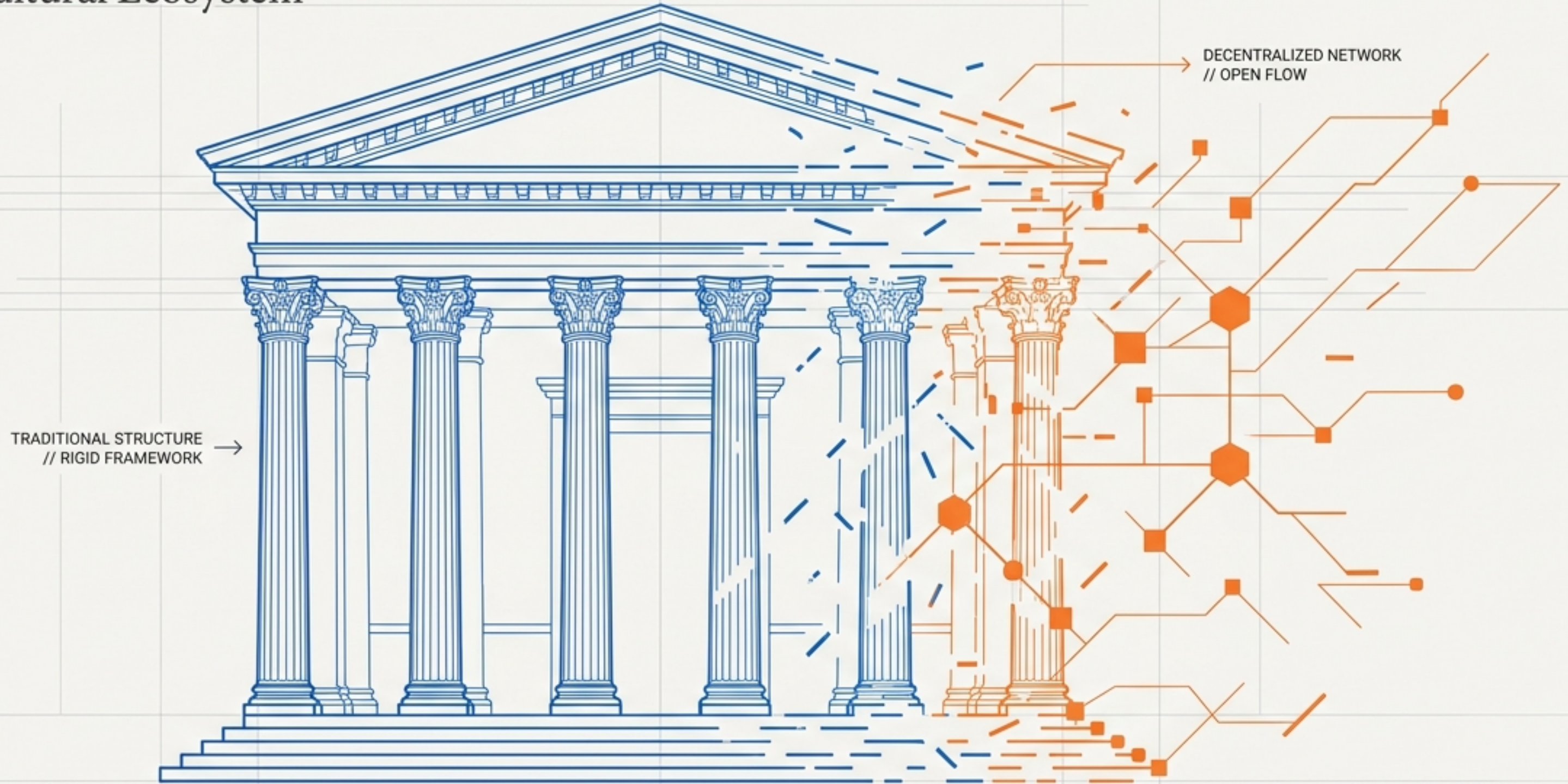


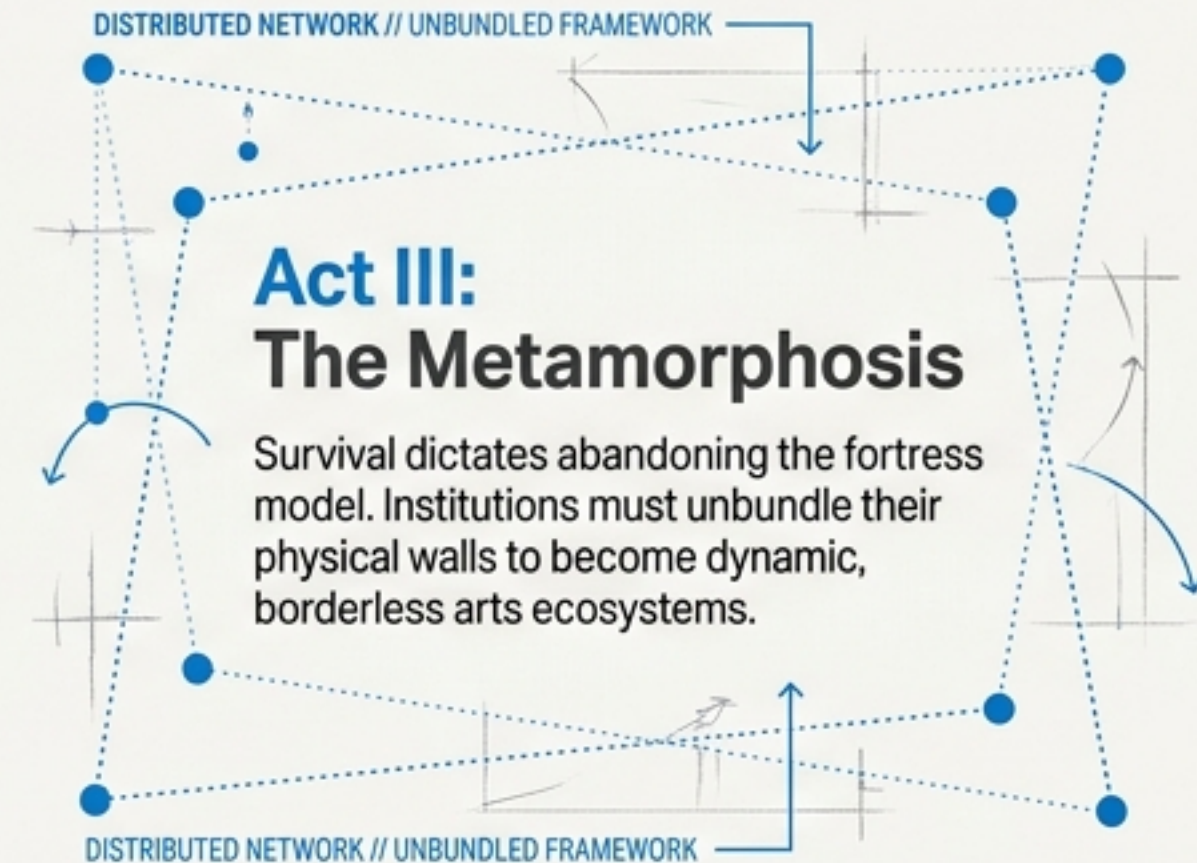
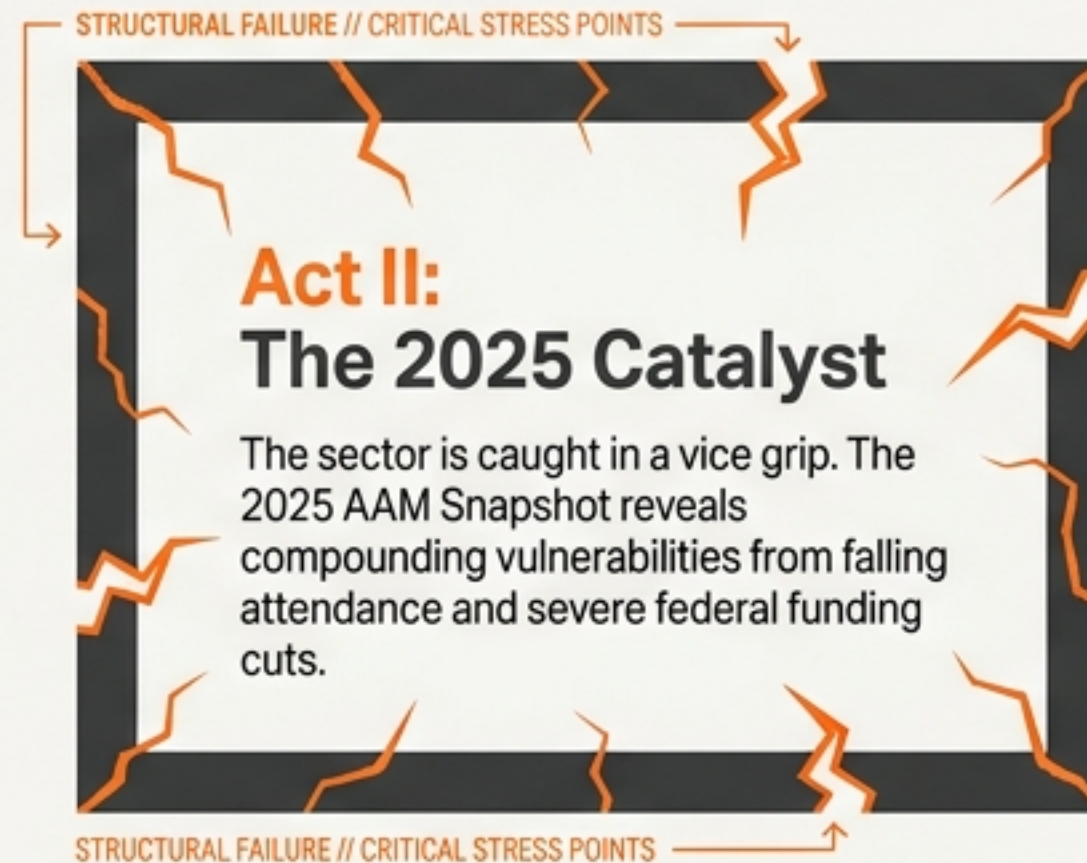
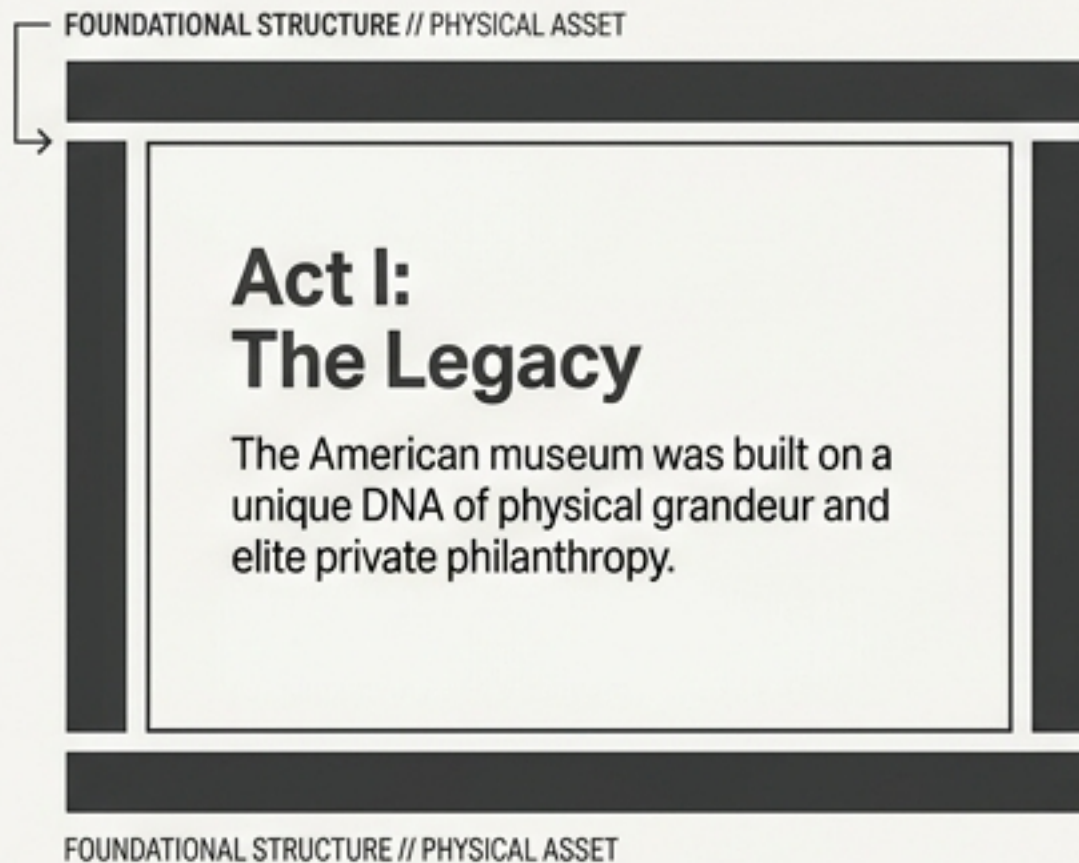
The Museum Unbound

Navigating the 2025 Crisis and the Evolution
of America's Cultural Ecosystem



Executive Synthesis

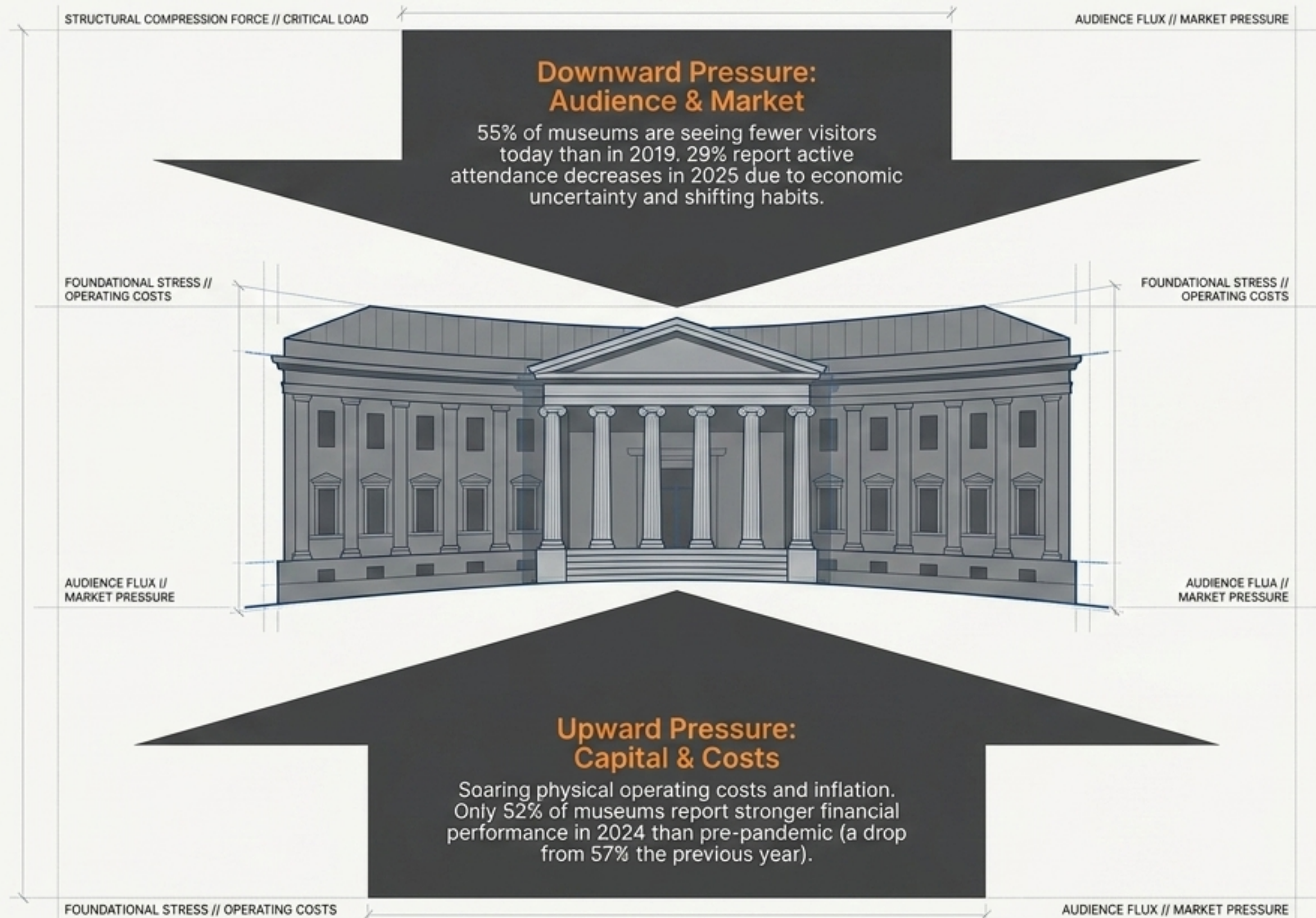
Financial Pressures + Shifting Audiences = The Decentralized Museum



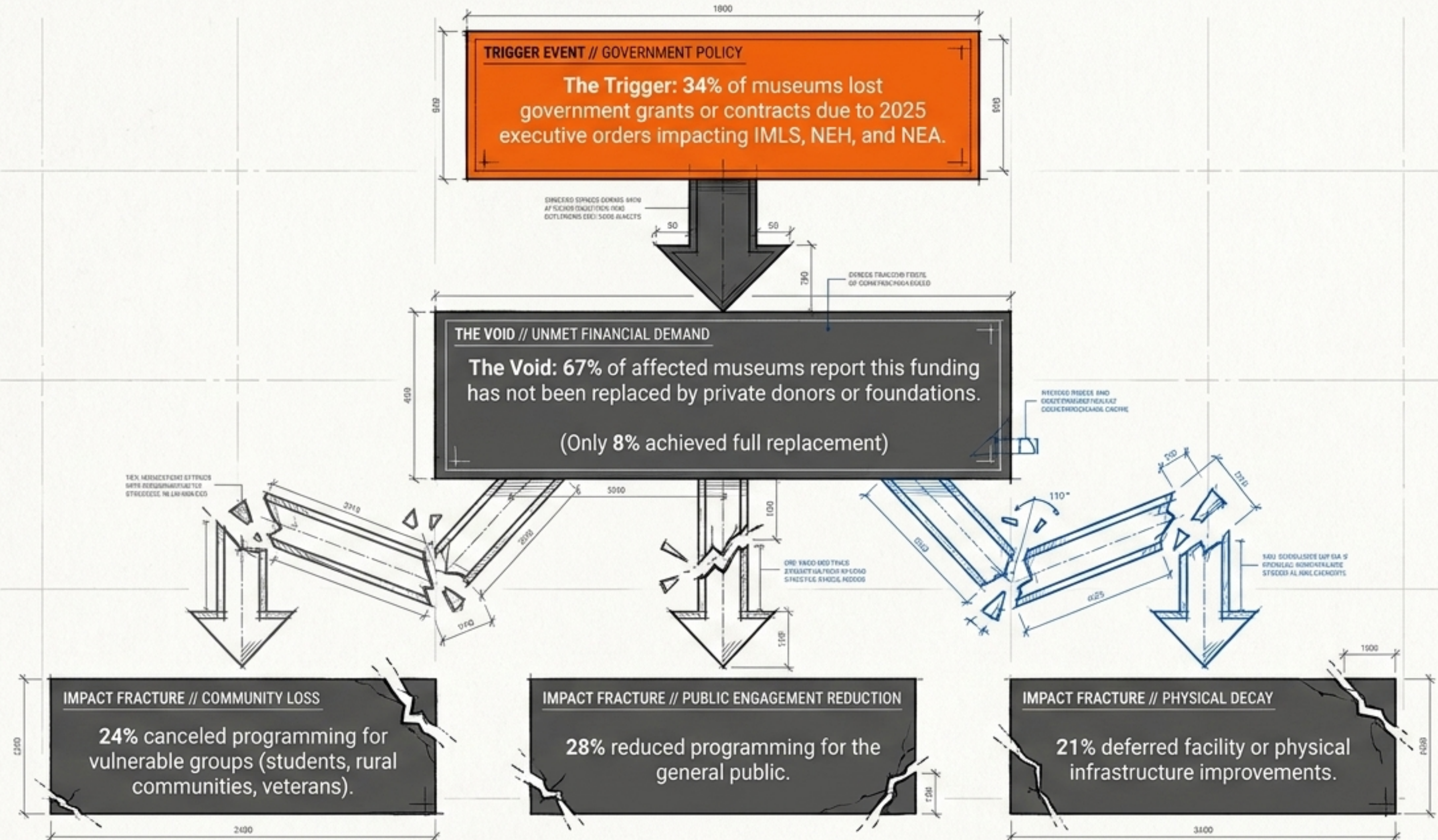
The DNA of the American Museum



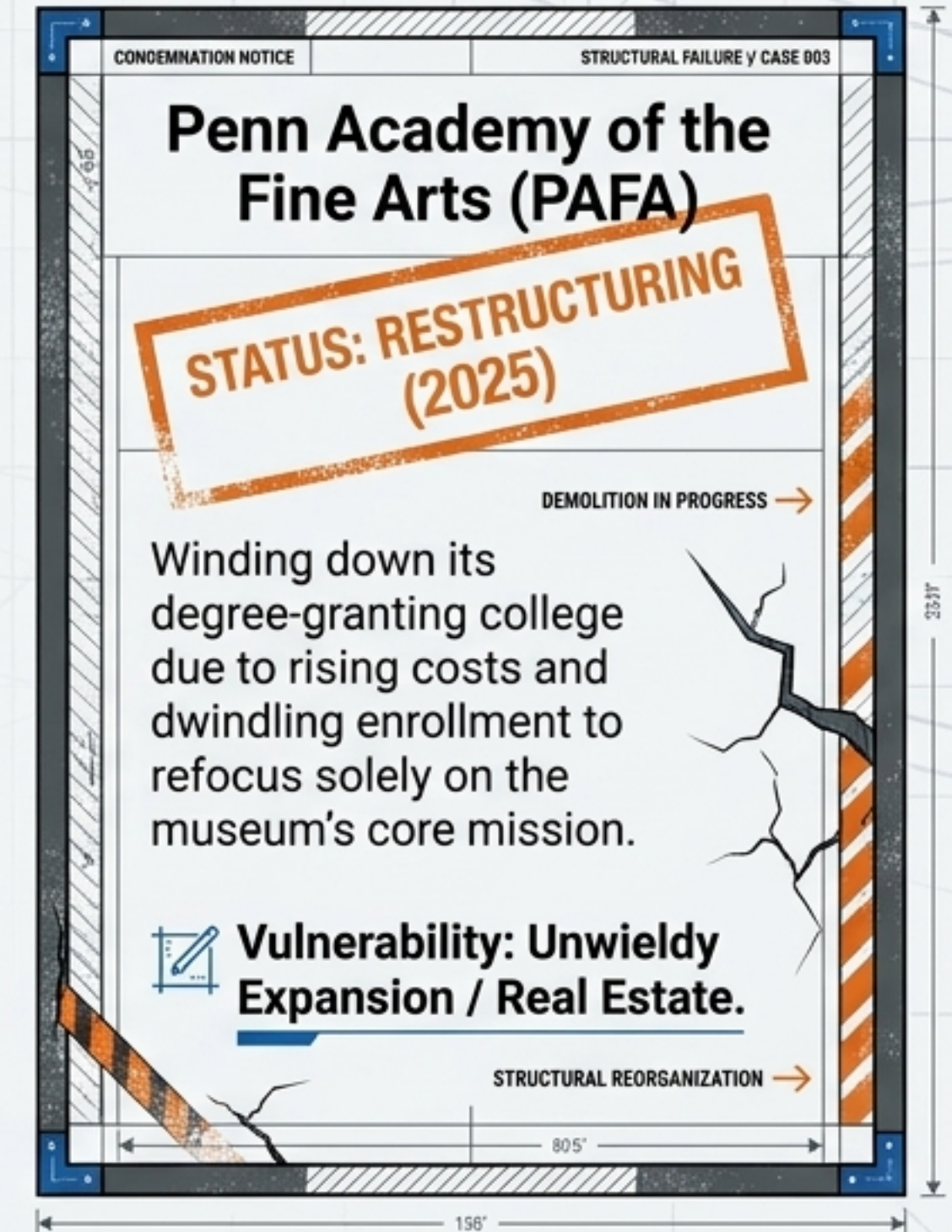
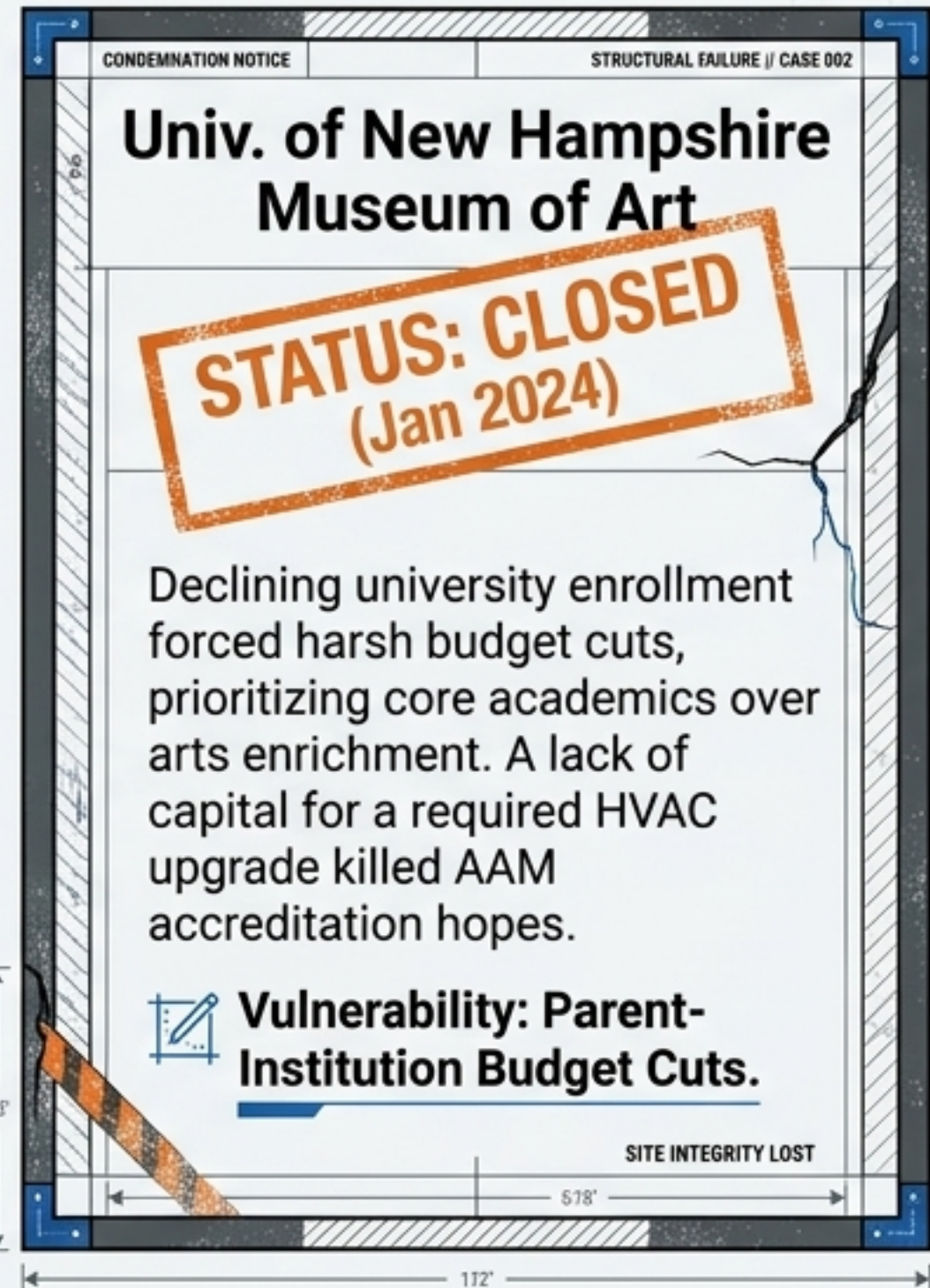
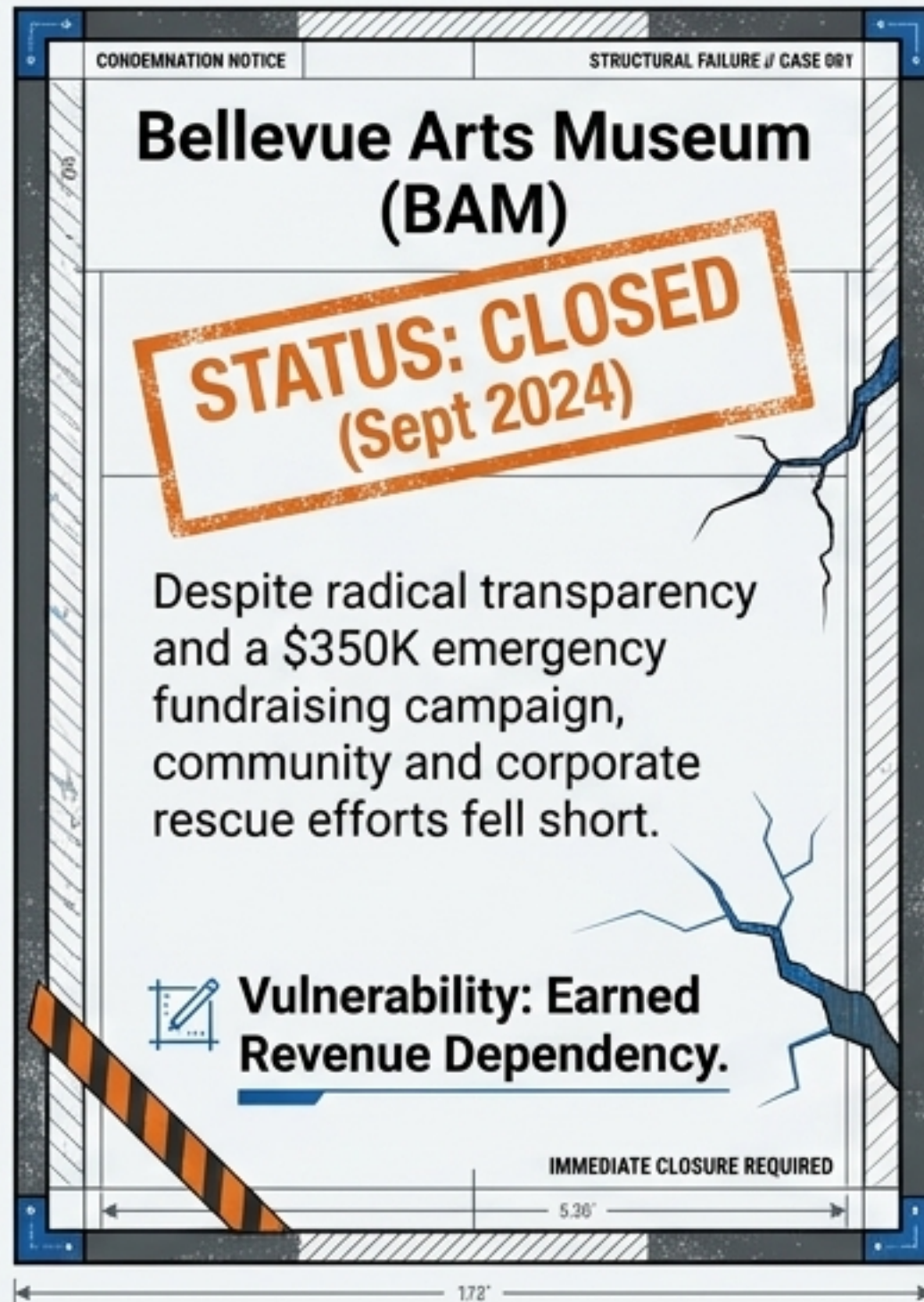
The 2025 Vice Grip



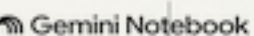
The Federal Funding Cliff



The Breaking Point: Institutional Casualties



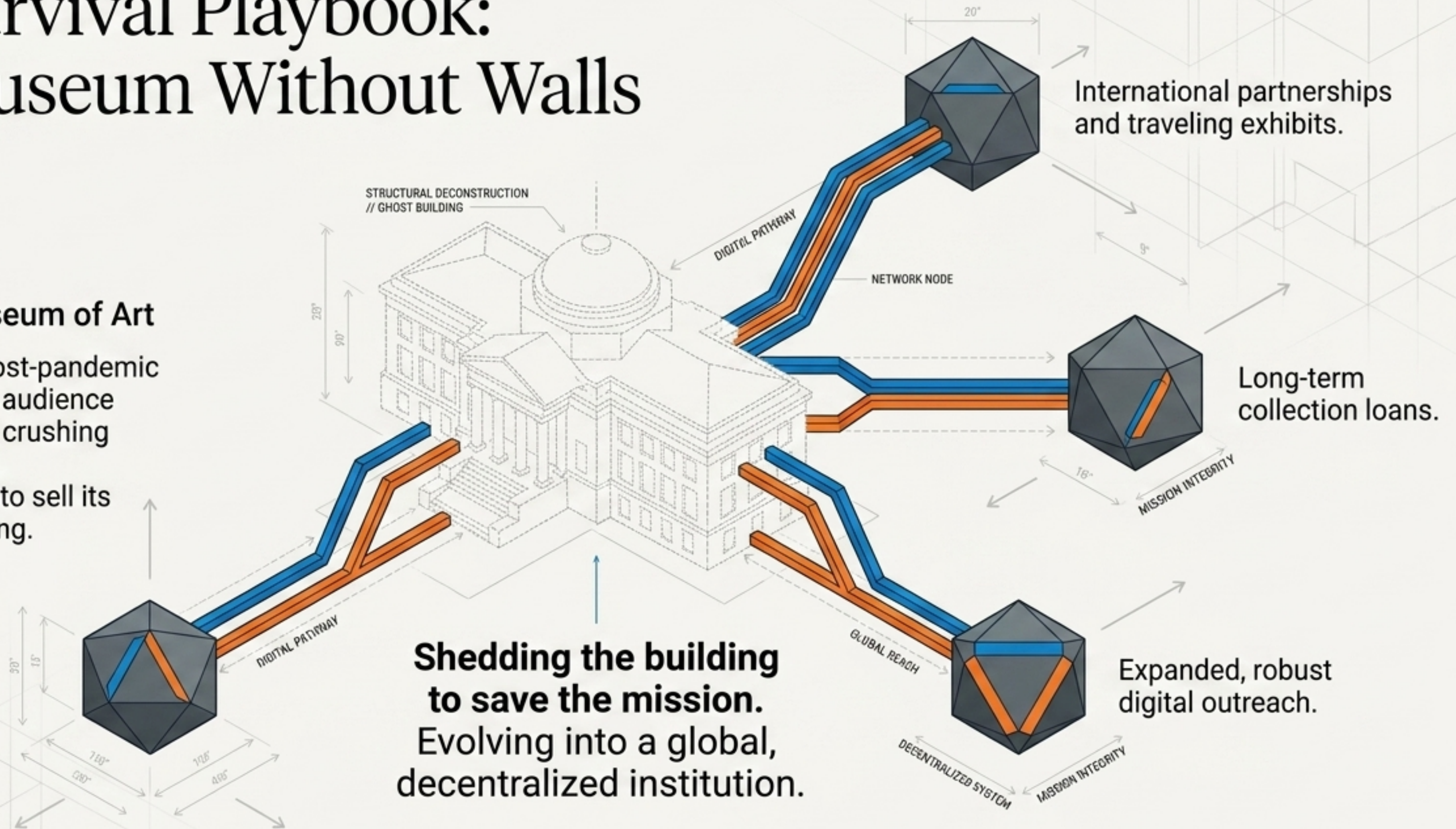
STRUCTURAL ANALYSIS // COMPARISON



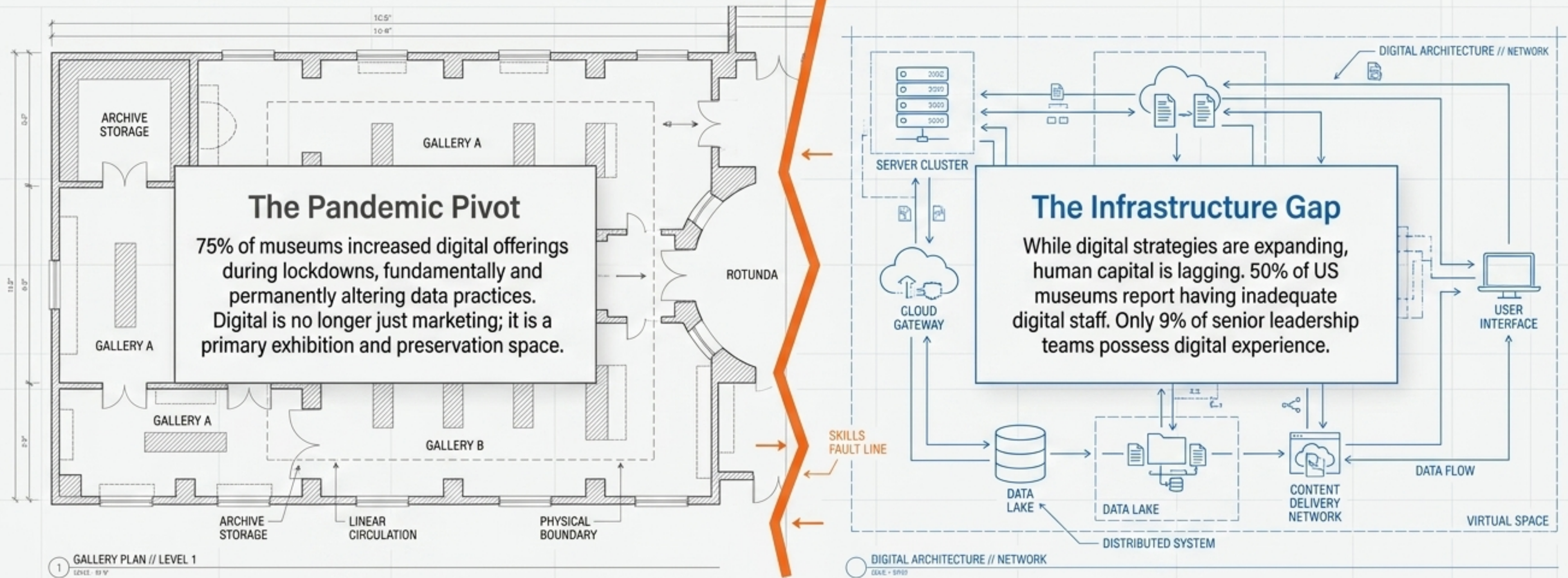
The Survival Playbook: The Museum Without Walls

Case Study: The Rubin Museum of Art

Faced with the post-pandemic reality of shifting audience engagement and crushing real estate costs, The Rubin chose to sell its Manhattan building.



The Digital Imperative: From Pivot to Core Space



Bridging this **digital skills gap** is the **immediate operational hurdle** for sustainable survival.

Redefining Value: The Museum as a Civic Utility

To remain relevant and secure local funding, institutions are proving their worth by acting as vital community anchors:

Education: 36% provide direct educational support (tutoring, school supplies, after-school programs).



STRUCTURAL NODE // UTILITY NETWORK

Economic: 19% offer workforce development and job training.



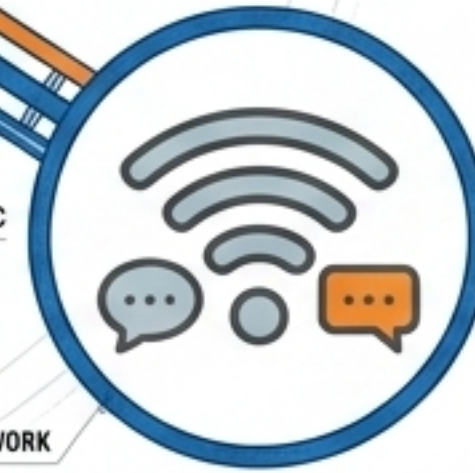
DATA POINT // IMPACT METRIC

Health: Providing mental health and wellness resources.



DATA POINT // IMPACT METRIC

Access: Providing digital literacy and language access services.

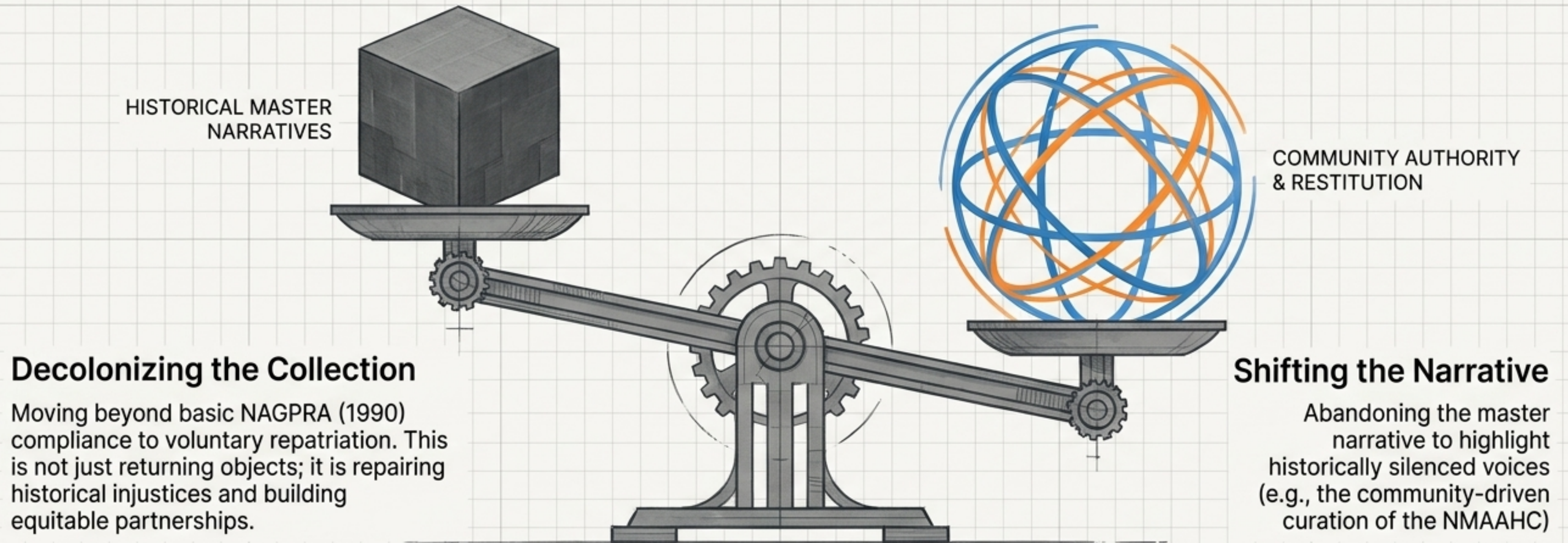


STRUCTURAL NODE // UTILITY NETWORK

MUSEUM

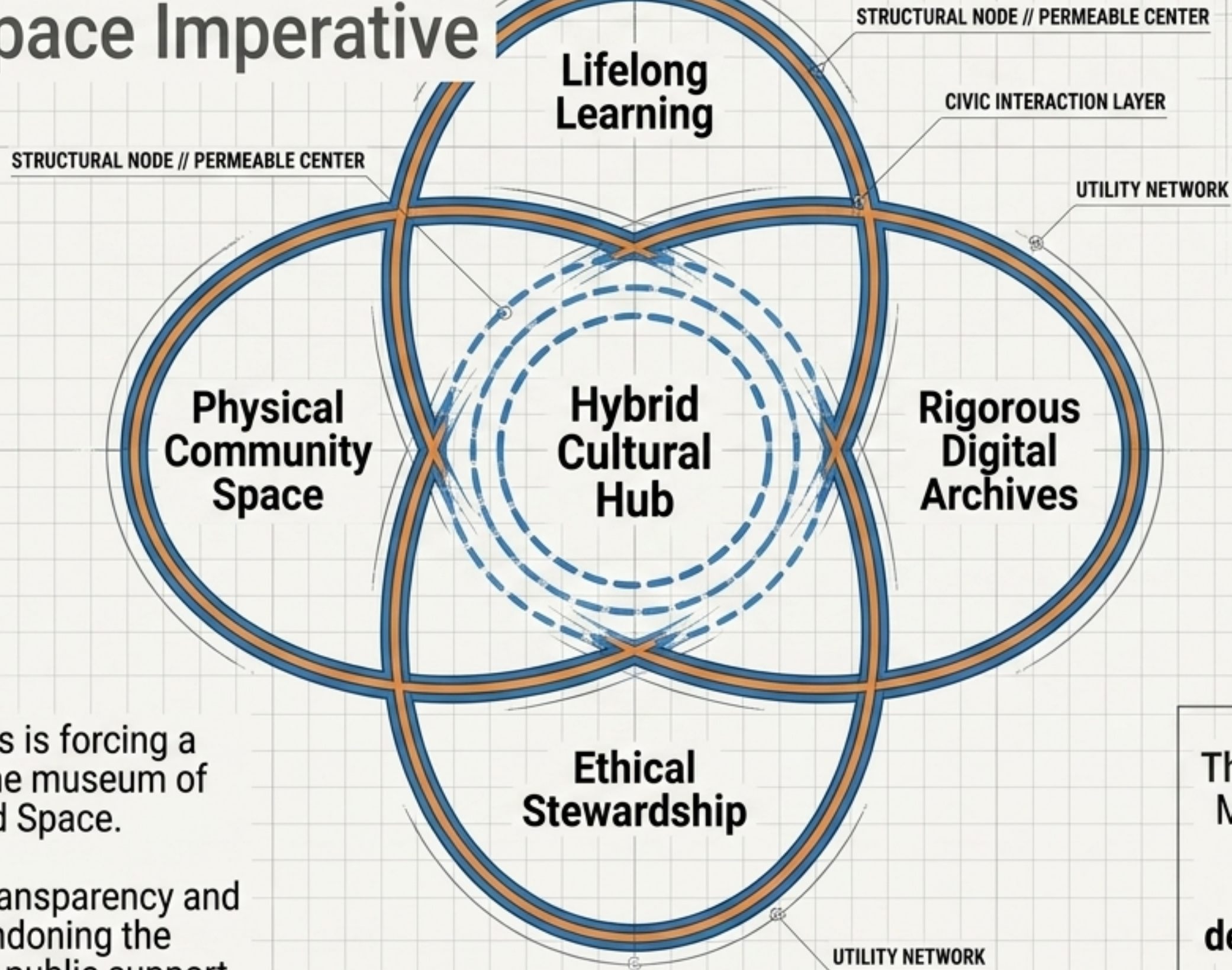
Emerging Frontlines: The ROI of a museum is now measured beyond art display.

The Ethical Evolution: Representation & Restitution



Ethical stewardship and radical inclusivity are now as critical to an institution's survival as its endowment.

Synthesis: The Third Space Imperative



The 2025 financial crisis is forcing a necessary evolution. The museum of the future is a true Third Space.

It operates on radical transparency and community buy-in, abandoning the assumption of inherent public support.

INSIGHT BOX // DECENTRALIZATION

The Insight: The American Museum is not dying; it is **shedding its physical overhead** to become a **decentralized civic utility**.

Strategic Takeaways for Leadership

REAL ESTATE ASSESSMENT // MISSION ALIGNMENT



STRUCTURAL INTEGRITY CHECK

1. Audit the Physical Footprint

Rigorously assess your real estate. Does your building serve your mission, or is maintaining it draining your mission?

USER ENGAGEMENT NODES // MULTI-CHANNEL METRICS

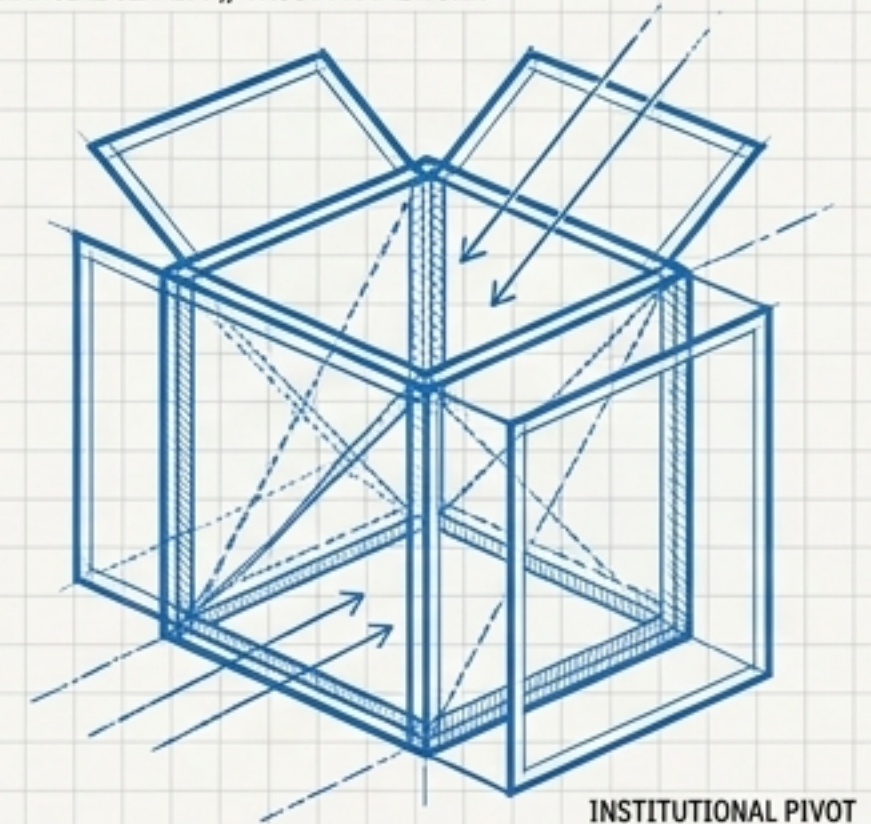


DIGITAL & COMMUNITY OUTREACH

2. Diversify the Definition of Visitor

Foot traffic is no longer the sole metric of health. Digital engagement, community service utilization, and educational outreach are valid, fundable metrics of success.

FINANCIAL CLARITY // TRUST FRAMEWORK



INSTITUTIONAL PIVOT

3. Embrace Radical Transparency

Follow BAM's model of acknowledging financial realities publicly. Building community trust is paramount, even if the outcome requires a radical pivot like The Rubin.

Museums are not just about objects; they are about ideas and the conversations they inspire... The American Museum is not dying—it is breaking out of its walls.