INSPIRATION

The Museums-PASS-Musées (DE/CH/F)

20 years ago, the Museums-PASS-Musées was introduced in the Euroregion Upper Rhine, where Germany, Switzerland and France come together.

It was and still is the first trinational MuseumPass in Europe.

From its beginning, the pass was a great success in terms of participation and financial independence.

AMBITION

Multinational MuseumPass (NL/DE/BE)

The introduction of a multinational MuseumPass granting access to museums, galleries, castles, and gardens in a radius of 120 km around Maastricht.

Greater accessibility and visibility of cultural organizations across borders and a network for collaboration.

Increasing visitors' enjoyment and mobility.
FACTS

- Started with funding from the EU and national and regional institutions
- Financially independent within 4 years after introduction
- More than 300 museums, castles and gardens in 3 countries are members
- Collaboration of great value for pr
- Awarded the AGEG „Cross Border Award“ & the „Prix Bartholdi“

NEXT STEPS

"FROM DREAM TO REALITY"

Form a coalition of the willing to develop and implement the MuseumPass bottom-up

Facilitate the coalition with legal/financial advise and project-management

Use existing platforms to anchor the MuseumPass

For more information, please contact: ITEM@maastrichtuniversity.nl
Prof. Dr. Hildegard Schneider, Tel: +31(0)43 3883030