

**PRESS RELEASE 5: October 2011**



## 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.

#### **CURRENT NEWS**

**EMA TRAVEL GRANT** In connection with this year's Kenneth Hudson Seminar in Bertinoro, Italy EMA has established a travel grant of 300 Euros to support the participation of one museum professional under the age of 35. An application form can be downloaded from the EMA website and should be sent without delay to [director@europeanmuseumacademy.eu](mailto:director@europeanmuseumacademy.eu)

**THE 2012 MICHELETTI AWARD** for technical, scientific and industrial museums is now in its 17<sup>th</sup> year. The closing date has now passed, and the judging process is under way. **The results will be announced** at a two-day meeting to be held on Friday and Saturday, 27 and 28 April 2012 at the Staatliches Textil- und Industriemuseum, Augsburg, Germany (the winner of the 2011 Award). This meeting is open to all museum colleagues.

**THE EMA PRIZE** This new prize was launched in 2011, 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 was the Galileo Museum in Florence. The EMA Prize will not necessarily be given each year and is not drawn solely from the list of existing candidates. If you would like to draw the Academy's

attention to possible recipients of the prize, please send your recommendation to [director@europeanmuseumacademy.eu](mailto:director@europeanmuseumacademy.eu).

**THE 2012 CHILDREN'S MUSEUM AWARD** for stand-alone museums and children's sections of general museums, established in co-operation with Hands On! International, has a closing date of 31 October 2011. This Award focuses especially on children up to the age of 14. The application form can be found on the EMA website in the Awards section. The results of the competition will be announced on the occasion of the Children's Book Fair in Bologna on 21 March 2012.

#### FORTHCOMING EVENT



**THE 2011 KENNETH HUDSON SEMINAR** on *The Virtual Museum* will be held on 17-19 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. Participants will include members of the LEM Working Group on Museums of the 21<sup>st</sup> Century.

The Seminar will look at how technology is changing museums:

- From visitors to users, the multi-tasking dimension
- From physical to digital conservation
- From physical to distance accessibility
- From outreach to social networking
- From actual to on-line exhibitions

It will also look at how museums must become learning organisations in order to use and exploit the new technologies:

- Learning to deal with the different media
- Learning to deal with different digitally competent visitors
- Learning to address a multi-tasking audience
- Creating in-house digital competences or outsourcing

The full programme can be seen on the websites of EMA and of the Istituto Beni Culturali. Participation is by invitation because of the limited number of places available and participation requests should be sent to [MaSani@Regione.Emilia-Romagna.it](mailto:MaSani@Regione.Emilia-Romagna.it) by 15 October 2011. Those interested in applying for the travel grant mentioned on page 1 should indicate their interest to [director@europeanmuseumacademy.eu](mailto:director@europeanmuseumacademy.eu) as soon as possible.

#### THE LEM MEETING IN TAMPERE

The third meeting of LEM – The Learning Museum Network Project (a European Union Grundtvig project) will be held on 10 and 11 October 2011. EMA is one of 22 partners in the project, which builds on the outcomes of three previous projects and focuses on turning museums into learning organisations. Further information can be found at [www.lemproject.eu](http://www.lemproject.eu).

## **NEW MEMBERS OF EMA**

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

### ***National Representatives***

Lana Karaia, Geo Art Portal Curator, National Gallery of Art, Georgian National Museum, Tbilisi, Georgia

René Capovin, representative of the Micheletti Foundation, Schio, Italy

## **ACTIVE PARTNERSHIPS WITH THE FOLLOWING INSTITUTIONS**

APOM, Portuguese Association of Museology, Lisbon

CosmoCaixa, Barcelona

Cyprus Institute, Nicosia

DASA, The World of Work Exhibition, Dortmund

Europa Nostra, The Hague

Europeana, The Hague

Genus Bononiae – Carisbo Bank Foundation, Bologna

Hands On! International, The International Association of Children's Museums

Luigi Micheletti Foundation, Brescia

Piraeus Bank Group Cultural Foundation, Athens

Scuola Normale di Pisa, Pisa

## **FOUNDING ASSOCIATE PARTNERS OF THE EUROPEAN MUSEUM ACADEMY**

The EMA Associate Partnership scheme details can be found on the EMA website. Those institutions which register before the end of 2011 will be designated as Founding Associate Partners, and we are pleased to announce the following organisations have already joined EMA:

Fundação Museu da Ciência, Coimbra, Portugal

Fundación Caixa d'Estalvis i Pensions de Barcelona, Spain

Museu Agbar de les Aigües, Cornellà de Llobregat, Barcelona, Spain

Swedish Museums Association, Stockholm, Sweden

Swedish Natural History Museum, Stockholm, Sweden

## RECENT PUBLICATIONS

*Banks and Museums Beyond Sponsorship: An Overview of Museums Created by Bank Foundations*  
Bononia University Press, ISBN 978-88-7395-610-5, € 25.00.

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.

The European Museum Academy would like to express its grateful thanks to the Carisbo Bank Foundation – Genus Bononiae for its valuable financial assistance in the production of this book.

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**

**Massimo Negri, EMA Director**

[director@europeanmuseumacademy.eu](mailto:director@europeanmuseumacademy.eu)