



European Museum Academy

A EUROPEAN MUSEUM EXPERTISE FOUNDATION



The 2021 EMA Annual Report

Calendar 2021

January-December: The Covid-19 pandemic hit the European Museum Academy in 2021 as it did in 2020 and as it affected everybody else in the world. Most activities including physical visits to museums for assessment or consultancy work have had to be cancelled and executed online instead.

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 students 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 the International University of Media and Languages (IULM) Milan, Italy.

Main Partners:



17-18 February: Co-hosting the NCK spring conference “Decolonizing Heritage from a Nordic Perspective” in Östersund, Sweden.

3 March, 28 April, 19 May, 15 June: Webinars in collaboration with PASCAL and the SoPHIA project partners with presentation and discussion of the Cultural Heritage Impact Assessment Model.

18 September: Every year, the European Museum Academy organizes various Awards for museums. The EMA annual award ceremony and conference was planned to take place in Timisoara (Romania). Due to the ongoing COVID-19 restrictions, the Award ceremony was broadcast online and shot at the Drents Museum in Assen, The Netherlands. The first winner of the new Art Museum Award 2021 was the **Trapholt Museum**, Kolding, Denmark; the winner of the DASA Award 2020/21 was the **National Museum of Romanian Literature**, Bucharest, Romania, and the winner of the Luigi Micheletti Award 2020/21 was the **Futurum**, Berlin, Germany. As regards to Timisoara, we do hope that this city will act as our host at some other time.

22 September: In Venice, Italy the Casa Batlló was awarded the Heritage in Motion ‘Best Achievement Award’ for their **Casa Batlló 10D Experience**. The winners of the four categories were also announced during the Heritage in Motion Award Ceremony on Europa Nostra's Live-Stream, this year from the Doge's Palace in the World Heritage City of Venice, Italy. The 2021 ceremony took place on the first day of the European Cultural Heritage Summit, hosted by Europa Nostra. It was later broadcast on the Europa Nostra Live-Stream. A hybrid event, the 2021 edition forms a new occasion to celebrate excellence in cultural heritage skills, and to discuss Europe’s recovery and its future, while getting together for the first time after the outbreak of the pandemic.

26 September: The 2021 Kenneth Hudson Seminar was this year organized as an online webinar with presentations and discussion of the EMA Master Study Award 2021 contributions from the winner **Sofia Elamson** and **Athina Grammatikopoulou**, who received a special commendation.

21 November: In an online ceremony during the Hands On! Conference in Vienna the results of the 2021 Children in Museums Award were announced. The judges were delighted to give the Award to the Restart programme of the **Dutch Open Air Museum** at Arnhem.

23 November: A Webinar took place in collaboration with NEMO and the SoPHIA project partners with presentation and discussion of the Cultural Heritage Impact Assessment Model.

Strategic work

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

- European Museum Academy Award schemes
- European Museum Academy Research and Projects
- European Museum Education
- European Museum Academy Expertise and Communication
- European Museum Academy Publications

During 2021 there have been new decisive initiatives in several of these areas.

1) *New European Museum Academy Award Schemes*

EMA launched in early 2021 the new **Art Museum Award (AMA)**, a new annual award specifically designed for art museums and galleries throughout Europe. The Art Museum Award is dedicated to honour and highlight museum projects that work with art in an innovative, pioneering, and creative way in order to address or respond to current social issues that are a major challenge to our contemporary society. The focus of the Art Museum Award is on the role that art museums and galleries can play as socially relevant meeting places. Therefore, a range of criteria has been set, including encouraging innovation, proving social responsibility, strengthening participation and inclusion, propelling sustainability, and stimulating public discourse. The launch of the award was prepared in close collaboration with PR manager Heidi Vandamme. The award competition was carried out for the first time in the spring and summer of 2021. Because of the pandemic both the judging and the award ceremony had to be carried out online.

The 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** was launched in autumn 2020 and more than 70 universities in more than 20 countries in Europe were invited to participate in presenting and nominating a master thesis on high European relevance. The judging of incoming contributions for was finalised in January 2021 and the winner and another student who received special recognition presented their studies at a Kenneth Hudson Seminar.

2) *European Museum Research and Projects*

The Academy has during the year been partner in five project applications and is by the end of 2021 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 is run under the EU programme COSME. The project ended in 2021
- **Museums of Impact (MOI)** which analyses 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. The project continues in 2022.
- **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 result 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. The project was finalised by the end of 2021.

3) *European Museum Education*

In addition to the EMA master course – the online **Master Course in Museology. New Media and Museum Communication** – the European Museum Academy has since 2019 been engaged in the

work of creating a full two-year **European Joint Master Programme in Museums, Heritage and Education**. The application is a huge undertaking but close to completion and the consortium comprises universities in Glasgow, Tartu, Rome, Valletta, Cork, and Nijmegen and the Smithsonian Institution and the European Museum Academy. Unfortunately, the proposal has not received funding from the European Union but there is an unexpectedly large interest shown among non-European students which may form a base for launching the master programme. A decision will be taken in early spring 2022. This initiative is a result of the strategic partnership of the European Museum Academy and PASCAL.

4) **European Museum Academy Expertise and Communication**

- The European Museum Academy has a constant need to renew and develop our own competences as an organization. By the end of 2021 we have 40 **EMA Representatives** in 35 countries, and we are still expanding. Our **Pool of Experts** now consists of 33 colleagues covering all kinds of relevant topics in theoretical museology and practical museum affairs.
- In order to facilitate our possibilities to further educate our experts, EMA has applied to the EU for **Erasmus certification** which unfortunately was not successful at the first attempt.
- In collaboration with Rome Business School, we have engaged in an **EMA trainee arrangement**. In 2021 seven trainees from Italy, France, Ukraine, Mexico, and Lithuania have worked on the development of EMA consultancy, further improvement of communication about the new master study award, mapping for potential applicant museums for different awards, and as research assistant for the director.
- Five issues of the EMA Newsletter were published during 2021 as well as news published and shared on social media.
- The EMA website has been revised and a special website for the EMA Art Museum Award has been launched too.

5) **Publications**

- EMA experts have through the partnership with Pascal Observatory been invited to co-edit and contribute to an **International Handbook on Museum and Heritage Education**. We have in close collaboration with colleagues from the University of Glasgow and the Smithsonian Institute produced a plan for the anthology which is now under negotiation with the publishers Routledge. Discussions are moving forward and a decision about the production is expected in spring 2022.
- For the third year EMA published in March 2021 **EMA National Museum Reports 2020 – How are the Museums doing in Europe?** These are personal reports from the EMA representatives in 31 countries about museums in their respective countries and a valuable complement to standard official dry statistics, earning much appreciation from colleagues in the European Union, the Council of Europe, ICOM and elsewhere.
- The publication **Revisiting Museums of Influence** is an initiative of the European Museum Forum, where experts revisited and gave portraits of 50 European museums that have made striking innovations in public quality over the past 40 years. Six EMA experts were invited to write 21 contributions to the anthology which is published by Routledge.

Board Meetings and related issues

The EMA Board has met three times in distanced meetings: 21 January, 17 May, and 20 November.

The Board members at the end of 2021:

- Dr Karl Borromäus Murr (Chair)

- Dr Dirk Houtgraaf
- Professor Massimo Negri
- Dr Andreja Rihter (President)
- Dr Wim van der Weiden
- Dr Henrik Zipsane

EMA administrative business has been carried out by:

- Ann Nicholls (coordinator)
- Dr Emek Yilmaz (project director)
- Hazal Şahin (communication and projects)
- Professor Massimo Negri (scientific director)
- Dr Henrik Zipsane (managing director)
- Heidi Vandamme (art museum award communication)
- Katja Blaithin Cox (art museum award management)

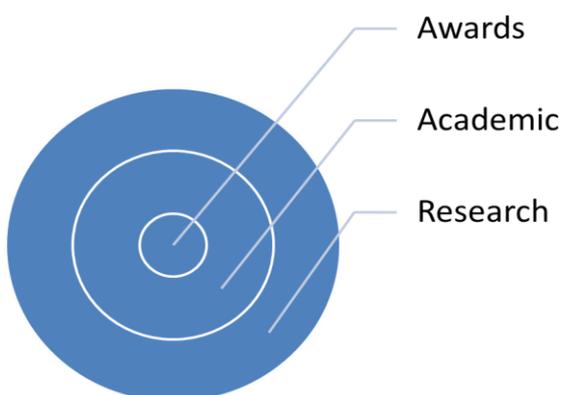
and the following internship students:

- Sofia Di Beo
- Marie Nguyen
- Diletta Dimelchiorre
- Vanesa Vilchis
- Beatrice Ramasauskaite
- Marie del Rosario Rodriguez Boyer
- Stella Covi

EMA Annual Event 2021

Unfortunately, the 2021 EMA Conference and Award Ceremony in Timisoara (Romania) in September 2021 was cancelled due to the pandemic. We hope to be able to visit Timisoara later. In 2022 we plan to arrange the EMA Conference and Award Ceremony in Esch-sur-Alzette (Luxembourg) in September. More information will be available soon. If, for reason of continued pandemic we cannot meet physically, we will (again) arrange the conference as a virtual event.

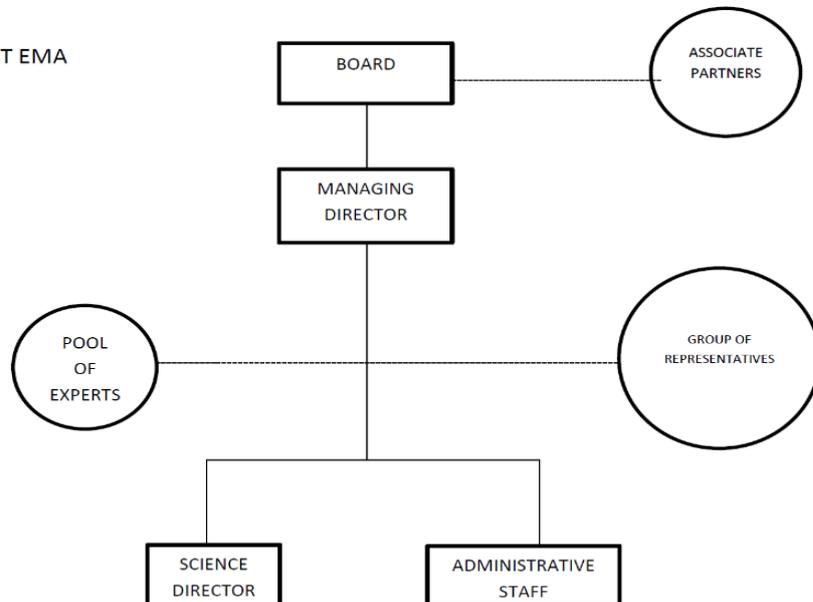
EMA IN SHORT



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.

Organization

ORGANISATION CHART EMA



The European Museum Academy Awards

The Micheletti Award

The DASA Award

The EMA Master Study of the Year Award

The Art Museum Award [for museums and galleries throughout Europe][The EMA Prize

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

Children in Museums Award

The judging and Award Ceremony for the 2020 Award had to be cancelled because of the pandemic. The candidates for 2020 are all included as candidates in 2021. The Children's Museum Award was established in 2011 by the European Museum Academy and Hands On! International Association of Children in Museums and is supported by Mercis BV. Its aim is to enhance the recognition of excellence in the specific sector of international children's museums. In 2014 the name of the Award was changed to the Children in Museums Award, to reflect the wider range of provision for children in today's museums.

Heritage in Motion

The Heritage in Motion Awards are the annual multimedia competition on themes related to Europe's cultural and natural heritage for the creators and users of films, games, apps and websites. It celebrates the best multimedia achievements and products, engaging the public with Europe's outstanding heritage in all its forms. The Heritage in Motion Awards are a joint initiative of Europa Nostra and the European Museum Academy and is empowered by Europeana.

Museums in Short

Museums in Short is an audio-visual platform dedicated to short videos realized by museums. It is promoted by Musil – museum of industry and labour of Brescia, in collaboration with the European Museum Academy and FSK – the Forum of Slavic Cultures.

The ŽIVA Award

The Živa award was established in 2012 on the initiative of the expert group composed of member countries of the Forum of Slavic Cultures and the then director of EMA – Massimo Negri. The Živa Award Jury consists of 13 experts from the Slavic countries and from EMA. The Živa Award the Best Slavic Museum, since 2018 also for the best Slavic Heritage Site, has received many candidates. The Živa Award has made a place for itself in the Slavic world as an important reference, which puts it firmly on the map of museum awards on the global scale. Several Živa Awards winners have already been nominated for other European museums awards as well.

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 2022.

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 2022.

The participation in the European projects mentioned above include research activities. In the SoPHIA project EMA produced a literary review of policies of relevance to European heritage from a cultural perspective which is published on our home page. The EMA team also produced two case studies on major European co-financed heritage-related projects where the SoPHIA Cultural Heritage Impact Assessment Model is tested, and finally produced a policy brief on how cultural heritage impact assessment relates to education.

OTHER 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'. It is a master course focusing on the investigation of industrial heritage and historical technical environments. The programme aims at teaching students how to enhance technical knowledge and manage industrial landscapes. It is jointly offered by the University of Paris 1 Panthéon-Sorbonne (France) with the Universities of Padova (Italy), Evora (Portugal), Alicante (Spain), the Czech Technical University in Prague (Czech Republic); the Faculty of Arts and Humanities of Sfax (Tunisia), the Federal University of Technology - Paraná (Brazil), the

Universidad de Oviedo and the Benemérita Universidad Autónoma de Puebla. The State University of Padova on behalf of EMA maintains and makes accessible to students and professors the Kenneth Hudson Library of books on industrial heritage.

EMA IS SUPPORTED BY

Deutscher Museumsbund, Berlin

Ministère de la culture, Luxembourg

Ministerie van Onderwijs Cultuur en Wetenschap, Den Haag

ASSOCIATE PARTNERS

Gallery 11/07/95, Sarajevo, Bosnia and Herzegovina

The Labour Museum, Copenhagen, Denmark

TIM, Staatliches Textil- und Industriemuseum, Augsburg, Germany

IULM Communication Mgt SCARL, Milan, Italy

National Museum, Cetinje, Montenegro

Natura Artis Magistra, Amsterdam, The Netherlands

National Museum of the Romanian Peasant, Bucharest, Romania

ASTRA National Museum Complex, Sibiu, Romania

Muzeul Bucuvinei, Suceava, Romania

Fundación Caixa d'Estalvis i Pensions de Barcelona, Spain

Museu Agbar de les Aigües, Cornellà de Llobregat, Spain

The Nordic Centre of Heritage Learning & Creativity, Östersund, Sweden

Panorama 1326 Bursa Conquest Museum, Bursa, Turkey

Istanbul Toy Museum, Istanbul, Turkey

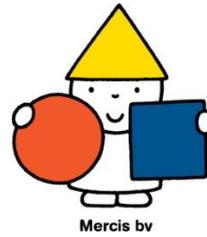
Glasgow Life, Glasgow, UK

Event Communications, London, UK

INDIVIDUAL PARTNER

Riitta Nelimarkka-Seeck, Helsinki, Finland

In cooperation with:



Henrik Zipsane
EMA Director
January 2022