

**April Fools' Day at the Museum. Construction of Desired Images,  
Search for Audiences and Policies of Access to Heritage**

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(Summary)

The article directs attention towards the images constructed in the museum, implementation of new policies of access to heritage and attraction of new and diverse audiences. The emphasis is on the intellectual provocations of the audience, the development of mobility of collections in Bulgaria, as well as the opening of the museum collections to wider audiences. The analysis is illustrated with examples of effective museum strategies bringing the society and the museum activities closer to each other, the turning of the museum into a place for interactive work, the maintaining of memory and access to new knowledge.

With the assistance of the particular “breach” in time – April Fools' Day, the text searches the place of the Bulgarian museums by way of analyzing of the extreme “media” presence of the visiting exhibitions from the museums of Orhan Pamuk or Dubravka Ugrešić. These mock visits turn into an intellectual provocation for the audience and help to construct desired images in the museum.

**Keywords:** museum; policies of access to heritage; open collection storages; mobile collections

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