

THE INNOVATION JOURNEY

Virserum was a hub for Swedish furniture production until the 1970s. When the industry declined, the area suffered, and properties fell into disuse. A local artist, Henrik Teleman, envisioned that the property could be restored as an art gallery for non-traditional art audiences. His dream became reality when the museum opened on June 27, 1998. In 2004, a 1600 m² exhibition hall was constructed to showcase art exhibitions including wood art, textile art, and addressing topics such as household labour, sustainable architecture, consumption, and social sustainability.



Currently, Julia Wiel Fredén is acting operations manager, and the museum employs four full-time employees. In addition to hosting art exhibitions, the gallery operates a vegan café, hosts cultural events, and collaborates with art and cultural institutions, nationally and internationally. The gallery is owned by a non-profit organization and is funded by public funds and private foundations. The gallery is a unique cultural destination

and functions as a meeting place in a rural area in Småland.

THE INNOVATION IMPACT

The museum impacts on the rural life of the local inhabitants in several ways. Firstly, it serves as a meeting place for locals where they can engage with contemporary art and connect with one another in a dynamic setting. Additionally, the gallery collaborates with several schools to empower young people and amplify their voices within the community. Moreover, it is a tourist attraction, drawing attention to an otherwise economically challenged area. The gallery has also won national and international recognition. Finally, the Art Gallery constitutes a forum where issues related to gender, class, geography, and sustainability can be explored thus creating awareness about these issues in visitors to the gallery.



USEFUL LINKS

<https://www.virserumskonsthall.com/english/>