

## **NEWSLETTER 6: March 2016**

**EMA publishes details of its current activities in an occasional Newsletter. Its Press Releases will continue to focus on individual announcements and events.**



# 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), Europa Nostra, Europeana and the IULM University of Milan. During 2015 EMA representatives attended conferences and other meetings throughout Europe.

### **ACADEMIC ACTIVITIES**

The co-operation between the Master Course in European Museology of the School of Communication of the IULM University in Milan and the International Summer School of Museology in Piran (Slovenia) promoted by Primorska University and the Forum of Slavic Cultures under the auspices of EMA is now in full operation with exchange of students, experts and didactic materials. The full programme of the Piran course will be available soon on the EMA website. The IULM course started in January and will end in November 2016.

## AGREEMENTS OF COOPERATION

**:DASA**

Working World Exhibition

**The Deutsche Arbeitsschutzausstellung** (DASA, German Working World Exhibition) at the Bundesanstalt für Arbeitsschutz und Arbeitsmedizin (BAuA, Federal Institute of Occupational Safety And Health) and the European Museum Academy have signed an agreement to co-operate in the extension, scope and status of the DASA Award as part of the EMA Annual Meeting and Micheletti Award Ceremony event.

The DASA Award will concentrate on the quality of learning opportunities, in a comprehensive perspective: the museological concept, the quality of the storyline, the creativity of the exhibition design and the programme of educational activities. Specific attention will be paid to personal mediation, the interactive participation of the public and an effective mix of education and entertainment. The Award is open to all categories of museums.



**The Network of European Museum Organisations, NEMO**, and the European Museum Academy are pleased to announce their partnership for the coming years, with the aim of developing a permanent form of cooperation in their work for museums in Europe. NEMO is an independent network of national museum organizations representing the museum community of the member states of the Council of Europe, and its members speak for over 30,000 museums across Europe.

NEMO and EMA share common objectives in the field of heritage and museums, and this collaboration will include the promotion of each other's activities and the development of opportunities for shared actions in the future.



**The Nordic Centre of Heritage Learning and Creativity (NCK)** has signed a letter of agreement with EMA for future cooperation and publicity for the activities of both organizations. NCK organizes courses and training programmes for students, employees and museum professionals. It works with lifelong learning and conducts research, method and policy development in cooperation with cultural heritage institutions, universities and regions in the Nordic and Baltic countries and Europe.

EMA will cooperate with NCK for a course in 2016.

## **STRATEGY 2020**

A meeting was held in Milan on Thursday 3 March 2016 to continue the redefinition of the strategy for EMA's activities for the next five years.

## **THE 2016 MICHELETTI AWARD AND THE ANNUAL MEETING**

The visiting of the candidates for the Award is now well under way and the judging committee will meet on Saturday 19 March to make its decisions.

This is the 21st anniversary of the Micheletti Award. The Annual Meeting, at which the winner of the Award will be announced, together with the DASA Award winner, will take place on the island of Lesbos, Greece on **Friday and Saturday, 20 and 21 May 2016**. The event is being supported by the Piraeus Bank Group Cultural Foundation (PIOP). Registration details and the provisional programme are now available on the EMA website.

## **2017 EUROPEAN MUSEUM ACADEMY AWARDS: LUIGI MICHELETTI AWARD AND DASA AWARD**

The new application form is now available on the EMA website. The closing date is 1 June 2016. The Micheletti Award continues to draw candidates from the fields of science, technology and 20<sup>th</sup>-century history. In its new form DASA welcomes museums from all disciplines.

## **HERITAGE IN MOTION 2016**

During the EMA Meeting on Lesbos, in the evening of Friday 20 May, the winners of this year's Heritage in Motion Awards will be announced. Further details are on [www.heritageinmotion.eu](http://www.heritageinmotion.eu).

## **HERITAGE IN MOTION AWARDS: EUROPEANA TEAMS UP WITH EUROPA NOSTRA AND THE EUROPEAN MUSEUM ACADEMY**

Europeana has joined forces with Europa Nostra and the European Museum Academy for the promotion of the multimedia competition Heritage in Motion, which seeks to reach out to new audiences. Representatives from the three organisations gathered to celebrate this new partnership at Europa Nostra's headquarters in The Hague on 15 February 2016. Jill Cousins, Executive Director of the Europeana Foundation, Sneška Quaedvlieg-Mihailović, Secretary General of Europa Nostra, and Wim van der Weiden, Chairman of the European Museum Academy, agreed that "this moment marks the beginning of an important new phase for Heritage in Motion" and noted that "all partners are strongly committed to raising the profile of these European Awards which celebrate innovation and creativity in regard to heritage, contributing to the full recognition of the value of heritage for Europe's society".

On this special occasion, the representatives from Europeana, Europa Nostra and the European Museum Academy were joined by the team of Heritage in Motion – Robin Lutz, Creative Director; Onno Ephraim, Director; and Alexandra Roessingh, Project Leader – as well as by Wolter Braamhorst, Europa Nostra's Communication Advisor who acts as Chairman of the Jury of Heritage in Motion.

The three partners will collaborate closely on the management of the annual multimedia competition, the organisation of the Awards Ceremony and the implementation of related communication activities. The (re)branding of Heritage in Motion, the creation of a new website, which will sit under Europeana Pro, and the development of a new database to manage the Awards scheme are among the top priorities for 2016/2017.

### **THE 2016 CHILDREN IN MUSEUMS AWARD**

The judging meeting for the Award will be held in Amsterdam on 29 and 30 April 2016 and the Award Ceremony will take place during the ECSITE Conference in Graz, Austria on **9-11 June 2016**. Further information will be available in due course.

### **MUSEUMS IN SHORT**

The next edition of Museums in Short is in preparation and further details will be available on the EMA and MiS websites.

### **STEFANO BONOMELLI**

EMA has recruited Dr Stefano Bonomelli, a recent graduate from Massimo Negri's Master Course, as a Social Media Manager in order to develop EMA's presence on Twitter, Facebook, Instagram, etc. A graduate in History of Arts, he was a very motivated student and is now also cooperating with MUSIL Fondazione Micheletti in Brescia. He attended the EMA ceremonies in Glasgow and Brescia.

Stefano will be happy to receive news, curiosities, photographs and thoughts which will enhance the presence of EMA in social media. Please give him a hand! He can be found at [stefano.bonomelli.job@gmail.com](mailto:stefano.bonomelli.job@gmail.com).

### **UPDATES**

#### **THE KENNETH HUDSON SEMINAR**

The seventh Kenneth Hudson Seminar was held on Friday 20 November 2015 at the Museum of the Romanian Peasant in Bucharest, Romania. This continues the programme founded on a format which has proved successful – a group of 10-15 experts with different professional, cultural and national backgrounds was invited to discuss a theme for one full day in a quiet environment before an invited audience.

After the first cycle of Kenneth Hudson Seminars focused on digital interpretation and communication in museums, EMA has developed together with three other permanent partners (The Micheletti Foundation, Italy; The Forum of Slavic Cultures, Slovenia; the 'Reteaua Nationala a Muzeelor', Romania) the programme of a new cycle, dealing with the heritage of totalitarian régimes. Totalitarianism is part of the history of contemporary Europe. The birth of Fascism, Nazism and Communism marked the first half of the 20<sup>th</sup> century and the heritage of contemporary Europe. The end of the Second World War can be assumed to be the end of one historical cycle and the opening of a new one, which in symbolic terms started with the famous speech by Winston Churchill in 1946: *"From Stettin in the Baltic to Trieste in the Adriatic, an iron curtain has descended across the Continent."*

Our point of view is to examine the traces of this period in European cultural heritage (in museum collections and archives as well as architecture, especially monuments) and to discuss the possible use of such materials for the growing of historic awareness about this period in European civil society. The general objective is to interconnect people from European civil society and museums, archives, NGOs, together with their experiences, practices and collections, for a better understanding of our Cold War cultural heritage.

The social history and the importance of selected study cases and how their stories illustrate life in the post-war period will focus on record debates, reflections, and critically comparisons of different national points of view - lessons to learn, the importance of European contemporary democratic values.



**LEM – The Learning Museum** This strong network, established over a three-year period, has now become a permanent Working Group under the umbrella of NEMO, after the EU funding for LEM ended in 2013. This Working Group continues to explore topics around the fields of museum education, audience development, intercultural dialogue and lifelong learning. Resources of the LEM-Website have been incorporated in the NEMO Website. Margherita Sani, a member of the EMA Pool of Experts, is coordinating the Working Group.

Activities since 2013 have included the commissioning of a research on “Young People and Museums”, a study visit to museums in Glasgow in 2014 and one in Hamburg in 2015, meetings in Bologna in 2014 and in Pilsen, Czech Republic in 2015. A study visit in Sarajevo is planned for the autumn of 2016. All study visits focus on museum education in the hosting organisations. For the members of the Working Group, accommodation is covered by NEMO.

In order to be a member of the LEM Working Group, institutions should join NEMO. If you would like to do this, the NEMO membership form can be obtained from the NEMO office [office@ne-mo.org](mailto:office@ne-mo.org) [www.ne-mo.org](http://www.ne-mo.org)

## THE ŽIVA AWARD: THE BEST SLAVIC MUSEUM 2015

The **Živa Award** for Slavic Museums was established in 2012 on the initiative of an expert project group from the Forum of Slavic Culture member countries. For the second year, the Forum of Slavic Culture ran its competition to bring the spotlight on the Slavic soul, languages, similarities and diversity of the tangible and intangible cultural heritage of the Slavic people. The Živa Award is more than just an award for the best Slavic museum. It serves as the epicentre, a meeting point for museum institutions and the professionals they employ, it is a platform where new bonds are formed and new ideas born and realized in joint projects. It is that special something that enriches each and every one of us.

The Živa Award jury 2015 consisted of twelve experts from the Slavic countries and from the European Museum Academy. The jury visited all participating institutions. At their evaluations they were looking especially for the outstanding and creative use of collections, combined with an innovative interpretative approach.

The second Živa Award ceremony took place in May 2015 in the culture capital of Russia, St. Petersburg. The winner is the **Leo Tolstoy Museum – Estate Yasnaya Polyana** from the Russian Federation. Among the 14 candidates special recommendations were given to: the Museum and Galleries of Ljubljana for leadership (Ljubljana, Slovenia); the Typhological Museum (Zagreb, Croatia) for its openness to visitors; the Maritime Museum of Montenegro (Kotor, Montenegro) for storytelling; the Museum of Ancient Glass Zadar (Zadar, Croatia) for its creativity; and the Museum of Yugoslav History for the good use of resources. The diploma for unusual interpretation was given to the Museum of the Macedonian Struggle (Skopje, Macedonia).

Further information on the Award is available from Ms. Tina Huremovič, on [tina.huremovic@fsk.si](mailto:tina.huremovic@fsk.si) (+386 (0)41 377 676).

## EMA CONTACT UPDATES

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

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

Laura Longo, Nanyang Technological University, Singapore

Bojana Rogelj Skafar, Director, Slovene Ethnographical Museum, Ljubljana, Slovenia

### ***National Representatives***

Nikolay Nenov, Director, Rousse Regional Museum of History, Rousse, Bulgaria

Lidija Nikocecic, Director, Ethnographic Museum of Istria, Pazin, Croatia

Balint Havasi, Director, Balaton Museum, Keszthely, Hungary

Ann Siri Hegseth Garberg, Museene i Sør Trøndelag, Trondheim, Norway

## **EMA PARTNERS**

### **Corporate Partners**

Deutsche Arbeitsschutzausstellung (DASA), Dortmund, Germany  
Bursa Metropolitan Municipality, Bursa, Turkey

### **Associate Partners (FP = Founding Partners)**

TIM Staatliches Textil- und Industriemuseum Augsburg, Germany  
Fundação Museu de Ciência, Coimbra, Portugal (FP)  
National Museum of the Romanian Peasant, Bucharest, Romania  
Fundación Caixa d'Estalvis i Pensions de Barcelona, Spain (FP)  
Museu Agbar de les Aigües, Cornellà de Llobregat, Spain (FP)  
Association of Swedish Museums, Karlskrona, Sweden (FP)  
Nordic Centre of Heritage Learning and Creativity, Östersund, Sweden  
Swedish Museum of Natural History, Stockholm, Sweden  
Istanbul Toy Museum, Istanbul, Turkey (FP)  
Event Communications, London, UK  
Glasgow Life, Glasgow, Scotland, UK (FP)

Full details of the Associate Partnership scheme can be found on the EMA website.

## **ACTIVE COOPERATION WITH THE FOLLOWING INSTITUTIONS**

Deutsche Arbeitsschutzausstellung (DASA), Dortmund, Germany  
Europa Nostra, The Hague  
The Europeana Foundation, The Hague  
The Forum of Slavic Cultures, Ljubljana  
Hands On! International, Association of Children in Museums, Graz  
Luigi Micheletti Foundation, Brescia  
National Institute for Museums and Public Collections (NIMOZ), Warsaw  
Network of European Museum Organisations (NEMO), Berlin  
Nordic Centre of Heritage Learning and Creativity (NCK), Östersund  
Piraeus Bank Group Cultural Foundation (PIOP), Athens

## **CALL FOR CONTRIBUTIONS TO THE 'ARTICLE OF THE MONTH' SERIES**

We are always looking for contributions to this part of the EMA website. If you have a recently published article or lecture which you think would be of wider interest to our readers, as well as reviews of books of international relevance, please contact Massimo Negri, [director@europeanmuseumacademy.eu](mailto:director@europeanmuseumacademy.eu).

Further information and updates on EMA's activities can be found at  
[www.europeanmuseumacademy.eu](http://www.europeanmuseumacademy.eu)