

BRAND IDENTITY OF RAHMİ M. KOC MUSEUM: IS IT A MARKET-DRIVEN SCIENCE MUSEUM?

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Introduction

In 1980's, marketing which is now the keyword for museums was seen as a threat to museums (Ames, 1989). At least for some of the professionals thought that if a museum director focus market, it means they give up missions of their museums, being beneficial for the society. It was arguable that whether museums should be market driven or mission driven? (Ames, 1994). Eventually, new formulas are figured out and it is proved that meshing market and mission are possible in museums. (McLean, 1997; Lewis, 1994). However, this dilemma is very outdated, although it doesn't seem to be a current problem in the literature. For instance, in case of Turkey, it is still problematic. Besides, new questions came into being with this dilemma in 1990's like how marketing and mission can be meshed in a museum. This study emphasizes if marketing and educational mission are integrated in Rahmi M. Koc Museum.

Rahmi M. Koc Museum (RMK Museum) which is first industrial and technological museum of Turkey, is located in Istanbul which has the highest population in Turkey (app. 17 million people live in Ist). The museum was opened to visitors in 1994 and it is dedicated to collecting, housing, researching, preserving and exhibiting of industrial and engineering objects and their documentation from all countries and periods up to the present day. This mission is specified by Rahmi M. Koc, who is the founder and the chairman of the museum. Mr. Koc is one of the leading businessman in Turkey and private collector. Museum's collection based on his collection.

The industrial and technological heritage in the museum, are used to interpret people science providing learning environment and interesting experiences. The museum aims at to inform, inspire and delight the general public, to promote both museum-going and cultural activities in Turkey, and to support research into industrial history. The museum provides experimental, delightful, inspirative and informative sphere, activating the educational function of its collection, which contains thousands of items from gramophone needles to full size ships and aircraft. On the other hand, is it an opportunity for the museum to use this dynamic and enticing concept of science, which is subject to the museum education, for creating the museum brand and strengthening the museum connections with people? Is it possible to define the museum as a market-driven science museum, as well as a mission-driven museum? What is the function of science concept in RMK museum branding? This study focuses on these critical questions. To answer this question we need to figure out the concept of science integrated to the identity of museum and how its branding is performed.

RMK Museum's Corporate Identity: Its Buildings, Collection, Logo, Slogan and Visitors

The physical appearance of the museum is historical. The museum lies on three separate parts of around 27.000 square kilometres. The industrial buildings converted into the museum consecutively and today RMK Museum houses Lengerhane, Hasköy Dockyard and open air display area. There is a public road lies across the museum complex and this road divides the complex into two parts. This is the view from the seaside. Small circle in red shows lengerhane, bigger red circle shows dockyard.

Lengerhane is the first building of the Museum. "Lenger" means "anchor and chain", "hane" means "house". This building is an anchor and chain factory during the ottoman empire. This old Ottoman anchor house was founded during the reign of Sultan Ahmet the Third in 18th cent. on the bases of a Byzantium building from the 12th century. The building was converted into the museum building and opened by Rahmi M. Koç Museology and Culture Foundation in 1991. Lengerhane has three floors where communication devices, steam engines and scale models are exhibited. The museum has a planetarium where lengerhane is located.

The other building is the dockyard of Ottoman Sea Line Company for the maintenance and repairing of ships. Due to the inadequacy of space for displaying the museum collections, Hasköy Dockyard was bought in 1996. Dockyard consists of museum's main entrance, Rahmi M. Koc Gallery, sections titled as computers, hands-on, motor-cycles and bicycles, ox-carts and horse carriage, maritime, undersea, how does it work, classic cars, agriculture, steam and diesel engines, olive oil factory, sawmill and lathes, marine steam engines, railway and transports. Dockyard is also the place where the interactive exhibitions can be experienced as a means of scientific experiences. In the dockyard building, brands like coca cola, vespa, opet or arçelik are remarkable in most of the objects on display. Some of these brands are globally known and some are the brands of Koc Group. The history of industrial brands, their marketing campaigns, advertisements, logos and their mascots can be seen in the exhibition galleries. This is the mascot of arçelik which is one of Koc Group's brands.

There is a courtyard, car park and play area in the open-air area of the museum. In the courtyard, variety of boats, sea vessels, steam engines, trains are on display. Visitors can visit inside of plane, tram, boat and submarine. Besides, a narrow railway is built for the visitors in order to experience the nostalgia of a tram. When we have closer look at the collection you can see thousands of items from gramophone needles to full size ships and aircraft.

The collection of the museum is divided into sections titled by Ataturk Collection, Road transport, rail transport, navigation, aviation, living history, machinery, communication, scientific devices, models and toys. The collection is the part of Turkey's and world's

industrial heritage. The objects are unique examples of industrial and technological developments. Penny farthing (19th century english bike) which is used often in the museum's promotion, and Ford's T model are good examples. They are also considered globally valuable.

Collection is also closely connected to the Turkish industrial and cultural life as it is seen in the example of olive oil factory exhibiting. This equipment in the factory represent our national values. An authentic industrial scene, incorporating all the elements of an actual olive oil factory from Aegean Coast. Some of these objects are very nostalgic objects representing social and cultural life of Istanbul in recent past.

The logo of the museum is related to Koc Group's logo which symbolizes ram's horn as «Koc» means ram in Turkish (fig.1 and 2). It is also the family surname whose members are the founders and majority shareholders of the group.



Figure 1: Koc Group's Logo



Figure 2: RMK Museum Logo

Museum's slogan is «mirror of the industrial legacy». The slogan is not used everywhere, except its publications and in its website. The slogan also supports Koc Group's identity and reputation as a leadership in industry. Besides, the illustrations of small models and

toys from the collection are used on its bags, on the background of its web site, and on some museum gifts.

Museum directors know that %60 of their visitors are children. On the other hand, the museum director aims to reach every part of society as visitors but especially foreigners who visit Istanbul. According to the survey which is in 2013 among Beyoğlu residents, we see that RMK museum is the second most visited museum (Erturk, 2012).

According to quick search on web it is obvious that museum is on the agenda of students, families and some groups like classic automobile collectors, sailors, ship owners. The photos taken in the museum on social media which are downloaded by families and student groups, on news and also on web sites of schools and some companies.

Wedding companies use the museum image in their marketing activities. Taking photo in front of the nostalgic objects and areas of the museum is ideal for couples. It shows that the museum is very charming and picturesque place for wedding organizations.

RMK Museum's Marketing And Public Relations Department

Museum marketing and public relations department is one of the departments along with the education department, collection department and financial dep. which is affiliated to museum director. The department consists of 3 personnel- head of the dept and 2 assistants. Until 2009 there used to be individual officers instead of a department. Marketing and Public relations specialist was only responsible for limited publicity activities and organization of formal invitations.

Today, MPR Department firstly promotes exhibitions, educational activities, museum events and museum's corporate identity in general through advertisement, posters, brochures, and with other publications like catalogs and e-bulletin. I must say that museum publications and brochures of the museum which are very a few and they are not distributed widely in the city. Visitors can only reach them in the museum.

The department develops and organizes special events for museum visitors, such as mother day events, or an event for 100.000th visitor. Educational activities are promoted in collaboration with the education department and some times the department make proposals relating to timing or content of educational programs, if necessary. For ex. Weekend programs, using olive oil in education programs and some workshops were some applied suggestions of marketing and public relations department.

The department develops the content of the social media tools. Museum have facebook and twitter accounts. Social media is used to announce news related to collection, building, educational activities, museum exhibitions and events of the museum. For example, one of the cars in the collection is awarded the winner in automobile elegance competition; the news about traditional bird houses which were decorated by an artisan applied to museum facade; an educational activity of the museum are announced through facebook and twitter.

The department organizes sales promotions. The sales promotion activities usually are developed in cooperation with trendy companies which aim mass consumption, such as

gsm operator and shopping centers. Group reservations for museum visitor groups who want to rent museum for their weddings, meetings or celebrations are also another task of the department.

Additionally the department arranges museum store, visitor surveys (in a very limited content, there is a survey for foreigners except the education dep. survey), and rarely participating fairs like book fair to promote museum.

Science Concept in RMK Museum's Brand Identity

There is a division of collection, titled as scientific objects. The Wimshurst Machine, which is an early electrostatic apparatus for generating high voltages and cylindrical rule which is very long slide rule are some of the examples of scientific objects. These objects are considered as scientific inventions. These scientific objects in the collection are presented with the same title both at permanent exhibitions and on museum web site. As exhibitions are always effective branding tools, every exhibition is curated around a theme and its narrations that distinctively reflect museum's brand image (Wallace, 2006). Thus, the exhibition of scientific objects in RMK Museum show the science concept in museum's brand identity. However these scientific instruments are exhibited in their historiographic context in permanent exhibition, supporting the historiographical perspective of museum brand.

Science concept is also used in interactive applications of the permanent exhibitions more scientific perspective. The hands-on gallery of permanent exhibition presents the museum duty of science education and this specifically arranged exhibit is for entertainment and information. A series of specially-created demonstrations and experiments, designed to illustrate a variety of mechanical and physics principles. At weekends, museum docents show children around and explains the purpose and effect of each experiment. For example the cutaway car and lorries are joined by a fascinating array of working domestic goods, each piece sectioned or transparent with working mechanisms and coordinated lights to explain their function. People listen to a tape or CD player, watch a TV or computer, and understand the inner secrets of a dishwasher or vacuum cleaner. There is a full-size real aircraft in this gallery. At weekends, a qualified expert shows visitors around the plane, and it is even possible to sit in the cockpit and try out the controls.

Besides exhibitions, science concept is crucial for educational activities. Colorful Mathematic world is one of the science education activities of the museum. The activity which is held for groups, aims to contribute to children in enjoying mathematics and sciences, is held in museum hands-on gallery. The experiment and puzzle sets are designed by the Mathematicum Museum in Germany which are useful for families to enjoy all together. This activity is the only activity of the museum which has a specifically designed brochure.

Another educational activity, which is specifically designed in the concept of science, is «Science and technology workshops». In this workshops, experiment sets help to teach children about science and technology. Children do experiments in this workshops. For example 7th grade children produce their own DNA in this workshop.

Science concept is also seen in the content of education packs and projects of the museum. Education packs are designed for primary and kindergarden school children. Within the primary school pack which is developed for science and mathematic lessons in the schools besides social studies, language, and painting lessons, objects are used as tools to explain the topics of sound and light; mechanical force and motion. Steam cars, automobiles, trams, a boat, a submarine, a plane, a locomotive, a bicycle, and olive oil display are the used mechanical force and motion. The objects like Semaphore, telegraph, shadow clock are used to explain sound and light. Kindergarden school children experience the science within the displays of submarine, clockmaker, toy maker, and trams.

These packs are delivered wider school groups with a museum bus. Some museum weekend workshops are also one of the tools contributes the museum's educational mission in science. Experts are invited as guests to some of these workshops.

Partner school project which provides opportunities to a partner school which is located in the museum area and doesn't have financial possibilities is also supportive for science education. Museum does special programs related to science for the students of partner school giving them opportunity to use museum as a science laboratory. For example the competition «Designers of the future» is a competition to stimulate student to create objects using their scientific knowledge.

Museum has a collaboration with technical and industrial vocational high schools. Tours are held for these technical and industrial schools in the restoration lab of the museum. Within this activity, students understand the scientific dimension in restoration process see realize that how science contributes to museum work.

The planetarium which is newly built in the museum is available for visitors as the first planetarium in a Turkish museum. This is supportive for visitor's experience in the context of science. There is a regular show about space here for museum visitors. There are also film screenings for groups in planetarium. Dinosaurs prophecy, saturn's rings, space elevator, ice worlds are the movies which can be seen at planetarium. Planetarium is one of the places which are promoted on the museum web site. Planetarium is termed as «Discovery sphere» to make the place more attractive and understandable for public than the term of planetarium.

Museum started to organize temporary exhibitions regularly after 2002. 36 temporary exhibitions are held, since 2002 and they are advertised. Only two of these exhibitions are science exhibitions.

The other subjects are about cars, marine history, art and photography, models and toys and science. The guided tours and educational programs, events are organized by education department within this exhibitions.

First of this science exhibitions is held in 2008. «The Brain: Mysterious Journey». It is an interactive exhibition which created a pleasant and welcoming atmosphere in the museum. The aim of this exhibition was to give people from different age groups and backgrounds the motivation to explore the functions and capabilities of brain, through 42 activities/exhibits.

Another science exhibition is «Here Comes the Sun» It is a Turkish-German project co-organised by the Goethe-Institut Istanbul and Rahmi M. Koç Museum as part of the Ernst Reuter Initiative for Intercultural Dialogue and Understanding. This is an exhibition designed for children aged 7-14 as well as families and school groups. Again it is an interactive exhibition which looks at sun's endless potential as a source of energy using interesting experiments, interactive installations, scientific games and computer animation. This is a very informative exhibition in the means of its content and design. Visitors of the exhibition, could wander the exhibition on their own and they were welcome to ask questions to the supervisors stationed at each stop along the way.

Museum has also an exhibiton about science history alongside the exhibition about industrial history. «The Genius of Leonardo» !This exhibition held in 2006 was about the scientific and engineering achievements of Leonardo da Vinci consisting of 40 full size reproductions of machines envisaged in the famous manuscripts of Leonardo.

Social media is one of the tools which is used for Rahmi M Koc Museum's communication. Education programs and events in science as well as all the education programs, museum events, are announced on facebook and twiter.

Additionally this year in the museum day, a comptetion was organized on social media and questions about the museum collection and buildings are asked on twiter. Some of these questions were about the museum visitors' experiences about science. For example «where you can watch the saturn's rings in the museum?» The people who give the right answer are awarded with gifts from the museum store.

There are many eating and drinking places in the museum and these museum cafe's and restaurants spreaded over the museum area in different concepts. However there isn't any cafe or restaurant of museum designed in science concept.

Model toys, notebooks with object designs, Specialised books, models, Keychains, Cushions, table clothes with object designs are sold in the museum shop but there isn't any objects reffering to science directly.

Conclusion

In conclusion, it is seen that that museum has missions about science theme but these missions are not market oriented. The reasons are as follows.

1. Museum's identity is basically designed as a part of Koc Group identity, so museum identity is not independant and not referring to any museum subject directly.
2. Brand identity of the museum is related to themes of culture, art and maritime history, sailing, yachts, cars, and sciences. However we see that Rahmi M. Koc's individual identity and vision as a collector and a businessman is instructive for museum identity and for a possible museum brand.
3. Museum has an image which is inviting for educational enviorenment for science. We see that schools aim to transfer the image of the museum to their corporate identity on their web sites using the photos taken during the science activites. This means primary schools and kindergarden schools assume that museum image of RMK Museum is reputable for families. This can be defined as a potential for a museum to be a science museum brand.

4. However historiographic interpretations related to sea, sailing, yacht, cars, are used often nostalgically in the museum. This nostalgic view, which is inseparable from some items of the collection, doesn't support a science museum identity which is futuristic. As all we know science museums are today trying to catch the future.
5. While the educational activities of the museum are supporting the science museum image, there is not a comprehensive marketing communication and public relations practice in parallel to mentioned educational activities.
 - a. The communication with schools and families aim to bring students and teachers to the museum. No planned communicational activity is observed after visit to remain museum on visitor's agenda. A postvisit process is important to create brand loyalty. Visitors can follow bulletin, social media after their visits but it is very optional. They will follow, if they are well motivated while they are in the museum or if they use web and social media often.
 - b. Educational activities doesn't have specific marketing and public relations activity which is important to reach children and families and to other people. Every activity must have a unique strategy.
 - c. Surveys conducted by educational department must be evaluated by mpr department and interrelated to a survey which is applied to general museum visitors. There is not a comprehensive visitor survey inside or outside the museum.
 - d. Sales promotion which is museum's general marketing communication tool doesn't aim at making awareness of science education and science exhibits. The content and design of coupon given in campaigns don't reflect the museum identity.

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