

## PRESS RELEASE 4



# European Museum Academy

## A European Expertise Foundation

*A dynamic and forward-looking organisation to stimulate innovative thinking in European museums*

### ***NEWS FROM EMA: An overview of current projects developed by EMA***

#### **ACTIVITIES**

EMA organises activities, publishes reports, runs special projects and award schemes, and raises funds for a wide range of sectors. Training programmes, including staff exchange programmes for young professionals, are being arranged, as well as programmes concentrating on quality management. Partnerships have been developed with a growing number of organisations with the same interests in the museum and cultural sectors, including the Piraeus Bank Group Cultural Foundation (PIOP), CosmoCaixa in Barcelona, the Carisbo Bank Foundation in Bologna and the Scuola Normale Superiore di Pisa.

#### **RECENT NEWS**

**THE 2011 MICHELETTI AWARD** for technical, scientific and industrial museums, now in its 16<sup>th</sup> year, was announced at a two-day meeting held at the DASA German Occupational Safety and Health Exhibition in Dortmund, Germany which took place on 8 and 9 April. Representatives of 16 European countries gathered in the Steel Hall at DASA to congratulate the winner – the State Textile and Industry Museum, Augsburg, Germany. The winner was announced by Wim van der Weiden, EMA Chairman, and presented by HRH Princess Sibilla of Luxembourg, who is a member of the Jury.

**THE EMA PRIZE** On the same occasion this new prize was launched, with the aim of recognising the outstanding results of organisations, researchers and cultural institutions in creating pioneering museums or producing studies and carrying on projects of European relevance which are destined to influence the development of museological discourse at the international level. The first winner of this Award is the Galileo Museum in Florence.

**DASA** gave its own Award at the meeting to Portimão Museum in Portugal for its portrayal of the local working environment.

The Judges' Report is available in the Awards section of the EMA website, where the 2012 Micheletti Award application form can also be found.

**THE CHILDREN'S MUSEUM AWARD** for stand-alone museums and sections of general museums has been established in co-operation with Hands On! International. It will focus especially on children up to the age of 14. A Seminar in the context of the International Children's Book Fair in Bologna on 30 March 2011 presented the philosophy and structure of this Award to a qualified public. The application form is available on the EMA website in the Awards section, with a closing date of 31 October 2011.

**HERITAGE IN MOTION** At the annual meeting of Europa Nostra in Amsterdam on 9-10 June 2011 there will be a presentation on a new prize being established as a result of co-operation between Europa Nostra and EMA. There will be three categories: films, websites and games dealing with cultural heritage in general, and the first award will be announced at the annual meeting in Lisbon in June 2012. Further information will follow.

**THE ANNUAL REPORT** giving an overview of EMA activities is now available on the website.

#### **FORTHCOMING EVENT**



**THE 2011 KENNETH HUDSON SEMINAR** on *The Virtual Museum* will be held on 18 November 2011 in Bertinoro, Italy. It is being arranged in collaboration with the Istituto Beni Culturali (IBC), Regione Emilia Romagna, and LEM – The Learning Museum Network Project.

The provisional list of presentations includes:

The Virtual Museum. What for? How technology is changing museums:

- From visitors to users
- From physical to digital conservation
- From physical to distance accessibility
- From outreach to social networking

State of the art (virtual reality, augmented reality ...)

Case studies

Participants will include members of the LEM Working Group on Museums of the 21<sup>st</sup> Century. The meeting will include a presentation of the Proceedings of the 2010 Kenneth Hudson Seminar on European Museums and the Crisis: the impact, the problems, the reaction', held in Volterra, Italy on 19 November 2010 in co-operation with the Scuola Normale di Pisa.

Observers will be welcome at the meeting. Further information will be available on the EMA and IBC websites in due course.

### **THE LEM MEETING IN CARDIFF**

The second meeting of LEM – The Learning Museum Network Project (a European Union Grundtvig project) was held at the National Museum Wales on 19 and 20 May. On the first day the composition of the five working groups was revised and refined, and tasks allotted to the participants. The mobility scheme for study visits and exchanges was discussed in the light of the experience of the first visit which has already taken place in Glasgow. Much of the second day morning was taken up with information on the navigation and use of the newly-established website ([www.lemproject.eu](http://www.lemproject.eu)), with thanks being given to Manuela Pereira for all the work she had done on the site. During the afternoon there was an opportunity to visit the departments of National Museum Wales, and the open-air site at St Fagans nearby.

The next meeting of LEM will be held in Tampere, Finland on 10 and 11 October 2011.

### **NEW MEMBERS OF EMA**

We are very pleased to welcome the following colleagues to our organisation:

#### ***Advisor***

Gerhard Kilger, Director, DASA, Dortmund, Germany

#### ***Pool of Experts***

Wolfgang Müller-Kuhlmann, DASA, Dortmund, Germany

Nurit Shilo-Cohen, Senior Curator-at-Large for Museum Education, The Israel Museum, Jerusalem

#### ***National Representatives***

Catherine Cuenca, Conservateur en chef du patrimoine, Musée des arts et métiers-Paris/université de Nantes, France

Mariëtte Frederiks-van Rij, Freelance, Anno/Stichting Actueel Verleden, Den Haag, The Netherlands

Katarina Zivanovic, Acting Director, Museum of Yugoslav History, Belgrade, Serbia

### **RECENT PUBLICATIONS**

*Banks and Museums Beyond Sponsorship: An Overview of Museums Created by Bank Foundations*  
Bononia University Press, ISBN 978-88-7395-610-5.

In June 2010 a Focus Group with this title was organised in co-operation with the Fondazione Cassa di Risparmio in Bologna (Carisbo Foundation) and the Genus Bononiae museums in the City, the new local city museum created by the Carisbo Foundation. During the meeting presidents of bank foundations and directors of important European museums created by banks, started discussions in order to make an overview of this topic. The book which was the result of these deliberations collects different experiences which are of interest not only to insiders but also to visitors and heads of similar public and private organisations.

Further information can be found on the EMA website. Free copies of the book are available for study and research purposes by contacting [info@genusbononiae.it](mailto:info@genusbononiae.it).

## **ACADEMIC ACTIVITIES**

The co-operation between the Master Course in European Museology of the IULM University of Milan and the International Course in Scientific Museography at CosmoCaixa in Barcelona under the auspices of EMA is now in full operation with exchange of students, experts and didactic materials.

**Further information and updates on activities can be found at**

[www.europeanmuseumacademy.eu](http://www.europeanmuseumacademy.eu)

**If you are interested in contributing to the 'Article of the Month' series, please contact**

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