Curatum

curatum.io

CULTURAL INTELLIGENCE FOR MUSEUMS AND CULTURAL VENUES

Prove what culture is worth.

Curatum reads the data your venues already have, together, and tells each team what is working, what needs attention and what to do next. Value and impact, measured with research-grade methods.

FOUR SOURCES, ONE READING

Ticketing
What people do

Demand, channels, ticket types, visitor origin

Reviews
What people say, unprompted

Google and TripAdvisor, by cultural value and by friction

Visitor survey
What people value, when asked

Two minutes, seven dimensions, attention checks

Website
What gets attention

Visits by type of page and by dimension of value

One reading per venue, for any dates

Written for each role, with every number checked against the data.

What is working · What needs attention · What to do next

WHAT YOU GET

- Readings in seconds for any period, ordered for direction, programming, education, communication and front of house.
- Cultural value on seven dimensions, next to attendance and revenue.
- The context of each day: holidays, school breaks, weather, programme and closures.
- One view per venue and one for the whole network.
- A printable period report for boards and funders.

BEFORE AND AFTER

Today	With Curatum
Visitor counts, and one spreadsheet per system	Every source on the same metrics, in one place
Reviews read one by one, star ratings tracked	What visitors value and where the friction is, by theme
A report assembled by hand every quarter	A reading and a report for any dates, ready to print
Value argued with anecdotes	Value measured on a validated scale

SEVEN DIMENSIONS OF CULTURAL VALUE

Aesthetic · Historical · Social · Spiritual · Symbolic · Experiential · Educational

WHO IT'S FOR

Museums, monuments and heritage sites

Theatres and cultural venues

Networks, municipal companies and foundations

Funders and museum associations

WHAT IT RESTS ON

A validated seven-dimension scale

Numbers checked before they are shown

Data stored in the EU; aggregated figures only

Built with museums and monuments in Lisbon

START IN THREE STEPS

1 **Free scan**
See which cultural values your website communicates.
curatum.io/scan

2 **Demo**
Explore Curatum with a fictional network of four venues.
curatum.io/demo

3 **Pilot**
One venue or a few, for a set period.
curatum.io/pricing

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