



The National Norwegian-American
Museum and Folk Art School

vesterheim.org

Vesterheim Facts

- **MISSION:** Building community and creating experiences inspired by Norwegian-American stories and folk art.
- **HOURS AND DAYS OPEN:** May 1 through October 31, open daily from 9:00 a.m. to 5:00 p.m. November 1 through April 30, open daily from 10:00 a.m. to 4:00 p.m. Closed New Year's Day, Easter, Thanksgiving, and Christmas.
- **ADMISSION FEES:** Adults: \$10, Children ages 7-18: \$5, and Seniors 65+: \$8. Group rates are available.
- **COLLECTIONS:** 33,000 artifacts; 11,000 books; 14,000 archival photographs and documents.
- **EXHIBITIONS:** Vesterheim tells the story of Norwegians in America throughout core exhibitions that showcase all types of artifacts, from the very humble to the very elaborate – including folk art, fine art, silverwork, furnishings, and tools. The museum also has gallery spaces for changing exhibitions onsite and a number of traveling exhibits that are available for loan to other organizations. The website vesterheim.org features online exhibitions and a Virtual Gallery with close-up images of pieces from the collection.
- **FOLK ART SCHOOL:** Since 1967, Vesterheim has offered onsite classes in rosemaling, woodworking, metal working, textile arts, food, language, heritage, and more. There have been 95 visiting instructors from Norway and over 150 American instructors. In 2020, the school moved to online, offering 62 programs with 1406 registrations. from 45 states, Washington D.C., Canada, U.K., Ireland, Australia, and Norway. Both onsite and online programs will be offered in 2021. Vesterheim also offers a folk-art instructor apprentice program.
- **EDUCATIONAL PROGRAMS:** Vesterheim hosts tours and programs for hundreds of students (from pre-school through college) each year as part of school curriculum or after-school programs, including the Pioneer Immersion Program for area fourth-graders and the WOW (Windows on the World) Program for area third-graders.
- **MUSEUM STORE:** Vesterheim's store offers a wide selection of Scandinavian items and folk-art supplies.
- **DIGITAL:** Over 143,000 people from 174 countries visited vesterheim.org in 2020, including people from every state in the U.S. and every Canadian province. In 2020, Vesterheim's social media channels reach almost 400,000 people around the world. Vesterheim has active accounts on Facebook, Instagram, YouTube, and Pinterest.
- **TOURS TO NORWAY:** For over 50 years, Vesterheim has offered tours to Norway, now scheduling 2 to 3 different trips each year focused on history and folk art.
- **ANNUAL EVENTS:** *Syttende Mai* (Norwegian Constitution Day) on May 17; Nordic Fest the last full weekend in July; and Norwegian Christmas the first Saturday in December.
- **OUTREACH:** Staff assistance to about 300 people annually who request help on the identification and care of artifacts; frequent public programs by staff; publications including *Vesterheim* magazine, books, and educational materials.
- **GOVERNANCE:** A Board of Trustees from around the country, with H.M. King Harald V of Norway as Honorary Chair.
- **STAFF AND VOLUNTEERS:** 31 staff members; over 300 volunteers (guides, office assistants, etc.) contributing over 3,000 hours of service per year.
- **FINANCIAL:** Operates on an annual budget of approximately \$3,000,000. For figures showing Vesterheim's endowment, assets, and investments, visit vesterheim.org/about.
- **VISITATION:** Averages 13,000 visitors per year from 50 states and 35 foreign countries; 70% are from more than 60 miles outside Decorah; almost half are of non-Scandinavian backgrounds.
- **MEMBERSHIP:** About 5,400 from all 50 states and 35 foreign countries. The full-color magazine, *Vesterheim*, is sent to all members twice a year; the *Rosemaling Letter* is sent to approximately 900 members three times a year.
- **CAMPUS:** A one-acre site that includes the museum's Main Building; a newly renovated Heritage Park of 12 historic structures; a collections study center housing 9,000 artifacts; an education center; a store, and an administrative building.
- **ACCREDITATION:** Accredited by American Alliance of Museums; honorary member Association of Norwegian Museums of Art and Culture.
- **ECONOMIC IMPACT:** Over \$5 million to the Decorah area.