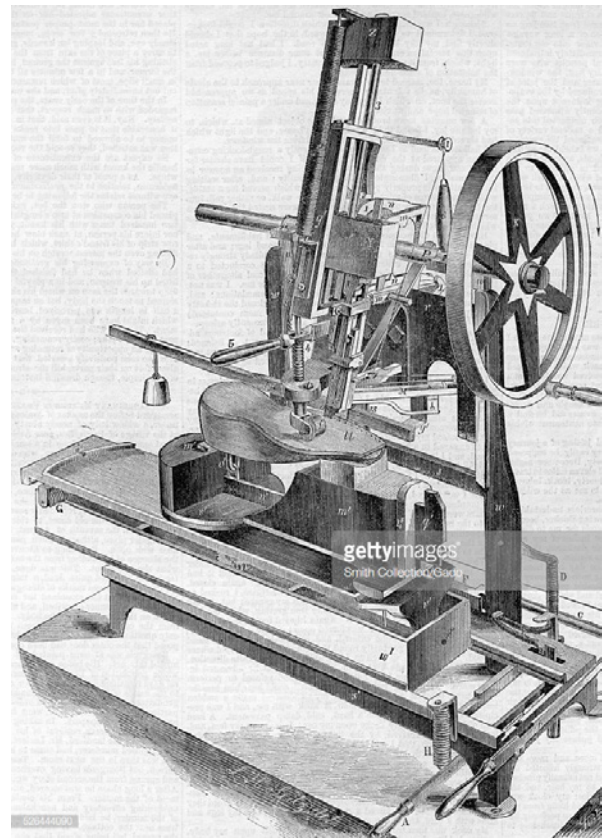




Visiting a museum should be like walking backwards into the future...



It all started with a company visit...

Most shoe museums have lost connection with the actual industry they are trying to commemorate. This is costing them large sources of income and is threatening their future!



THE FOOTWEARISTS

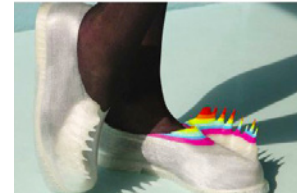
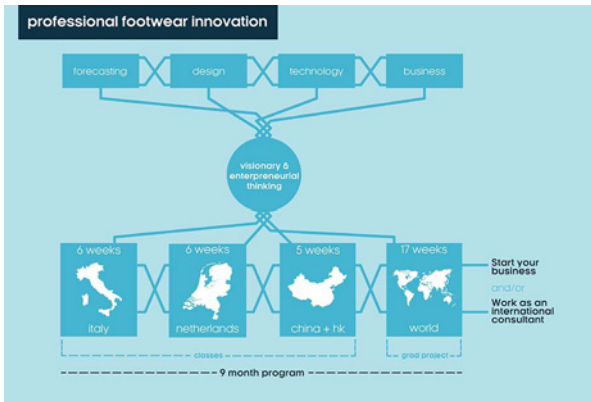
which led to an important realisation!

So when the local municipality , the local bank and the local society of shoe companies of Waalwijk asked me to help solve the difficulties of the local shoe museum, I started SLEM: a training and innovation institute that would be part of the Dutch Shoe and Leather Museum.



THE FOOTWEARISTS

and then to an invitation...



which resulted in a spectacular building and activities that successfully attracted companies, students and media from around the world

Bestuur SLEM vraagt faillissement aan

WAALWIJK - Het is einde verhaal voor SLEM Totaal en SLEM educatie. Een dezer dagen wordt er een faillissementsaanvraag ingediend bij de rechtbank in Breda.

Sylvia van de Ven 18-07-17, 20:52 Laatste update: 23:11



15



7 Reacties

Waalwijk kijkt kritisch naar rol oud-bestuur schoenenmuseum: 'Is er sprake van verwijtbaar gedrag?'

WAALWIJK - Het duur uitgevallen faillissement van stichting SLEM krijgt mogelijk nog een staartje. De gemeente Waalwijk kijkt kritisch naar de rol van het voormalige bestuur van het schoenenmuseum. De oud-bestuursleden worden wellicht deels aansprakelijk gesteld als er sprake is van 'verwijt gedrag'. Wethouder John van den Hoven zegt daar serieus naar te kijken.

Curator over SLEM: Waalwijk is aanzet om schoenenmuseum te redden

WAALWIJK - Er bestaat een goede oplossingsmogelijkheid om het schoenenmuseum in Waalwijk overeind te houden. Dat denkt curator Hans Alberts, die aangesteld is na het faillissement van de stichting SLEM. De gemeente Waalwijk zal echter stappen moeten zetten, zegt hij.

Erik van Hest 08-08-17, 15:29 Laatste update: 16:21



5 Reacties

Curator maakt haast met failliet SLEM; ex-directeur start door met ander bedrijf

WAALWIJK - Curator Hans Alberts wil zo snel mogelijk meer helderheid over het faillissement van Stichting SLEM Waalwijk Totaal en de Stichting SLEM Educatie. Hij duikt in de dossiers en gaat in gesprek met betrokken partijen.

Michel Koster 02-08-17, 10:34



THE FOOTWEARISTS

until this happened...

We are the Footwearists!





THE FOOTWEARISTS

business model of both SLEM and The Footwearists

If footwear museums want to survive, the biggest hurdle is to overcome the "small town mindset"!



THE FOOTWEARISTS

The biggest issue is not location as such, it is mindset!



Most shoe museums are in rural areas, because that is where the shoe industry started, but that is not where it takes place nowadays!

museum



- located in small rural towns
- funded by local municipality based upon local cultural value and the value of the building
- targeting local audience
- focused on regional history
- local companies sponsor tiny amounts out of courtesy
- hard to reach with public transportation

design



- located in the same country, but in larger cities
- cosmopolitan world view
- see rural towns as boring
- no interest in regional history
- not able to reach the museum
- interesting for shoe companies

manufacturing



- located abroad
- outside of the scope of both museum, local municipality and schools
- highly relevant to shoe companies though
- manufacturing is reshoring!



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THE FOOTWEARISTS

***This** is causing financial hardship*

museum



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museum



- collaborate with industry people to create:
- (traveling) pop-up expos and training in bigger cities
- focused on connecting past, present and future of footwear
- sponsored by (local) shoe companies that benefit from the larger audience
- no transportation issues

design



- potentially interested to go to the museum after pleasant surprise of pop-up expo
- interested to participate in next (pop-up) events or courses
- opportunities to attract companies from outside the region as sponsors

manufacturing



- located abroad
- outside of the scope of both museum, local municipality and schools
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- manufacturing is reshoring!



THE FOOTWEARISTS



THIS should be the first step!

deVolkskrant


Heropening Kunsthal druk bezocht

Rond de 3600 bezoekers zijn afgekomen op de heropening van de Kunsthal in Rotterdam. Dat heeft het museum zaterdag laten weten.


1 februari 2014, 20:40




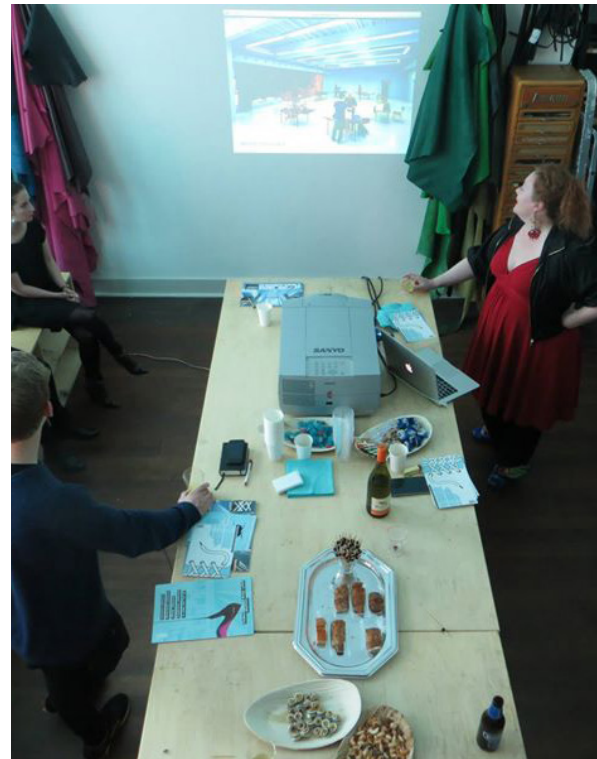
Schoenen worden tentoongesteld in de heropende Kunsthal. Beeld epa

 **Inge Specht-den Boer** is at Sectie-C.
October 23 at 5:18 PM · Eindhoven · 🌐

Al meer dan 3000 bezoekers sinds de opening!!!! #sneakerpeek #sneakerwolluk



 You, Liza Snook, René van den Berg and 30 others 2 Comments 1 Share





Asking museums to become self-sufficient by just making income in the region, is the same as demanding local companies to close all their operations outside of the region!



Do NOT underestimate the possibility to attract people from abroad! They do not have any image of your small town yet and see it as exotic. They will come if you offer interesting content!



Explore the value of your collection for footwear companies and develop a B2B strategy; set up (or collaborate with) a commercial company to execute those activities.

Shoes are a very popular subject, use them as such! Offer a local history perspective but do not make it the main focus of your museum.

Do not think that people from bigger cities will come to you, take the museum to them, this will also allow you to raise more corporate funding and make income from traveling exhibitions. Attract visitors from abroad!

Define a good B2B strategy and start (or collaborate with) a separate commercial company to execute that. This will also make you less dependent on local funding and allows you to apply for innovation funding.

A museum that focuses on an industry that is still alive should not just be regarded as 'culture', it is also an economic asset to a town and should therefore be judged as such! Municipalities will also have to start regarding museum content as the main value, not so much the building.



MACHINE SUPPLIERS

MATERIAL SUPPLIERS

SPORT/FASHION BRANDS

CHINESE BRANDS

COMFORT/SAFETY BRANDS

RETAIL CHAIN STORES

TECH START-UPS



BIRKENSTOCK

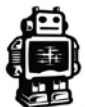
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FRUITLEATHER
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ALEXANDER WANG

Solemaker
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We would love to connect museums to industry!
contact us: info@footwearists.com