

## Museum Fact Sheet

Vision - The Nordic Heritage Museum is an internationally recognized museum and cultural center where people of all backgrounds are welcomed to be inspired by the values, traditions, art, and spirit of the Nordic peoples.

Mission - The Nordic Heritage Museum shares Nordic culture with people of all ages and backgrounds by exhibiting art and objects, preserving collections, providing educational and cultural experiences, and serving as a community gathering place.

Tagline - Share the Nordic Spirit

Average visitors per year - 55,000

Total membership: 2,000

Street Address: 3014 NW 67<sup>th</sup> Street, Seattle, Washington 98117

Directions: The Nordic Heritage Museum is located in the Ballard neighborhood of Seattle, between 30<sup>th</sup> and 32<sup>nd</sup> Avenues NW. The museum is accessible by Metro bus #17, which stops on 32<sup>nd</sup> Avenue. Free and handicapped parking for cars and tour buses is available in our parking lot in front of the museum on the west side of the building.

Hours: Tuesday – Saturday: 10 am to 4 pm, Sunday: 12 noon to 4 pm, closed Monday.

Admission price - Adults \$6, Seniors and College Students \$5, Children K-12 \$4. Museum members and children under five years old are admitted free.

Current Building - Former Daniel Webster Elementary built in 1907, approximately 50,000 sq ft. The Museum has been a tenant since 1979 and has made several renovations. The current space includes an auditorium, 3 classrooms, 7 administrative offices, a library, music library, 11 galleries, a gift shop and an auditorium. The Museum's three classrooms and auditorium are available for community meetings and classes as well as private functions.

Exhibitions - The Museum and cultural center opened its doors to the public in April 1980 and has steadily expanded its permanent exhibits, collections and programming to realize its mission. *The Dream of*

*America* is the largest of the permanent exhibits and recreates with photographs, artifacts, sound and environments the dramatic journey of 19th century Nordic immigrants to America and the Pacific Northwest. The *Promise of the Northwest* includes two galleries that focus on the impact of Nordic immigration on the Northwest's fishing and lumber industries. The *Folk Art Galleries* display treasured and useful items the immigrants brought with them, including folk costumes, textiles, tools, and furniture. One large 2,600 square foot gallery is used to host temporary art, history, and heritage exhibition by contemporary Nordic or Nordic-American artists. The Museum has one gallery for each of the five Nordic countries: Denmark, Finland, Iceland, Norway, and Sweden, highlighting that group's special achievements in the Pacific Northwest. The Nordic Heritage Museum is the only museum in the United States that represents the cultural heritage of all five Nordic countries.

Education and Cultural Programs – The Museum features a vast array of programs exemplifying its effort to preserve traditions and promote a broad repertoire of cultural experiences. These programs include craft, language and cooking classes, guided tours for adults and children, an active outreach program to schools, the popular *Mostly Nordic Chamber Music Series*, visual art exhibitions, films, lectures, gallery talks and plays. Major outreach activities include the Museum's annual festivals—*Viking Days* and *Yulefest*—each drawing 2,000 to 6,000 visitors over a two day period. The Museum's *Arctic Circle* group formed in 2004 is designed to appeal to the 21 to 45 age group. Special educational conferences and events, such as the annual *Nordic Knitting Conference* and *Nordic Lights Film Festival*, have been extremely successful in engaging diverse audiences.