



„MUSEUMS 4 YOU“

4 Museums. 1 Ticket.

The unified ticket "MUSEUMS 4 YOU" for four museums in Belgrade was created as part of the pilot project "Increasing the Visibility and Accessibility of Museums in the Digital Space." The project was implemented by the Public Policy Innovation Group of the Secretariat for Public Policy, the Ministry of Culture, the Ministry of Tourism and Youth, the Tourist Organization of Belgrade, the Museum of Yugoslavia, the Ethnographic Museum, the Museum of Science and Technology, and the Natural History Museum, with the support of the German Corporation for International Cooperation (GIZ) and the Design Thinkers Academy.

After identifying that museums lacked card payment options and online ticket purchasing, a collaboration with all relevant stakeholders was launched to find a solution. "MUSEUMS 4 YOU" is not just a ticket; it is a carefully crafted solution developed using the Design Thinking methodology, placing visitors and their needs at the center of attention. Through an analysis of the requirements of both domestic and foreign tourists, as well as the needs of modern visitors, it was concluded that this ticket makes the museum offering more accessible and the cultural experience more pleasant and affordable. By purchasing a single ticket for 1,440 RSD, visitors save 10% compared to buying individual tickets. Thanks to the digital system, entry is quick and simple—via a QR code on a smartphone, with no printing required.

Why these four museums?

Each of these four museums offers a unique experience. The Museum of Yugoslavia preserves the rich historical heritage of the former country, including the House of Flowers and the tomb of Josip Broz Tito. The Ethnographic Museum is one of the oldest in the Balkans, safeguarding an impressive collection of 120,000 items representing traditions and customs for over 120 years. The Museum of Science and Technology, through its permanent exhibition "Man and Technology," reveals how machines, engines, and technological innovations have shaped our lives. It also houses the "Toy Gallery," featuring over 150 toys from 1920–1970 that blend technology, creativity, and education. The Natural History Museum uncovers the fascinating secrets of nature, housing the largest and most significant biological and geological collection with more than 2 million valuable specimens, including fossils dating back to the formation of the Solar System.

The "MUSEUMS 4 YOU" ticket was promoted at the 2024 International Tourism Fair as part of the Tourist Organization of Belgrade's official offer. Additionally, in September 2024, as part of the 120th-anniversary celebration of the Ethnographic Museum's first permanent exhibition, a panel was held to present the "MUSEUMS 4 YOU" unified ticket—one ticket, four museums.

Get your "MUSEUMS 4 YOU" ticket here

<https://www.visit-serbia.online/event/museums-4-you-jedna-karta-cetiri-muzej>