



Corporate Museums **Concepts, Ideas, Realisation** **Jons Messedat**

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- A comprehensive overview of the subject, including 30 international projects

Thanks to their outstanding architecture, visionary exhibitions and important collections corporate museums have evolved into crowd pullers of international renown. And yet, many strong and interesting examples have not so far received the attention they deserve. The 30 concepts that are presented here range from conventional product shows to scenographically themed environments and presentations of art and culture with the company in the role of a patron. This book, for the first time, introduces top-class international projects. Articles by experts from the fields of history management, scenography, marketing and project development give insights into the conception of the content, the implementation of the design and the running of the museum as a business. At the same time, it is a vivid source of inspiration for potential visitors. Chirurgie Museum Asklepios, Deutsche Bank BrandSpace, Dornier Museum, Dr. Oetker Welt, Erwin Hymer Museum, Kärcher Museum, Mercedes-Benz Museum, Museo Casa Enzo Ferrari and many more.

Text in English and German.

Dr. Jons Messedat studied architecture and industrial design in Aachen, Stuttgart and London. He is the author of numerous expert articles as well as a lecturer and visiting lecturer at universities in Germany, Switzerland and the USA.