



European Museum Academy

A European Museum Expertise Foundation

Landskrona, February 2021

Announcement from the European Museum Academy

In 2020 for the first time The European Museum Academy invited students on master level programmes to participate in our efforts to stimulate further development of the museum sector in Europe. Each of the 75+ European Universities were invited to contribute with one master paper in English, from which a panel of judges from the European Museum Academy pool of experts should select **The European Museum Academy Master Study of the Year**. *The overall criteria for assessing the master studies have been the extent of European relevance and inspiration.*

Universities kept an eye open during the academic year for especially interesting master studies in museology, museum studies or museum education. The deadline for submitting a master study for our panel of judges was 1 October 2020. Eligible contributions are master studies submitted to universities in Europe after 1 October 2019.

The European Museum Academy jury for this Academy award 2020 has been:

- Dr Anne-Louise Sommer, director, Designmuseum Danmark
- Dr Sandro Debono, consultant, Office of the President of the Republic of Malta
- Professor Massimo Negri, scientific director, European Museum Academy (chair of jury)

I am happy hereby to announce the result of the work done by our judges.

Winner:

We congratulate *Sofia Elamson* from *the University of South Eastern Norway* as the winner in the competition for the European Museum Academy Master Study of the Year 2020 Award with the following thesis:

“The Societal Potential of Culture - visible in both policy and practice? A Study of the European Union’s Cultural Policy and the museum institution’s societal and democratic ambitions”

From the judges’ assessment:” This work investigates a subject which needs more frequent reflections due to its societal, economic, and political implications in the process of European

Stichting European Museum Academy
Kanaalweg 46, 2584 CL, The Hague – The Netherlands
Tel.0046702821168

E-mail: director@europeanmuseumacademy.eu

Registration number: 27359130 Chamber of Commerce, The Hague



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integration. The thesis is well structured and well written. If broadened, it can easily become a fully-fledged doctorate. The theoretical framework is good and solidly presented, with theory selectively applied in the case of particular projects. Although the case studies are limiting with just one project per museum, materials gathered are effectively presented and stand as a good basis for providing a holistic perspective of cultural development within the European Union.”

Special recognition:

We congratulate *Athina Grammatikopoulou* from *the Aristotle University of Thessaloniki/ University of Western Macedonia* for an exceptionally interesting contribution to the competition for the European Museum Academy Master Study of the Year 2020 Award with the following thesis:

“Curating the Invisible: design, development, and evaluation of a social media tool for cultural learning in museum settings”

From the judges’ assessment:” Very good thesis structure which flows very well and effortlessly takes you from the theoretical framework to methodology evaluation and experimental results, oftentimes by and large missing in the industry when developing such products. This thesis can easily become a blueprint to guide the ways and means how technology can be meaningfully developed from theory to hands on. The methodology used is clear and succinctly presented.”

Henrik Zipsane
Director

About the European Museum Academy

The European Museum Academy is a non-profit Foundation established to reflect museums at the international level, to promote research on museography and museology as a high cultural activity, to provide constructive criticism and promote discussion on new exhibitions and museums, and to disseminate museological knowledge and ideas among members of the profession. It aims to promote the conception and development of new as well as of traditional museums as tools of social change. The European Museum Academy was established in 2009 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.

European Museum Academy Awards

Over the years, the European Museum Academy has developed an extensive awards scheme: the European Museum Academy Prize, the Art Museum Award, the Luigi Micheletti Award, the DASA Award, the Heritage in Motion Award and the Master Study of the Year Award. The Academy is also a partner in other award schemes, including the Children in Museums Award, the Živa Award and the Museum in Short Awards. The different awards represent and emphasize different aspects of the European Museum Academy’s underlying values.

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