

„People and Money“.
On the Way from Exhibition to Visitors Centre.

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- Exhibitions of the CNB
 - People & Money
 - Recent improvements
- Visitors centre
 - First Steps
 - Progress
- Conclusion



- **People & Money**
 - Exhibition on the history of monetary policy
 - Broader concept: institutions of monetary policy, financial system, economic history, numismatics
 - Concept of chronological line + designing of money, counterfeits
- **Part of the CNB's communication strategy**
 - Learning from past to understand present
- **„Overbooked“ by visitors**
 - Effort to increase number of visitors



- Prague opening 2001
 - Historical museum of monetary policy (65p)
 - Temporary exhibitions
- Brno opening 2016
 - Historical museum of monetary policy (32p)
 - „Beauty in Metal and Glass“



- Brno exhibition
 - Similar but different
- Similarities
 - „People and Money“ – reduced copy of the exhibition in Prague + Monetary development of Moravia
 - Lectured tours - guides
- Differences
 - Two long term exhibitions
 - Exhibition of Jiří Harcuba „Beauty in Metal and Glass“ – famous Czech coins, medal and glass designer
 - New way of exhibition display - from showcase to open space and diorama
 - Video x Lectures („touch the objects“)

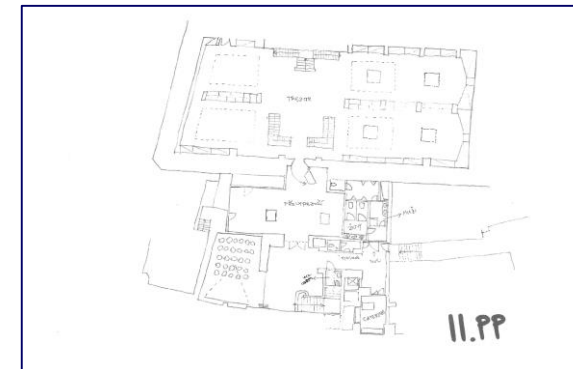
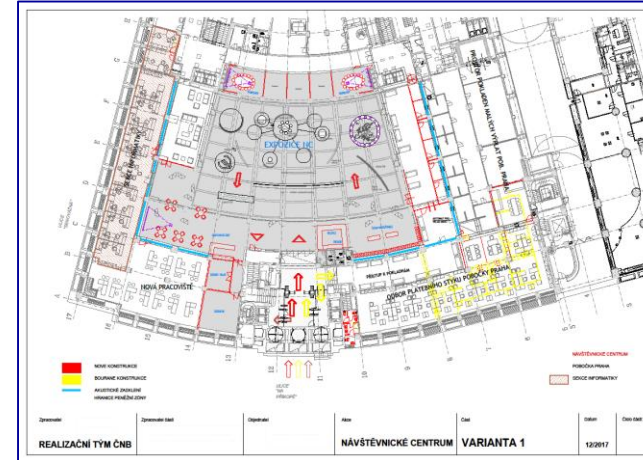


- Since 2017 Museum Nights
 - Accompanying Programs:
 - Short-term Exhibitions (e.g. Establishment of CSR in records of the ACNB, Stocks of Banks in Past)
 - Workshops (Laboratory of banknotes)
 - Working papers for kids and adults
 - Commemorative items
- Participation on different projects linked to the history of CSR and its currency (internal/external)
 - Exhibition: Hundred Years of Czecho-Slovak Koruna (February-April 2018)
 - Exhibition on 100 years of Architecture
 - Other short-term exhibitions (about banking and bank managers since 1918)



- Update and inspiration – IFFM & ESCB
- Discussions on concept:
 - Museum (updated) x visitors centre (historical museum + interactive exhibition on CNB and economic theory)
 - Limited access (guides) x „Unlimited access“ (free, workshops, guides)
 - Opening hours
 - Only inhouse concept x Outreach activities
- 2017 project of Visitors centre - feasibility study
 - Visitors centre (Main hall) + Historical Museum (Current premises)
 - Visitors Centre - New exhibition
 - Historical Museum – Update (content + technique of exhibit)
- Content: Central banks functions
 - Areas: Price stability, Financial stability (+Supervision & Regulation), Money and Payment
 - Why – why we are here (targets)
 - What – what we are doing, and why
 - How – how it affects people

- Kickoff – July 2018
 - 2019 Final study – final approval
 - Establishment of project teams
- Determination of targets
 - Target group 12-16 years
 - Educational centre (workshops, publications, presentation of new topics)
 - Meeting point
 - Modernisation of CNB's Exhibition (Historical)
- Layout plan
- Benchmarking Visits
 - CR (Interactive exhibitions – science centres)
 - ECB, DBb; NBP, NBB, NBoM, BP





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