



## European Museum Academy

**A EUROPEAN MUSEUM EXPERTISE FOUNDATION**



## The 2019 EMA Annual Report

### Calendar 2019

**January-December:** The Online Edition of the IULM Master Course in European Museology with a slightly different focus, under the title *Master Course in Museology. New Media and Museum Communication*, to enable students from all over the world to benefit from this programme is developing its area of recruitment with student from Asia and North America. It is the only online course of its kind in the world. All the modules of this course have been produced by EMA jointly with International University of Media and Languages (IULM) Milan, Italy.

**6-7 February** Co-hosting the NCK spring conference “Cultural Heritage - Ownership and Community Building” in Östersund, Sweden.

**6 February** Kenneth Hudson seminar “Cultural Policy and Literacy Development” in collaboration with Pascal Observatory and The Nordic Centre of Heritage Learning & Creativity, Östersund, Sweden.

**25 February – 1 March** Co-hosting the NCK master course in museology and heritage learning in collaboration with The Norwegian University of Technology, Östersund, Sweden.

**27 – 29 March** Piranova Colloquium: Sounds and Music in Museums co-organized with the Forum of Slavic Cultures (FSK),

**20 – 28 May:** International Summer School of Museology, Piran (Slovenia) - this course, now in its 13<sup>th</sup> edition, is co-organised with the Forum of Slavic Cultures (FSK), Ljubljana and the Primorska University. The topic focused on the theme of the International Museum day 2019 defined by ICOM – the new roles of the museums as active actors in their communities – Museums as Cultural Hubs – The Future of Tradition. EMA held a session on short videos in museums

**May 30-June 2** EMA was invited to the 21<sup>st</sup> Inter Museum Fair in Moscow and held a workshop together with the Forum of Slavic Cultures delegation. The topic was "Dialogue Professionals" EMA and FSK as partners had presentations.: some reflections and Andreja Rihter Reflections- partnerships and friendships.

**14-16 June:** EMA Awards judging meeting at DASA in Dortmund.

**19-20 August:** Children in Museums Award jury meeting, in Amsterdam.

**23-24 August:** Judges meeting for pre-selection of candidates for the Heritage in Motion competition.

**19-21 September:** EMA Annual Meeting and EMA Awards Ceremony in Ljubljana (Slovenia). The Micheletti Award 2019 went to Astra National Museum Complex, Sibiu, Romania for the museums work with social history and empowerment. The DASA Award went to Arbejdermuseet, Copenhagen, Denmark for the educational work. During the meeting the Heritage in Motion Awards Ceremony was held at the same premises in co-operation with Europeana and Europa Nostra. During the meeting a special Seminar was held with PASCAL network, entitled "Museum, Heritage and Education – a vision for master studies" and two workshops on "The attraction of presence" and "Exhibitions – There is a Method to this Madness".

**24 October:** Announcement of the Children in Museums Award, in Frankfurt, Germany during the biennial Hands On! Conference in the Junges Museum.

**14-16 November** International Cultural Forum St Petersburg. EMA lecture about museums and industrial tourism

**20 November:** Kenneth Hudson seminar on "The Panorama is Still a Success Method – On How to Attract People", Bursa Turkey.

**10 December:** Museums in Short Contest Award Ceremony took place in Milan, Italy. The event is co-organised by **musil**, **EMA** and the **FSK**.

## Strategic work

The European Museum Academy is expanding with activities under the following headings:

- European Museum Award schemes
- European Museum Research and Projects
- European Museum Education and Competence Development

During 2019 there have been decisive initiatives in several of these areas.

### 1) **European Museum Award Schemes**

The work to shape a future award designed especially for art museums and galleries is moving forward according to plan. A new initiative to highlight the work of master students in museum studies, museology and museum education with “The European Museum Academy Master Study of the Year” has been launched and over 70 universities in more than 20 countries have been invited to participate in presenting and nominating a master thesis on high European relevance.

### 2) **European Museum Research and Projects**

The Academy has during the year been partner in five project applications and is by the end of 2019 actively taking part in three projects:

- **UNESCO4ALL** focuses on accessibility for visually impaired and blind people to objects in heritage sites and museums and aims at creating awareness and testing possible IT-based methods. The project is coordinated by the Italian private research company X23 Srl and the project is run under the EU programme COSME.
- **Museums of Impact** which analysis and compares the different museum evaluation models which exist in member states. The aim is to create a new European-wide evaluation framework with impact at its core for the benefit of both museums and their audiences. The project is coordinated by the Finnish Board of Antiquities and is run under the EU programme CREATIVE EUROPE.
- **SoPHIA** is creating a social platform for holistic heritage impact assessment based on literary review and case studies throughout Europe. The project will result in a number of concrete outputs: the framework, its accompanying guidance and promotional material, and the open stakeholder and dissemination events. Its impact will be seen in the increased capacities of museums and museum professionals to focus on impact, and in strengthened networking of museum development professionals, institutions and networks. The project is coordinated by the Roma Tre University and is run under the EU programme HORIZON 2020.

### 3) **European Museum Education and Competence Development**

In addition to the EMA master courses – the post-graduate **Master Course in European Museology** and the online **Master Course in Museology. New Media and Museum Communication** – the European Museum Academy has during 2019 been engaged in the work of creating a full two-year **European Joint Master Programme in Museums, Heritage and Education**. By the end of the year the process is nearing completion and the consortium comprises universities in Glasgow, Tartu, Oslo, Valletta and Nijmegen and the Smithsonian and the European Museum Academy. The preliminary application will be submitted in February 2020 and the University of Glasgow will be the coordinating partner if the Brexit process allows that – otherwise the University of Tartu is prepared to step in. If successful, the master programme will be launched in February 2021 and the role of EMA in the programme is to provide guest teachers and coordinate master summer schools in different European settings. This initiative is a result of the strategic partnership of the European Museum Academy and PASCAL.

## **Board Meetings and related issues.**

The EMA Board met twice: in Milan, April 3<sup>rd</sup> and in Koper and Ljubljana, 18<sup>th</sup>-19<sup>th</sup> September.

From January 1<sup>st</sup>, 2019 Karl Murr is Chair of the board, Massimo Negri is Scientific Director and Henrik Zipsane is Managing Director.

Karl Murr has coordinated a number of task force EMA 2020 meetings where issues such as patronage, project priorities, award developments and finances have been discussed. The final report has been presented to the board. The board is grateful for the work done and thanks Elia Vlachou, René Capovin, Dirk Houtgraaf and Karl Murr for their efforts. Implementation of the recommendations has begun.

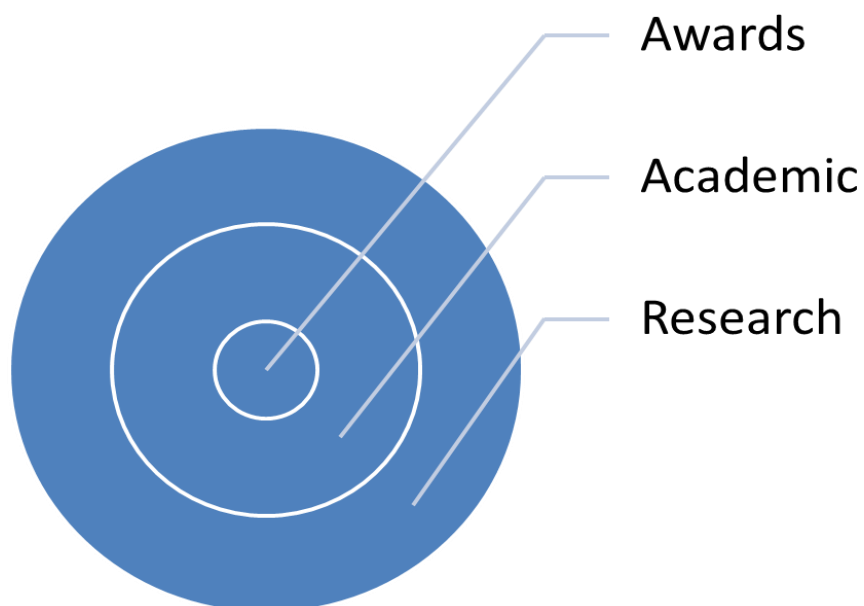
## Finances

The financial situation is stable, thanks to the continuing support of the growing number of Associate Partners.

## EMA Annual Event 2020: Venue

The 2020 EMA Conference and Award Ceremony will be held in Chemnitz (Germany) from 17 to 19 September thanks to the hospitality of the **Staatliches Museum für Archäologie Chemnitz – SMAC**.

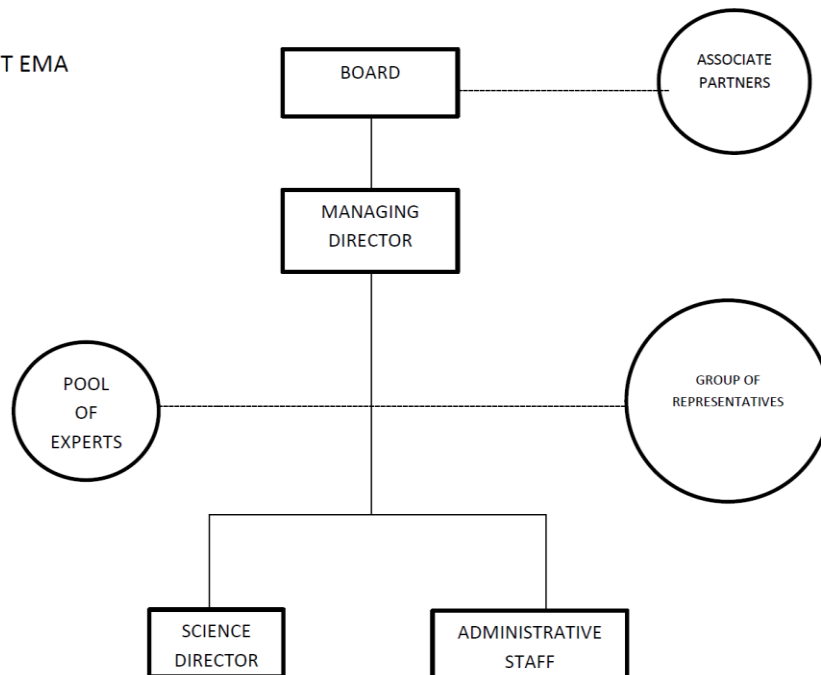
## EMA IN SHORT



These prevalent points of interest have been confirmed by the EMA Board as the lines which fulfil the EMA Mission and the guidelines for the coming years' plans.

## Organisation

ORGANISATION CHART EMA



## The European Museum Academy Awards

The Micheletti Award and the DASA Award

The EMA Prize

### Award Schemes where EMA is playing a strategic role as a permanent partner:

#### Children in Museums Award

On Thursday 24 October at the Hands On! Conference in Frankfurt, Germany the results of the 2019 Children in Museums Award were announced. 18 museums took part in the competition this year, with a short-list of seven finalists. The entries were of an extremely high quality and a real testament to the growing maturity of a relatively new field for the museum profession. The judges were unanimous in their decision to make Ker ImagiNation, Dakar, Sénégal the winner of the 2019 Children in Museums Award.

## **Heritage in Motion**

The results of the fifth edition of the Heritage in Motion competition were announced during the European Museum Academy meeting in Ljubljana, Slovenia. The Jury was unanimous in declaring DigitalMuseum.org as the winner of the Best Achievement Award. (It is a project covering the collections of 300 cultural institutions in Norway and Sweden). In the category Film and Video the winner was: Ljubljana River Exhibition (Museum and Galleries of Ljubljana, Slovenia). In the category Apps: ArchAIDE ( ArchAIDE, Italy) and in the category Games and Interactive Experiences: Radiophonic Spaces (Bauhaus-Universität Weimar/MESO digital interiors, Germany). The Award celebrates innovation of digital technologies, (social) media and film/video in the field of cultural heritage and is the result of a co-operation between Europa Nostra, Europeana and EMA.

## **Museums in Short**

The sixth edition of the award ceremony was held in Brescia 10th December. The Freud Museum of London won Museums in Short 2019 and a special mention of the jury was given to the Walker Art Center of Minneapolis. The Public Vote Prize went to the Gallery Matica Srpska (Novi Sad, Serbia). Ceremony was enriched by the presence of 6 Jury's members, by representatives and video-messages from the awarded museums, and by delegations from POLIN Warsaw (museum of the history of Polish jews) and PinAC (children art gallery, Brescia). The contest for this award was launched in 2012 by Musil Brescia, Brescia Musei Fondazione and European Museum Academy, in collaboration with BASE Milano and Forum of Slavic Cultures. Museums in Short aims to promote the innovative role of museums in the field of audiovisual: a no-fee contest for an open platform, freely available to operators, creatives, people.

## **The Ziva Award**

The Ziva Award, promoted by the Forum of Slavic Cultures with the assistance of EMA, organized its Seminar and Ceremony in Bar, Montenegro on 2-5 October, the winner being the State Museum of Political History of Russia, St Petersburg.

## **ACADEMIC ACTIVITIES**

In addition to the Master Courses in Milan and the Summer School in Piran, EMA has a close cooperation with the Erasmus Mundus Programme of Study on Industrial Heritage "TPTI". This is run jointly by La Sorbonne in Paris, the State University of Padua and the University of Evora. At the State University of Padua it maintains and makes accessible to students and professors the Kenneth Hudson Library of books on industrial heritage.

## RESEARCH

The work for a research project on the theme 'The Museum of the Future – Between Physical Place and Virtual Space' is continuing under the co-ordination of Karl Borromäus Murr. This project will give rise to the publication of a book, hopefully during 2020.

A project for the reorganization of the EMA digital photographic archive is at present under consideration, in cooperation with the University of the Aegean in Crete. It is hoped that some concrete results will be available in 2020.

A book "There is a method to this madness – A systematic methodology for developing and building exhibits and (new) museums" by Dirk Houtgraaf and Massimo Negri, has been a work in progress and it is expected to be published in 2020.

In September 2019 the EMA jubilee book "Searching for Excellence – EMA 2009-2019" was presented at the award and conference ceremony in Ljubljana. The publication includes papers on "The European Museum Academy 2009-2019 and onwards", "The principle of communicability of unintelligible complexities", "The Museum for the Future – a Participatory Museum" and "The Need for the European Museum Academy in the 21<sup>st</sup> Century".

The participation in the European projects mentioned above include research activities. In the SoPHIA project EMA will have the task to make a literary review of policies of relevance to European heritage from a cultural perspective and to conduct a number of case studies on major European co-financed heritage-related projects. The work has been planned in the autumn 2019 and the project begins in January 2020.

## EMA ASSOCIATE PARTNER

We are happy to welcome new Partners in 2020:

Arbejdermuseet, Copenhagen, Denmark  
National Museum, Cetinje, Montenegro  
Muzeul Bucuvinei, Suceava, Romania

## CORPORATE PARTNER

Bursa Metropolitan Municipality, Bursa, Turkey

## ASSOCIATE PARTNERS

Gallery 11/07/95, Sarajevo, Bosnia and Herzegovina  
TIM, Staatliches Textil- und Industriemuseum, Augsburg, Germany  
IULM Communication Mgt SCARL, Milan, Italy  
Natura Artis Magistra, Amsterdam, The Netherlands  
National Museum of the Romanian Peasant, Bucharest, Romania  
Fundación Caixa d'Estalvis i Pensions de Barcelona, Spain  
Museu Agbar de les Aigües, Cornellà de Llobregat, Spain  
Association of Swedish Museums, Karlskrona, Sweden  
The Nordic Centre of Heritage Learning & Creativity, Östersund, Sweden

Istanbul Toy Museum, Istanbul, Turkey  
Glasgow Life, Glasgow, UK  
Event Communications, London, UK

## **INDIVIDUAL PARTNERS**

Hartmut Pöll, Alpinarium, Galtür, Austria  
Riitta Nelimarkka-Seeck, Helsinki, Finland

Henrik Zipsane  
**EMA Director**  
January 2020