

Claudia Haas

Preferred Partner



Claudia Haas has profound longtime experience in the museum field, art world and cultural sector. Her expertise includes creating content for exhibitions as well as in developing and implementing structures for museum organizations and staff plans. A particular strength is her ability to plan visitor friendly museums to attract culturally diverse audiences.

Trained as an art historian and archaeologist, Claudia received a Ph.D. in Art History from the University of Vienna in 1978. After two years of scientific research as an art historian in Italy and Austria, she spent several years in the international art business in the United States and Europe. An expert in twentieth century art, she worked as an art appraiser evaluating major collections such as the estates of John H. Whitney and Joseph Hirshhorn. She also worked as an appraiser for the court on paintings of the twentieth century.

In the early 1990s, Claudia dedicated her professional career to the development of ZOOM Kindermuseum, a children's museum in Museumsquartier, the major cultural center of Vienna. She developed the institution from a temporary exhibition space to an organization with a staff of seventy employees, welcoming 130,000 visitors per year. Together with designers and architects, she developed the floor plan, design and functional program of the Museum.

Claudia has consulted on museum planning for clients such as:

- Zaraydye Museum, Moscow
- August Macke House, Germany
- City Museums of Olten, Switzerland
- European Parliament, Brussels, Belgium
- Deutsches Buch und Schriftmuseum, Leipzig, Germany
- City of Freiburg
- Louvre, Paris, France
- City Museum of Munich, Germany
- City Museum of Aarau, Switzerland,
- Landesmuseum, Kärnten, Austria
- Budapest Történeti Múzeum, Hungary
- Parque Archeológico el Mundo Romano, Lugo, Spain
- Museums of the City of Aschaffenburg, Germany
- Liechtenstein Museum, Vienna, Austria
- Mercedes Benz Museum, Stuttgart, Germany
- Children's Museum, Graz, Austria
- Children's Museum at the Paul Klee Museum, Bern, Switzerland

Claudia Haas is a member of the Association of Austrian Art Historians and ICOM Austria. She teaches and holds seminars at international museum conferences on topics such as "Creativity in

Museums", "The Future of Museums", "Visitor Friendly Museums", "Introducing New Media in Exhibitions" and "Children and Youth Museums".