

ABSTRACT

The thesis aims to present and critically look at a specific museum institution (the Benešov Museum of Art and Design) and its educational potential. In the theoretical part of the thesis I examine the specifics of the regional character of the museum institution and the work with its target groups in the broader context of contemporary gallery and museum education. The focus of the thesis lies in the analysis of the creative process of developing educational programmes in relation to the philosophy of the institution and in the exploration of the necessary competences of educators. The implementation of the work is supported by qualitative research methods (action research, questionnaire survey, etc.).