specific exhibitions located in the different premises of the National Museum. The main exhibition with the same title and an exhibition entitled Scandals were located in the New Building, while in the Náprstek Museum there was an exhibition presenting The Age of Discovery. In March 2014 the final exhibition, displaying the Life in the Czech Countryside cycle, opened in the premises of the Ethnographical Museum - MUSAION. Of course the main exhibition, Money, which opened on the 29th November 2013, was the highlight of the entire project. There visitors were able to view the most precious treasures from the National Museum's collections - the largest diamond in any public Czech collection, a Ferdinand III gold 100 ducat coin, never previously exhibited and also a number of unique loaned objects, including a gold bar lent by the Czech National Bank and one of the legendary Fabergé eggs belonging to the Museum of Decorative Arts in Prague. The Money exhibition was not solely a numismatic event; rather it presented many functions of money as a social phenomenon, one that inevitably influences the entire world and also human destinies. In addition to defining historical means of payment and the operational principles of banks and Stock Exchanges the exhibition also showed the influence of money on the arts, personal lifestyles and human morals. In addition, the Scandals exhibition presented the most notorious scandals in Czech history and the influence of both money and the media in their implementation and their progression. The Money exhibition cycle that was presented in the National Museum's New Building was implemented under the auspices of the President of the Czech Republic, Miloš Zeman.

The Age of Discovery exhibition at the Náprstek Museum of Asian, African and American Cultures that initiated the exhibition series focused on voyages overseas from the Middle Ages to the early 19th Century and how the Age of Discovery influenced the gradual transformation of the economy and the culture of the "Old Continent". A medium-term exhibition - Life in the Czech Countryside - prepared during the year 2013 and opened in early 2014 in the Ethnographical Museum - MUSAION, located in the Ethnographical Museum, deals with daily life in the Czech, Moravian and Silesian countryside during the late 19th and the early 20th Centuries.

12 The creation of new exhibitions in the Historical Building of the National Museum

A key step in regard to the creation of new exhibitions in the Historical and the New Buildings of the National Museum in 2013 was the completion of basic librettos for the individual segments of the exhibitions. Thereby the fundamental material for working on additional projects was created, in particular for the definition of a spatial development plan and the announcement of a competition for the position of Chief Architect of Exhibitions.

On the basis of a peer review submitted by the Ministry of Culture of the Czech Republic, the investment plan for financing exhibitions has been updated and refined. At the end of the year the National Museum organised a professional colloquium accessible to the public on the theme "National Museum: New exhibitions - from vision to implementation", at which the principal authors of exhibitions presented information about the designing of individual parts of exhibitions and a public debate was also held. A recording of the colloquium was posted on-line and is available at the website www.muzeum3000.cz.

13 Communication in regard to the National Museum

Marketing and promotion

In 2013 the National Museum already implemented a second exhibition cycle throughout its entire premises that visually and thematically linked its flagship exhibition projects (see Chapter XI. Key Exhibition Projects). The promotional graphics were implemented in a similar manner as for the previous exhibition cycle - variations of a single motif in regard to several topics - so that the public could follow certain relationships and connections in regard to communicating about the National Museum. These posters could be viewed as an outdoor campaign in January and February 2013, which, based on favourable financial conditions was implemented successfully and to a satisfactory extent.



A television spot was produced for the Money exhibition from the Money exhibition cycle; this spot was screened on Czech TV in December 2013 within the framework of institutional cooperation.

In 2013 the last exhibition from the Monarchy exhibition cycle, entitled A Century of Waltz and Polka was also presented, which visually followed the overall graphic context.

Media coverage of Museum activities

In 2013 the National Museum organised 15 press conferences and presentations for journalists in its premises, at which significant Czech media entities were represented, and issued over 50 press releases and announcements to journalists. In close cooperation with its media partners, Czech Television and Czech Radio, the National Museum continued with both its short-term and long-term promotional projects while also forming partnerships with other media in regard to individual exhibitions and projects.

In addition to media relations, the particular important communication tools utilised by the National Museum are the National Museum website at www.nm.cz, social networks (Facebook, twitter) and the Muzeum 3000 news portal at www.muzeum3000.cz.

Primarily communicated in 2013, in connection with the activities of the National Museum, were topics related to the reconstruction of the Historical Building, the creation of new exhibitions, the most significant items in the National Museum's collections, the exhibitions from the Money exhibition cycle and the results of the scientific work by the expert staff of the National Museum, including their international activities. Great attention was also paid to special events, such as Prague Museum Night.

14 Visitor Rate

Despite many obstacles the visitor rate at the National Museum in 2013 remained at almost the same level in comparison with the year 2012. The decrease only amounted to 7,815 visitors and was undoubtedly mainly caused by the impact of the June floods, which, for a long period during the main tourist season, put the Bedřich Smetana Museum, the Ethnographical Museum - Músaion, the National Memorial on Vítkov Hill and the Náprstek Museum out of operation. In the autumn the visitor rate was affected by the closing of the National Museum New Building because of the preparation and the construction of a new exhibition - Money. In terms of attendance the previous exhibitions from the Monarchy exhibition cycle and also the new exhibition cycle - Money - can be evaluated very positively.

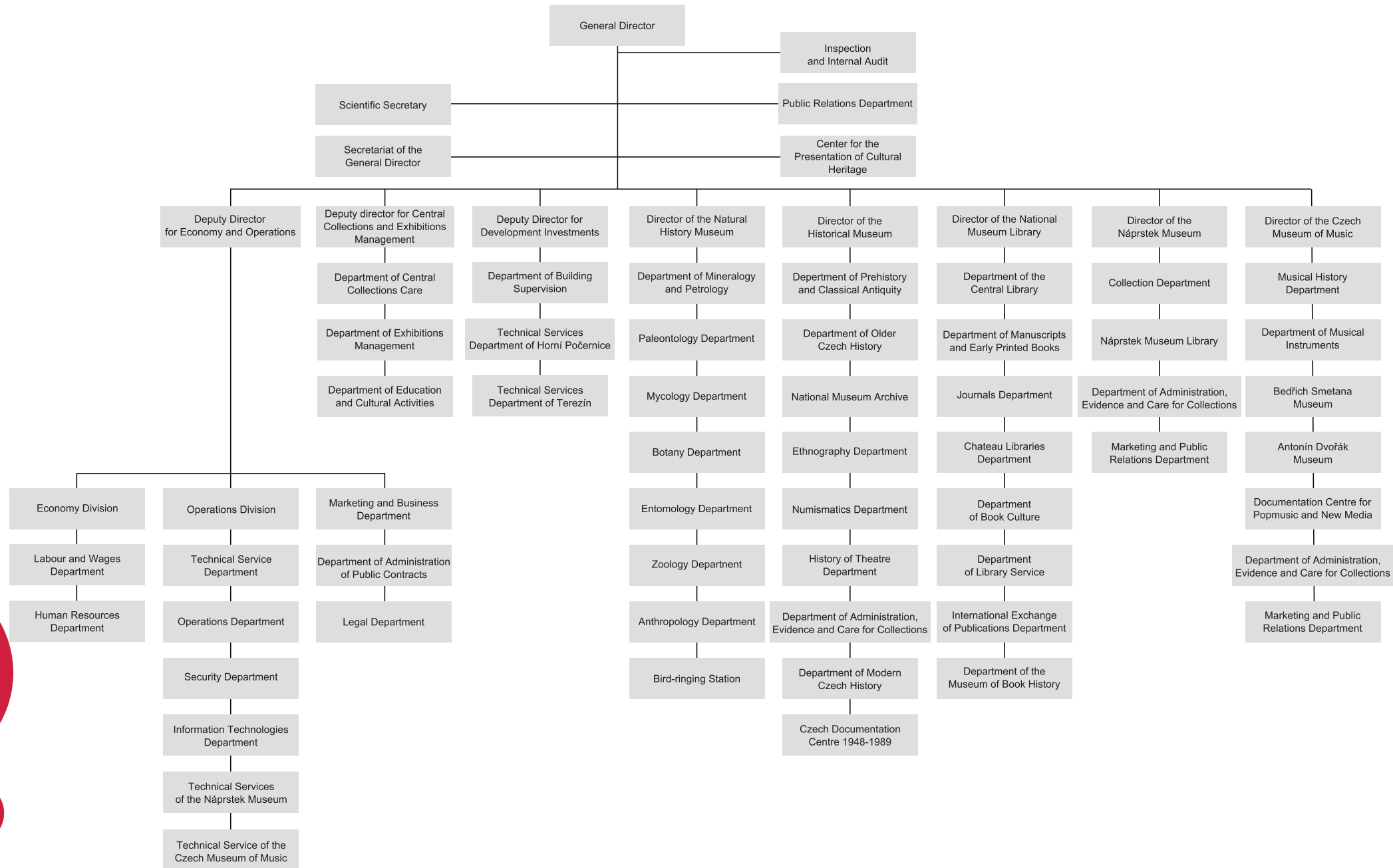
15 Publishing Activities

The results of the scientific work of the National Museum staff comprised a total of 17 books, three data DVDs and also, additionally, a large number of studies published both in the periodicals issued by the Museum and in other Czech and foreign reviewed and impacted journals. A full list will be available in the annual bibliography of the Museum staff on the Museum homepage.

See the table of the Visitor Rate numbers in full czech version of the Annual Report 2013 on the page 147.



16 Organisational structure of the National Museum in 2013



17 Economic Results

The National Museum economic outturn for the year 2013 is represented by a profit in the amount of CZK 23,369.35.

The income providing a significant share of the financing needs of the organisation and its profit is based on revenues from admissions, short and long term rentals and the sale of goods. Revenues from sales of services (602) amounted to CZK 15,568,148.25, while the annual plan of the organisation was CZK 12,161,000. Of this admission represents CZK 13,396,210, services related to marketing CZK 32,223.14 and other services CZK 2,138,715.11. The organisation exceeded the planned revenues for services by 10%. The reportable rental income (603) amounted to CZK 12,936,277.14, of which the income from renting immovable property constitutes CZK 12,647,207.76 and the income from the lease of movable property (i.e. collections) CZK 289,069.38. In comparison with the plan for this income item the revenues were exceeded by 10 %. The revenues from the sale of goods (604) amounted to CZK 457,946.44, i.e., as compared to the planned CZK 700 thousand, the revenues from the sale of goods reached only 60 % of the target figure. The total own revenues of the organisation as of the 31st December 2013 amounted to CZK 61,206,742.74 CZK, CZK 60,629,689.87 of which were operational revenues.

Overview of grants for the 2013 accounting period

The total amount of the investment subsidy provided by its founder, the Ministry of Culture of the CR: of which the operational subsidies and the purpose subsidies designated for the operation of the Museum:

operational subsidies	CZK 295,758,000.00
purpose subsidies designated for the operation:	CZK 555,000.00
of which the purchase of the historic piano	CZK 455,000.00
the bird ringing station	CZK 100,000.00
Research, development and the institutional non-investment innovation	CZK 12,950,361.83
The NAKI programme of applied research and development	CZK 13,851,490.91
Programme of cultural activities	CZK 2,553,701.18
VISK – the public information system for libraries	CZK 654,000.00
“ISPROFIN”	

Non-investment funds in the amount of **CZK 5,186,800.10** and investment resources in the amount of **CZK 14,134,658.26** were drawn from the “ISPROFIN” programme.

Other grants:

The GA CR in total	CZK 4,678,000.00
The Territorial Administrative Unit of the Southern Bohemia Region	CZK 21,000.00
The Ministry of Youth, Education and Sports (R&D)	CZK 54,000.00
EU funds	CZK 9,384,689.84



Overview of the costs, revenues and subsidies over a longer time period in thousands of CZK

Year	Total subsidies	Own revenues	Costs	Profit+, Loss-
2006	261,135	56,331	315,135	+ 2,567
2007	272,722	75,307	341,277	+ 6,752
2008	312,398	91,969	404,208	+ 159
2009	368,166	86,448	452,430	+ 2,184
2010	380,507	101,853	481,588	+ 772
2011	350,781	80,014	430,795	0
2012	347,034	70,963	424,558	+ 272
2013	348,999	60,630	409,605	+ 23
Meziknihovní výpůjčka	0	0	21	21
Konzultace	1380	96	37	1513





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