

SERLACHIUS MUSEUMS

FAR OUT ART WITH A HISTORIC HEART SINCE 1868





Far Out Art With a Historic Heart!

- Art, history, architecture, nature, culinary and sauna pleasures
- Gösta Serlachius Fine Arts Foundation
- ~ 100 000 visitors a year
- Two Serlachius museums and the Serlachius Residency (a guest gallery)
- Restaurant Gösta & summer café
- Serlachius Art Sauna opened in 2022 – public sauna sessions
- Staff: 50 museum and other professionals



Information Related to Accessibility and Travel Chains: Serlachius Art Express

HIGHLIGHT!



Testing New Mobility Service Concept: Bike&Rail

HIGHLIGHT!



Cooperation in sustainable mobility issues in Mänttä-Vilppula area: Case railway station

HIGHLIGHT!



Serlachius – Added Value

- Better customer experience
- Brand benefits
- Potential visitor groups: bicycle and e-car tourists
- Deep learning in the organization

