A machine becomes a dead artefact once it is torn from its natural habitat and put on show in a building which neither looks nor smells like a factory or a workshop. A stuffed tiger in a museum is a stuffed tiger in a museum, not a tiger. An illuminated codex loses most of its significance once it is removed from the monastery where it belonged. It is no accident that museums have become temples of scholarship. The scholar responds with his brain, not with his feelings. But the majority of visitors to museums are not scholars or intellectuals, a fact which the museum world has taken a remarkably long time to realise.

Kenneth Hudson (1916-1999)
Who we are

The European Museum Academy, registered as a non-profit foundation in The Netherlands, is established on the occasion of the tenth anniversary of the loss of the distinguished museologist Kenneth Hudson (1916-1999) by a group of professionals active in the museum field and the cultural sector in general. This group has worked with Kenneth Hudson for many years in the context of the European Museum of the Year Award scheme, under the auspices of the Council of Europe and under the patronage of HM Queen Fabiola of Belgium, in the area of industrial archaeology and in other fields which benefited from the pioneering contribution of Kenneth Hudson.

The Academy counts on a qualified Pool of Experts and National Representatives in more than 40 countries worldwide.

group of professionals
improve the quality
museological thinking
Our thinking

The European Museum Academy Foundation intends to be a society of museum experts of different national and cultural backgrounds united for the advancement of museological knowledge, based on a curriculum of proved capacity in carrying out innovative museum projects. The Academy is the scenario where trends are deeply discussed and widely validated. Trends concerning the museological philosophy, the museographical language and practice as well as the role of museums in contemporary society are covered. Although museums started a long time ago, they are still searching for their own identity. Europe has probably given the main contribution to the big family of museums. That’s why this is the very moment when a European Museum Academy is needed. EMA is engaged
in developing researches in the field of museum innovation, stimulating new ideas and experiences and offering its services as an incubator for new talents and new programme in order to improve the quality of museum services and of museological discourse at the European level. One of the aims of the European Museum Academy is to preserve the legacy of Kenneth Hudson (1916-1999) and to disseminate the values and the pioneering intuitions and views of his museological thinking among the new generation of museum professionals as well as cultural professionals active on a European scale. Every year EMA organizes a Kenneth Hudson Seminar on various topics.

The Academy identifies in museums a relevant tool to face socio-economic and cultural challenges in contemporary society and stresses the role of the modern museum as a meeting place and as the most promising forum for the development of scientific debate, creativity, social cohesion and cultural dialogue. EMA addresses itself to individual professionals as well as public and private organizations active in the cultural and economic fields with an interest in museums as a medium for cultural communication at a European level; to individuals and organizations active in the educational field, to individuals and organizations active in the field of technological research applied to cultural heritage and to volunteer organizations active in historic preservation and in cultural fields in general. Although EMA’s activities are focused on Europe, our Foundation is also open to broader perspectives of cooperation at the international level in view of a necessary worldwide exchange of experiences.
Our activities and projects

The European Museum Academy’s activities cover a wide range of sectors which can be summarized in the following points:

- Runs several award schemes: the European Museum Academy Prize, Luigi Micheletti Award, Dasa Award and is also the main partner in Heritage in Motion and Children in Museums Award.

- Organizes training programmes – workshops, brainstorming, seminars, focus group meetings – within the framework of academic curricula as well as in the context of extramural programmes for museum professionals in order to develop their skills in the field of European intercultural communication and museum innovative practices.

- Is permanently engaged in networking at a European level thanks to its network of individual and organizational partners spread all over Europe and active in a variety of different areas of museum related issues.

- Publishes reports and other materials concerning issues of strategic interest for the enhancement of the museums’ role in contemporary society and to prepare them for the challenges of the future.

- Runs a Special Projects scheme in view of the participation in EU programme dealing with active citizenship, cultural heritage, museums, archives and libraries, digitisation of cultural heritage etc.
• Offers a unique consultancy service for the assessment of museums’ qualities in terms of concepts, management, organization and experience offered to the visitor. EMA also encourages programmes focused on museum visitors’ studies in order to improve the qualities of collections’ interpretation and services offered by the museums to the public.

• Courses in museology developed under the auspices of EMA: the Piran International Museology Summer school promoted by the Forum of Slavic Cultures and the Primorska University in Piran (Slovenia) and the Master Course in European Museology at IULM University of Milan.

• Collects materials and evidences of Kenneth Hudson’s works in cooperation with the University of Padua where a Kenneth Hudson Library is held, catalogued and made accessible to post graduate students focused on industrial heritage at an international level. It also cooperates in Erasmus Mundus Courses on industrial heritage.

• Encourages and promotes any other initiative which might contribute to the raising of the public profile of museums in Europe and the search for continuous improvement in all aspects of their activities. In this context a special role is played by the organization of the Luigi Micheletti Award as a tool for recognizing excellence and creativity in European museums of science and industry.
Bologna, Modern Art Gallery, open space Exhibition of the work of painter Pierpaolo Campanini: “Untitled” oil on canvas, 2004 © Meridiana Immagini
1. EMA AWARDS Prize giving Ceremony in Brescia (IT), 2015
2. EMA Conference
3. Judges’ meeting at the Rijksmuseum, Amsterdam, for the Children in Museums Award
4. The EMA Judges
The EMA Foundation also develops its programme in partnership with qualified institutions active in the museum field as well as in the cultural heritage sector in general. This co-operation implies regular exchanges of information, production of common documents, planning of seminars and other events, publications, and research projects on a bilateral or multilateral basis. The current partners of EMA in this kind of activities are:

- **BURSA CITY MUSEUM**, Bursa (TK)
- **DASA**, Dortmund (DE)
- **EUROPEANA - EUROPEAN DIGITAL LIBRARY FOUNDATION**, The Hague (NL)
- **EUROPA NOSTRA**, The Hague (NL)
- **EUROPEAN HERITAGE ALLIANCE 3.3**, The Hague (NL)
- **FONDAZIONE MUSIL**, Brescia (IT)
- **FORUM OF SLAVIC CULTURES**, Ljubljana (SI)
- **HANDS ON! INTERNATIONAL (HO!!)**, Graz (AT)
- **IULM UNIVERSITY**, Milan (IT)
- **LEVENTIS FOUNDATION**, Nicosia (CY)
- **NEMO – THE NETWORK OF EUROPEAN MUSEUM ORGANISATIONS**
- **NORDIC CENTRE OF HERITAGE LEARNING AND CREATIVITY**, Östersund (SE)
- **PIRAEUS BANK GROUP CULTURAL FOUNDATION**, Athens (GR)
- **TIM. THE STATE TEXTILE MUSEUM**, Augsburg (DE)
- **THE NATIONAL INSTITUTE OF MUSEOLOGY AND COLLECTION PROTECTION**, Warsaw (PL)
- **THE BEST IN HERITAGE**, Dubrovnik (HR)
EUROPEAN HERITAGE ALLIANCE 3.3
The EMA Awards

**Luigi Micheletti Award**
Established by the Micheletti Foundation and Kenneth Hudson in 1996 for the recognition of excellence in the specific sector of European science, technology, industry and contemporary history museums.

**DASA Award**
The basic criterion of this award is 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. This Award is open to all kinds of museums.

**European Museum Academy Prize**
The European Museum Academy Prize has the aim of recognizing the outstanding results of museum researchers and cultural institutions in creating pioneering museums or producing studies destined to influence the museological discourse at the international level.

*EMA is also main partner in:*

**Children in Museums Award**
In co-operation with Hands Hands On! International Association of Children in Museums, a professional organization representing museums dedicated to children that especially focuses’ on children up to the age of 14 years.

**Heritage in Motion (HIM)**
An annual multimedia competition for the creators of films, games, apps and websites on themes related to Europe’s heritage. Promoted with Europa Nostra and Europeana.

EMA also contributes to the Ziva Award scheme and Museums in Short Award.
How to participate?

Partnerships have been developed with a growing number of organisations with the same interests in the museum and cultural sectors. We are now seeking a number of Supporters so that EMA’s programme can be extended and developed to meet the growing demand for its services.

Supporters not only have the chance to be associated with a modern, energetic organisation, but will have the chance to put forward their own ideas for new initiatives which would benefit the new generation of museum professionals. The names of Supporters will be prominently displayed on the EMA website and in its publications and other documentation.

There are various ways to contribute to the development of the EMA organization. As EMA does not benefit from any permanent public fundings, financial support is always vital and very welcomed.

To join the EMA supporting scheme is easy, it’s enough to visit our website, www.europeanmuseumacademy.eu, download and fill the application form on the section “Support us”.

Alternatively, write to the Ms. Ann Nicholls, EMA Co-ordinator: ann.n1493@gmail.com.
Board

**Andreja Rihter**, Slovenia (President): from 1986 to 2000 she was Director and Programme Manager at the Museum of Recent History Celje. In 2000 she was appointed Minister for Culture in the Government of the Republic of Slovenia. She has been National Correspondent of the European Museum Forum since 1997 to 2009. From 1998 to 2001 she was also President of the Board, organiser of annual national meetings and many international meetings of the Slovenian Museum Association. In 2006 she founded the International School of Museology where she is still actively involved in the organisation of seminars, lectures and workshops. Her main current activity is as the Director of the Forum of Slavic Cultures International Foundation based in Ljubljana.

**Wim van der Weiden**, Netherlands (Chairman): Trained as an historian, he became director of Museon, the National Museum for Education and the first space theatre in Europe, Omniversum, both in The Hague. He was a member of the board of the Dutch Museum Association and one of the initiators of the Dutch Museum Pass. He was also chairman of ICOM Netherlands and a member of the Executive Council of ICOM. (International Council of Museums). In 1989 he became a member of the European Museum Forum and was since 2002 its chairman. For a period of 12 years he was director of Naturalis, the National Museum of Natural History in Leiden. In this period a complete new museum was built under his supervision. Since October 2003 he has been involved in the promotion of Dutch history. In that capacity he wrote the first draft for the future National Historical Museum.

**Massimo Negri**, Italy (Director): Scientific Director of the Executive Master in European Museology at the IULM University of Milan, teaches Museography of Industrial Heritage in the International Course on Industrial Heritage, Faculty of Letters and Philosophy, of the State University of Padua. Former Director of the European Museum Forum (1999-2009) and member of the Jury of the European Museum of the Year Award from 1983 to 2009. Member of the Scientific Committee of the Museum of the Cathedral of Milan and Director of the museological project of the new Museum of Industry and Labour of Brescia. 1993 he was awarded by the King of Spain the Cross of Officer of the Orden de Isabel la Católica.
Arno van Berge Henegouwen, Netherlands: after his biology studies at Leiden University he became director and curator of the Natural History Museum in Tilburg. Later he was head of the Natural History Department of the educational museum of The Hague, Museon. Museonder, the first underground museum in the world developed for the National Park De Hoge Veluwe, was one of the highlights and was followed by a new visitor centre in the same park. He wrote the plan for an exhibition about plants in Botanica in Bremen’s Rhododendronpark. He wrote several popular science books in topics as marine biology, evolution and biodiversity.

Karl Murr, Head of the Textile and Industry Museum (TIM) in Augsburg and lecturer at the Department of European Ethnology / Folklore at the University of Augsburg. Studied Modern History, Bavarian History, Medieval History and Philosophy at the University of Philosophy (Munich), Ludwig-Maximilians-University (Munich), Oxford University (St. Edmund Hall, Oxford, England), the Catholic University of Eichstätt Ingolstadt and Harvard University (Cambridge / Mass, USA); 2005 PhD with the thesis “The Middle Ages in modern times. The public memory of Emperor Ludwig of Bavaria in the Kingdom of Bavaria” (CH Beck, Munich 2008), since 2005 Researcher. In 2009 he was appointed Head of; in 2012 he joined the Pool of Experts of the European Museum Academy; in 2013 elected Chairman of the Jury of the European Museum Academy Awards.

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