

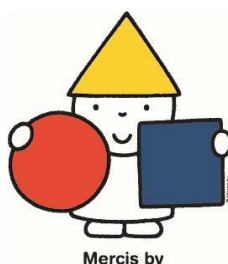


**Hands On! International**  
Association of Children in Museums

**European Museum Academy**  
A European Museum Expertise Foundation



## THE 2023 JUDGES' REPORT



## **CRITERIA FOR THE AWARD**

The jury is looking especially for museums, exhibitions, programmes and museum environments that show:

- a commitment to children, to encourage children's curiosity and to stimulate their imagination
- creativity and innovation
- quality learning experiences

## **ENTRY REQUIREMENTS FOR THE AWARD**

- Permanent space designed for children up to the age of 14 years.
- Age-appropriate exhibitions and/or programmes based on the cognitive, social and emotional development of children.
- Permanent staff/ management.
- Dedicated budget.
- Interactive learning experiences and exhibit strategies engaging as many senses as possible.
- Specialist provision for children within the museum sector internationally.

## INTRODUCTION

*This is the eleventh year of the Award and after the Covid-19 pandemic we have been able to return to our normal procedure of visiting the 12 shortlisted candidates, either in person or with a combination of personal visits and Zoom conversations. We consider there is no substitute for face-to-face visits, and it is only because of financial constraints that we have not been able to send two people in person to candidates outside Europe.*

The Children's Museum Award was established in 2011 by the European Museum Academy and Hands On! International for 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. Applications are welcomed from children's museums and from education, children and youth departments in museums and science centres, both long-established and recently opened.

The European Museum Academy (EMA) 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 diffuse 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. EMA co-operates with Hands On! International Association of Children in Museums for this Award. Judges representing the European Museum Academy are also active members of the Academy in a number of roles. [www.europeanmuseumacademy.eu](http://www.europeanmuseumacademy.eu)

Hands On! International Association of Children in Museums (HOII), is an international professional organisation representing and advocating for its non-profit member institutions. It actively stimulates the creation and development of children's museums (including science centres and large collections-based institutions serving young visitors) and more space for cultural and educational activities for children and young people. HOII supports the important role of children's museums as centres where play inspires creativity, informal and lifelong learning. [www.hands-on-international.net](http://www.hands-on-international.net).

## **THE JUDGES' REPORT**

The panel of judges considered carefully all the material submitted by the candidates, paying special attention to the ways in which a candidate is likely to change the course of museum thinking or museum practice, nationally and internationally, with imaginative interpretation and presentation being marked highly. From 32 applications the judges reached a varied shortlist of museums. All are museums of the highest quality and show no compromises in subjects and approaches which are interesting for children, stretching their imagination and range of interests. They tackle subjects from indigenous peoples to science, citizenship to the home. Museums are increasingly consulting children on their programmes, enabling children to become protagonists, and others create many playful and meaningful activities for adults and children to share. New standards have been set this year for what museums working with children can achieve, and what children can aspire to under online guidance, learning in a playful and interactive way.

After an intensive period of exchange of views, a shortlist was announced:

- **Australian Museum, Sydney, Australia**
- **ZOOM Children's Museum, Vienna, Austria**
- **MAS Museum aan de Stroom, Antwerp, Belgium**
- **Science Museums, University of Aarhus, Denmark**
- **West Zealand Museum, Holbæk, Denmark**
- **Alice – Museum for Children at FEZ-Berlin, Germany**
- **MUBA Children's Museum of Milan, Italy**
- **Tokyo Toy Museum, Tokyo, Japan**
- **National Museum of Natural History of Luxembourg**
- **Institute for Sound and Vision, Hilversum, The Netherlands**
- **Discover Children's Story Centre, London, United Kingdom**
- **Children's Museum Houston, United States**

## AUSTRALIAN MUSEUM, SYDNEY

Opened a year ago, the Burra Learning Place demonstrates how science and culture can actively support and enrich each other and the environment. This is the first time a children's play-based learning space has been entirely produced and embedded in First Nations knowledge and offers intergenerational learning experiences which represent the way that knowledge is transferred in First Nations communities. At all stages of the project First Nations voices, artists and knowledge holders are given preference. The symbol of the eel was chosen as the teacher in Burra, as eels represent creation, formation of oceans and rivers, migration, and seasonal indicators. Learning about intimate connections between First Nations peoples, alongside Western science, helps visitors build knowledge of local cultural wisdom. The voices of children are prioritised and embedded in the space, and through play children are encouraged to pose questions, think about solutions, and engage in critical thinking. Burra is part of the museum's Early Birds programme, which provides a reduced sensory visit with quiet spaces, dimmed lights and extra staff. 'A Day at the Museum' initiative provides free travel, educational programmes and lunch for disadvantaged students and has welcomed over 3,000 participants.

The judges said: Burra stimulates intergenerational dialogue, with three layers of learning embedded in every piece of content: First Nations core values; First Nations innovations; and Western science. There is a high level of commitment to children and great effort goes into encouraging children's curiosity and stimulating their imagination through engaging programmes and measures taken to sustain quality learning experiences for visitors.



Australian Museum (AM)  
(Director: Kim McKay)  
1 William Street  
Sydney  
NSW 2010  
Australia

## ZOOM CHILDREN'S MUSEUM, VIENNA

This private association enables children and young people to engage with the topics of art, science and culture in a playful environment which engages all their senses. In a relaxed atmosphere they can discover, explore, and try out new things at their own pace, by means of exhibitions, play stations, objects, art installations and workshops. Aimed at children from 0-14 years-old, there are four areas to be explored. In the ZOOM Hands-on Exhibition, children can ask questions, explore a topic, make things, and play freely. Interactive stations make it possible to understand and experience a subject in various ways. ZOOM Ocean is a play and adventure area attuned to the motor, cognitive and social skills of children from 8 months to 6 years. In the ZOOM Studio children try out various artistic techniques and materials and collaborate with artists. The ZOOM Animation Studio provides opportunities for producing animated films in collaboration with facilitators. The all-electric ZOOM Mobile enables schools, kindergartens and open spaces in parks to be transformed into workshops or playrooms for those unable to visit the museum. Since 2001 visitors have helped to build up an exclusively digital collection of animated films and sounds produced for children in workshops at the Animation Studio.

The judges commended the ZOOM Mobile initiative, established during the Covid-19 crisis, for staying in touch with the public and expanding existing communication offers. Its summer programme has been very successful in targeting children who would not usually go to the museum. The expertise gained by the museum has been disseminated externally in consulting and training and is part of the broader discourse on children's and youth culture.



Verein ZOOM Kindermuseum  
(Director: Andrea Zsutty)  
MuseumsQuartier  
Museumsplatz 1  
AT-1070 Wien  
Austria

## MAS MUSEUM AAN DE STROOM, ANTWERP

Located on the waterfront, the museum's compelling architecture has earned it a well-deserved reputation as a city icon. The glass walls of the freely accessible MAS Boulevard, displaying changing views of the city, mirror the different perspectives intertwined with these stories. Exhibitions concentrate on three themes – Port, Antwerp, and the World. These are aimed at a broad audience, with texts edited to ensure accessibility. 'Anybody at Home?' marked a new form of curatorial collaboration with 10 families representing different ages, household compositions and cultural and socio-economic backgrounds. Aimed at families with young children, the objective of the exhibition is to encourage visitors to think and talk to each other about the meaning of home. Textual guidance was offered on three levels, with clear wording. Curators established links with the Ghent theatre collective Studio ORKA to help convey complex themes that potentially stir deep-seated emotions. Several multimedia applications were used, such as fictitious audio stories and a montage of interviews, many with children, in different house/home contexts, including a shelter and a squat. After the opening, the curators had informal talks with all the panel families to see how the result compared with their expectations.

In the judges' opinion this is a very innovative and thoughtful approach to the development of an exhibition about home and the varying perspectives and importance of people from many walks of life. The co-curatorship is an exciting approach and a stimulating learning experience for the MAS teams, as they were required to address the challenge that arose to arrive at a very positive outcome.



MAS Museum aan de Stroom  
(Director: Lies Buyse)  
Hanzestedenplaats 1  
BE-2000 Antwerpen  
Belgium

## SCIENCE MUSEUMS, UNIVERSITY OF AARHUS, AARHUS

Under Aarhus University, the Science Museums consist of four units: the Steno Museum, the Ole Rømer Observatory, the Greenhouses in the Botanical Gardens, and the Herbarium. The core target group of the museum is children aged 5-15. A corps of 39 university students looks after visiting school groups, nearer in age to the pupils and more likely to be acquainted with popular trends on social media, special vocabulary and current issues that engage the target group. In 'Dear, Difficult Body' (2011- ) pupils are invited to explore their views on body ideals, nakedness, and their acceptance of their own and other people's bodies. Moving from childhood to adulthood is an emotional experience, and a recent investigation found 8% of boys and 24% of girls were 'dissatisfied' with their body. At the same time body insecurity is a sensitive topic young people keep to themselves. A new section (2-22), 'Your Body as Data', focuses on the data we leave behind on social media. Tours and workshops are tailored for different age groups and all exhibition rooms are designed to allow a school class to sit down and work together. In 2022 the museum joined a school development project to strengthen museum access for children on the autism spectrum.

The judges said: The museum has kept the theme of the human body relevant for over a decade, taking into consideration all aspects – scientific, social, personal, religious, cultural, and media-related. Exceptional work is done with learning experiences for children, encouraging critical thinking, introspection, reflection on the influence of social media and how one's own behaviour can influence the ideas of others about one's own body.



Science Museerne  
(Director: Bent Lorenzen)  
Aarhus Universitet  
C.F. Møllers Allé 2  
DK-8000 Aarhus C  
Denmark



## WEST ZEALAND MUSEUM, HOLBÆK

The museum's geographical area consists of six municipalities with 12 exhibition sites featuring archaeology, art and local cultural history. A partnership has been established with Danish School Services, a national centre for education in museums and other external learning environments. The aim of the museum is to provide learning spaces which foster local cultural citizenship among the region's children and young people. To ensure a wider range of voices in exhibitions the museum uses different methods to explore children's personal and collective narratives and interests. Among these are photo voice, where children aged 4-6 have studied exhibitions, documenting and sorting them and explaining which objects are relevant and why, using storytelling to get their points across. A project, 'ME & MY CITY', in collaboration with Varde Museums, Jutland involves 10 museums in 10 cities and gives local museums a new understanding of how to engage with children aged 4-6. It includes exhibitions, a book, a game, a teaching manual, and a practice manual for museums. Time capsules from 2023, made by 10-year-olds, are being collected. These will be registered, stored, and exhibited at intervals of 10, 50 and 100 years. The museum runs a learning programme for second-language learners of Danish and for refugee children.

The judges said that the new exhibitions are related to current topics and are of local interest, particular praise given for the attractive, professional and beautifully illustrated accompanying material. On a small budget the museum shows very solid and professional exhibition work, with an emphasis on social relevance in rural areas and a pragmatic connection between current discourse and existing infrastructure.



Museum Vestsjælland  
(Director: Eskil Vagn Olsen)  
Forten 10  
DK-4300 Holbæk  
Denmark

## ALICE – MUSEUM FOR CHILDREN AT FEZ-BERLIN

Founded 20 years ago, Alice is part of the FEZ, the largest and most diverse centre for games, education and adventure for children in Berlin, located in Wuhlheide Park. The current exhibition, 'Susi & Us. To Look For or Look Away' deals with the time of National Socialism and the persecution of Jews 80 years ago, as well as anti-Semitism, racism and intolerance today. The museum's task was to make this important topic accessible to children over the age of 10. It is not dealt with in schools until later, and in some families it is never mentioned. The exhibition tells the story of Susi Collm who, with her parents, had to hide from the Nazis in the Berlin underground, and survived. It is divided into seven locations – shop, home, school, train station, parliament, cinema and hiding place – each with their own design. There are frequent interruptions to Susi's story, and encouragement to apply questions from history to the present day – when does discrimination begin? Have you ever looked away? How would you have behaved? Short, simple facts and quotes are found throughout the exhibition. There are interviews with Jewish children today, and an online chat possibility with a Jewish person. The aim is to encourage visitors to develop their own ideas for democratic co-existence and give them the courage to get involved.

In the opinion of the judges the museum has had the courage to work on difficult themes and in this particular exhibition the combination of historical content and current daily life experience for children is exceptional. The young visitors are stimulated, encouraged and empowered to think for themselves and to find answers which do not always correspond to the mainstream. The work is very valuable, enabling children to form their own opinions.



Alice – Museum für Kinder im FEZ-Berlin  
(Director: Claudia Lorenz)  
Strasse zum 2  
DE-12459 Berlin  
Germany

## MUBA CHILDREN'S MUSEUM OF MILAN

The late Baroque complex of the Rotonda di via Besana, situated within a large park, houses the museum. The target group is children aged between 2-11 and their parents. The mission of the museum is to act as a centre for researching, collecting and sharing knowledge of childhood, proposing cultural initiatives that aim to give children an open view of the world, fostering and encouraging their creative thinking and preparing them to become part of a society that increasingly demands and manifests responsible attitudes. MUBA deals with topical themes that can be easily translated into games or shared play experiences. In recent years these have included balance in nutrition, proper hydration, care and protection of nature, the cycle of money and principles of financial education. The quality of the proposals depends on the professionalism of the people who design, realise and apply them. Training is one of the pillars on which the museum's work and reputation is based, and takes place both internally and through adherence to accredited training courses. The museum has adopted the Reggio learning method by which a child is the protagonist of each activity and learns by taking the initiative, asking questions and playing with other children. The current aim is to expand exhibitions and workshops into the digital environment.

The judges said: the museum has many years' experience of solid and important work for children and families. Its strength lies in its school education and cross-generational activities. There is a commitment to the use of current topics to develop socially relevant exhibitions. The ability to respond quickly to changing needs reflects the flexibility and agility of its staff and their commitment to making a contribution to local society.



MUBA – Museo dei Bambini Milano  
(Director: Cinzia Cattoni)  
Via Enrico Besana 12  
IT-20122 Milano  
Italy

## TOKYO TOY MUSEUM

This is a hands-on museum managed by the non-profit Art and Play Creation Association. The museum offers an original playground in a wooden environment, not only for children but with visitors ranging from 0-100 years. The founder, Mr Shinsaku Tada, began researching art education for young children after the Second World War, to educate them in the power of arts to build world peace. In Germany he saw sophisticated children's toys, the first art that human beings encounter, and began his own collection. The museum is an old elementary school building, which evokes feelings of nostalgia and familiarity among its adult visitors. The building is constructed of domestic timber, with the internal design and original playground equipment designed on the Japanese philosophy of 'Mokuiku'. This is an approach encouraging people to come into contact with wood, to learn from wood, and live with wood. 'Wood Start' is a project to promote the use of wooden toys and products, working mainly with local governments, who are asked to give toys made from local wood by local craftsmen to newborn babies in the area. Currently 57 municipalities and four prefectures are following 'Wood Start'. Instead of learning programme evaluation for children there is a voting system to select high quality toys for the museum.

The judges said that the museum has a strong belief in the power of art for world peace. It places great importance on 'Omotenashi' (hospitality), greeting all visitors with a smile, then actively communicating with children and their mothers by having fun together, rather than teaching them how to play. In this way very young visitors, who may be nervous at first, see how adults enjoy playing with them and this reassures them they can also take part.



NPO Association for the Arts, Toy and Playing Activities  
Tokyo Toy Museum  
(Director: Chihiro Tada)  
4-20-1, Yotsuya, Shinjuku  
JP-160-0004 Tokyo  
Japan

## NATIONAL MUSEUM OF NATURAL HISTORY OF LUXEMBOURG

The missions of the museum are to create an interest in science through its permanent and temporary exhibitions, to be recognised at a cross-border level as a scientific research institute, and to be a centre for environmental and natural science awareness. Over 20 years ago the idea was born to reach out to children in a place where all social classes and backgrounds are represented – in schools. This led to the creation of the Nature Mobile and the Science Mobile, two museums on wheels that can be set up in the school yard and transform into exhibition spaces or labs. More than 7,000 pupils are reached in this way every year. In 2023 the trailers were set up in the Schlammwisen wetland, the largest reed area in the country, known for its flora and fauna. Spending a morning here made a stronger impression on pupils than discovering the subject in a museum. The aim was to immerse the children in science in a very practical way. Topics are introduced with didactic games, and other elements include a timeline representing the history of the Earth and a model of the digestive tract. Close attention is paid to pupils' reactions and the material is reviewed regularly. Centres for children with special needs are also visited, and social skills promoted in this way include mutual respect, teamwork, fair play and tolerance of rules and limits.

The judges praised the valuable work being done outside the regular museum boundaries, acknowledging that it is costly and takes a great effort to maintain. The programmes are of very high quality, well-designed workable and outstanding in content, illustrating complex topics in a way that makes them accessible to their audiences and in turn providing a meaningful and lasting experience.



Musée national d'histoire naturelle – 'natur musée'  
(Director: Patrick Michaely)  
25 rue Münster  
L-2160 Luxembourg

## INSTITUTE FOR SOUND AND VISION, HILVERSUM

Opened in 2006, the pace of change in the media world has made it essential to establish the new Media Museum. The vision of the museum is: 'By keeping media heritage alive, stimulating responsible media use and promoting free speech in text, image and sound, we contribute to a diverse, creative and democratic society'. It is aimed particularly at families with children over eight years, although in practice teenagers and young adults are particularly attracted to the museum. Every visitor gets a personalised visitor experience, being 'scanned' on entry, sharing information such as age, interests and media preferences (via the app). During the visit you are (quite literally) recognised as a media personality, and the longer you walk around, watch things and rate them, the closer you get to your unique 'media personality'. Your view of media becomes more and more personalised – how do I use media and how do they affect me? The huge influence of media on our daily lives is presented in five interactive zones focusing on universal human needs: Share, Inform, Sell, Tell and Play. A wide range of workshops is offered to all school levels, which are active, interactive and playful. For schools a special tour is offered with an Education app that adds an extra educational layer by translating the content to specific age groups.

The judges said: the museum is absolutely outstanding in terms of technology and provides a completely personalised visitor experience after a long and professional development phase with extensive testing and prototyping. The huge budget has been spent mainly on technology, with many interactive stations that could prove overwhelming to some visitors. For the present application it was felt there was a lack of focus on younger children.



Netherlands Instituut voor Beeld & Geluid  
(Director: Eppo van Nispen tot Sevenaer)  
Media Parkboulevard 1  
NL-1217 WE Hilversum  
The Netherlands

## DISCOVER CHILDREN'S STORY CENTRE, LONDON

Discover is based in Stratford, east London, in a listed building converted and opened in 2003 as a Story Centre. It is the UK's first hands-on creative literature space for children aged 0-11 years and their families, dedicated to generating a love of language, literature and stories. The space and exhibitions have a 'hand-made' rather than slick and sophisticated feel, well suited to the building's structure and rooms, and to its audience. There is minimal use of technology. At the heart of the Centre are purpose-built Story Worlds and the Story Garden. The project submitted is The Box Rocket, a space-themed, immersive exhibition created with an interpretation of the characters, themes and settings from the illustrator and writer, Dapo Adeola, in which children travel on an intergalactic adventure in a home-made rocket ship, arriving on a strange planet where they must complete an important story-mission. They are guided by Adeola's character Rocket, her cat Luna and a crew of Story Fixers. Games and missions take the children on a journey, where domestic items are transformed into make-believe. The Centre's Community and Education programme targets disadvantaged children, focusing on developing literacy skills through children's literature. These free projects include a weekly club for children with disabilities, storytelling sessions and lunch for families facing homelessness, and school-based literary projects.

The judges thought that the Centre excels in diversity, inclusion and social impact. Being located at the heart of one of London's most diverse communities, visitors have ethnically diverse backgrounds and many have English as a second language. Exhibitions and programmes are created with this in mind, the dedicated staff working with a wide range of illustrators and authors to create their annual temporary exhibition, on a shoestring budget.



Discover Children's Story Centre  
(Deputy Chief Executive: Paul Callaghan)  
383-387 High Street  
London E15 4QZ  
United Kingdom

## CHILDREN'S MUSEUM HOUSTON

The museum was founded in 1980 by parents in response to a community-wide need for interdisciplinary exhibitions and programmes for children aged 0-12 years. The mission is to transform communities through innovative, child-centred learning. There are 13 galleries and a Parent Resource Library, with outreach programmes aimed at families in underserved neighbourhoods. The museum aims to address six primary needs: providing experiential child-centred learning experiences valued by families; supporting parents as children's first teachers; advancing children's learning to reach their grade levels; building partnerships to increase equality of education and reduce opportunity gaps; and engaging children to broaden their future career options. In 2015 SECRET was launched in partnership with Schell Games, to provide children from the age of six with apps to use the museum as the backdrop for interactive spy experiences, in which they save the museum from villainous agents. Using maps, puzzles/riddles and clues, SECRET agents navigate to interactive stations where they use gadgets along with their maths, language and observational skills to complete missions and save the day. Since 1990 members of the kids' committee (ages 8-13) have worked with the museum on exhibitions and programmes, helping educators to gain understanding about what interests children and how they learn best.

The judges said: SECRET is undeniably an exciting exhibition that is technically very elaborate and well done, especially in terms of storytelling. It strengthens young people's problem-solving skills. This is a very diverse museum, with a wide variety of programmes and topics. There is a strong focus on pre-school education and the parents of children, as with almost all American children's museums.



Children's Museum Houston  
(Director: Rayanne Darensbourg)  
1500 Binz Street  
Houston, TX 77004  
United States



## FINALISTS

### 2023 CHILDREN IN MUSEUMS AWARD

#### Australian Museum, Sydney

With The Burra, the museum has set a new standard with its conceptual framework, methods of implementation and operation of the learning space. It is the first time that a children's learning space has been entirely produced and embedded in First Nations knowledge and ways of learning. Great efforts are made to encourage children's curiosity and stimulate their imagination through engaging programmes and measures taken to sustain quality learning experiences for visitors. The quality of the unifying storyline (the eel, representing creation, and the formation of oceans and rivers, migration, and seasonal indicators) is one of resilience, mirroring the struggle of First Nations communities.



#### Alice – Museum for Children at FEZ-Berlin

'Susi & Us. To Look or To Look Away' is not only a well-thought-out exhibition on an historic theme, but is outstanding in the way it forms a connection to children's daily life experiences. There are frequent interruptions to the progression of Susi's story and encouragement to apply questions from history to the present. Simple facts about Jews of the time, such as having to change their names, or being forbidden to keep pets, bring the lives of Jews into sharp focus today. This exhibition is not built on ready-made answers: there is no right or wrong, and the way visitors can explore the opinions, fears and prejudices of the various protagonists is highly commended.



## THE 2023 CHILDREN IN MUSEUMS AWARD WINNER

### TOKYO TOY MUSEUM

This is a citizen-run museum supported by money donations and donations of time by 'toy curators', who are volunteer staff. Many of the toy curators are senior citizens, reinforcing the museum's belief in the importance and impact of intergenerational learning and meaningful cross-age relationships which help to decrease social isolation and increase feelings of belonging, self-esteem, and well-being in older adults while improving social and emotional skills in children and youth. For children over six, under the guidance of an adult there are opportunities to learn different skills, such as creating a toy with an electric scroll saw through facilitated workshops. A wide range of activities and workshops conducted by volunteers, artists and craftsmen are available daily. The museum has been offering professional training sessions to educate mothers, kindergarten teachers and people from daycare into play toy professions. There are currently about 6,000 toy instructors nationwide who are certified as play experts. To ensure the toys in the museum are of high quality, each year the museum holds the Good Toy Awards. The museum prides itself on being actively involved in supporting and providing access to children with special needs as well as children from disadvantaged backgrounds. Once a week the museum is closed to cater for 'Smile Day', where children with 24-hour medical needs and their families are invited to come and play. For children who are hospitalised for long periods of time, the museum has developed a toy box called 'Asobinomushi', and has distributed a hundred boxes to hospitals nationwide, creating a system where toy consultants from around the country can volunteer at hospitals.

The judges praised the museum for providing a wide variety of play experiences for children, exploring new pathways to enlarge subjects, developing suitable learning strategies, and working methods for their young audiences, and making their collections accessible and participatory, with a good array of both open-ended and instructional toys. Collaboration with universities, local government and the government's Forestry agency has reinforced the museum's belief in the power of nature and art to stimulate children's imagination and nurture the relationship between people and trees.



## THE TROPHY



The trophy is a bronze statue of Miffy, the world-famous children's character, which was created by Dick Bruna (1927-2017). The sculptor is Marc Bruna, Dick Bruna's younger son. This (only existing) statue is a scale model of the original statue that is in Utrecht, the home of Dick Bruna in The Netherlands. The statue was donated to the city by the Soroptimist Club of Utrecht in the 1990s.

2020 was Miffy's 65<sup>th</sup> anniversary and yet she still appeals to children all over the world – the Miffy books are now translated into more than 50 languages. As a character, Miffy embodies the principles of creativity, fantasy, openness (she looks at you), positivity, freedom of thinking and child friendliness. Her profile as the familiar, friendly character that children worldwide recognise and love was underlined in 2004 when New York City chose Miffy as their Family Tourist Ambassador in a bid to attract tourists' families back to the city, post 9/11.

## APPENDIX ONE: LIST OF CANDIDATES FOR THE 2023 AWARD

Australia	Sydney: Australian Museum <a href="https://australian.museum">https://australian.museum</a>
Austria	Schallaburg: Schallaburg Castle <a href="https://www.schallaburg.at">https://www.schallaburg.at</a>
Austria	Vienna: ZOOM Children's Museum <a href="http://www.kindermuseum.at">www.kindermuseum.at</a>
Belgium	Antwerp: Royal Museum of Fine Arts <a href="https://kmska.be">https://kmska.be</a>
Belgium	Antwerp: MAS Museum aan de Stroom <a href="http://www.mas.be">www.mas.be</a>
Belgium	Kalmthout: Suske and Wiske Museum <a href="http://www.suskeenwiskemuseum.be">www.suskeenwiskemuseum.be</a>
Denmark	Aarhus: Science Museums, University of Aarhus <a href="http://www.sciencemuseerne.dk/eng">www.sciencemuseerne.dk/eng</a>
Denmark	Holbæk: West Zealand Museum <a href="http://www.vestmuseum.dk/eng">www.vestmuseum.dk/eng</a>
Denmark	Horsens: The Prison Museum <a href="http://www.faengslet.dk">www.faengslet.dk</a>
Denmark	Roskilde: ROMU Museum Organisation for Roskilde, Lejre and Frederikssund <a href="http://www.romu.dk">www.romu.dk</a>
Germany	Berlin: Alice – Museum for Children at FEZ-Berlin <a href="https://alice-museum-fuer-kinder.fez-berlin.de">https://alice-museum-fuer-kinder.fez-berlin.de</a>
Germany	Frankfurt am Main: Jewish Museum Frankfurt <a href="http://www.juedischesmuseum.de">www.juedischesmuseum.de</a>
Greece	Athens: Hellenic Children's Museum <a href="http://www.hcm.gr">www.hcm.gr</a>
Hungary	Budapest: Fairytale and Story Museum <a href="http://www.https://mesemuzeum.hu/eng">www.https://mesemuzeum.hu/eng</a>
Ireland	Dublin: MOLI Museum of Literature <a href="http://www.moli.ie">www.moli.ie</a>

Italy	Milan: MUBA Children's Museum of Milan <a href="http://www.muba.it">www.muba.it</a>
Italy	Verona: Children's Museum Verona <a href="http://www.cmverona.it">www.cmverona.it</a>
Japan	Tokyo: Tokyo Toy Museum <a href="https://art-play.or.jp/ttm/">https://art-play.or.jp/ttm/</a>
Lithuania	Vilnius: Vilnius Toy Museum <a href="http://www.zaisluuziejus.lt">www.zaisluuziejus.lt</a>
Luxembourg	Luxembourg: National Museum of Natural History of Luxembourg <a href="http://www.mnhn.lu">www.mnhn.lu</a> ; <a href="http://www.natur-mobil.lu">www.natur-mobil.lu</a>
The Netherlands	Amsterdam: National Maritime Museum <a href="http://www.hetscheepvaartmuseum.nl">www.hetscheepvaartmuseum.nl</a>
The Netherlands	Hilversum: Institute for Sound and Vision <a href="http://www.beeldengeluid.nl">www.beeldengeluid.nl</a>
The Netherlands	Utrecht: The Railway Museum <a href="http://www.spoorwegmuseum.nl">www.spoorwegmuseum.nl</a>
Poland	Warsaw: National Ethnographic Museum <a href="http://www.ethnomuseum.pl">www.ethnomuseum.pl</a>
Poland	Warsaw: Smart Kids Planet <a href="http://www.smartkidsplanet.pl">www.smartkidsplanet.pl</a>
Portugal	Condeixa-a-Nova: Roman in Sicó <a href="http://www.poros.pt">www.poros.pt</a>
Romania	Pitești: Museum of Communism for Children <a href="http://www.instagram.com/museumofcommunismchildren">www.instagram.com/museumofcommunismchildren</a>
Taiwan	Taipei City: National Palace Museum <a href="http://www.npm.gov.tw">www.npm.gov.tw</a>
Turkey	Istanbul: Istanbul Toy Museum <a href="http://www.istanbuloyuncakmuzesi.com">www.istanbuloyuncakmuzesi.com</a>
United Kingdom	London: Discover Children's Story Centre <a href="http://www.discover.org.uk">www.discover.org.uk</a>
United Kingdom	Sudbury: The Children's Country Museum at Sudbury <a href="https://www.nationaltrust.org.uk/visit/peak-district-derbyshire/the-childrens-country-house-at-sudbury">https://www.nationaltrust.org.uk/visit/peak-district-derbyshire/the-childrens-country-house-at-sudbury</a>

United States

Houston: Children's Museum Houston  
[www.cmhouston.org](http://www.cmhouston.org)

## APPENDIX TWO: THE 2023 PANEL OF JUDGES



**Elaine Chan** oversees Early Years and Family Programmes in her role as Assistant Director (Learning) at National Gallery Singapore, where she contributed to the development of the Keppel Centre for Art Education which won the Children in Museums Award in 2018 for innovative art education, awarded by Hands On! International Association and the European Museum Academy. An early childhood practitioner by training, Elaine is interested in how the arts can help us look and re-look at ourselves and our world. She believes that early exposure to art fosters curiosity in children and encourages them to make new discoveries beyond the boundaries of curriculum. Elaine holds a M.Ed in Early Childhood Education from Nanyang Technological University, Singapore. [Ho!!]



**Jörg Ehtreiber** studied physics, chemistry and museum education at the University of Graz, Austria. After that, he became head and curator of the energy department at the Technical Museum in Vienna, followed by the position as Head of the hands-on exhibitions unit. Ehtreiber completed a management training and founded MTC (Museum & Technology Company). He worked several years as a consultant for museums and governmental institutions, planning and implementing large-scale exhibition projects. In 2003, he became Director and CEO of KIMUS, which includes the Graz Children's Museum FRida & freD and the Fairy Tale Express Graz. Since 2015, he is President of Hands On! International Association of Children in Museums and serves on various boards in an advisory capacity. Ehtreiber was in charge of Science Center CoSA - Center of Science Activities - that opened in Graz in 2019. He has been working recently on an inclusive museum about the Austrian composer Robert Stolz that opened in June 2023. [HO!!]



**Anita Elefsen** was appointed Director of The Herring Era Museum in Siglufjörður, Iceland in 2016. She began her museum career at that very same museum as a young student and later as curator. In 2004 The Herring Era Museum won the Luigi Micheletti Award, at the time administered by the European Museum Academy. Anita holds a BA degree in History and an MA degree in Museology from the University of Iceland in Reykjavík. She has been Chair of The Icelandic Museum Association since 2020 and serves on the boards for The Icelandic Association of Maritime Museums; *Sarpur* – The

Icelandic Museum Collections Database; North-East Iceland Culture Committee and serves as Iceland's National Representative for the European Museum Academy. [EMA]



**Susanne Gesser** worked as a curator at the Frankfurt Children's Museum since 1992, which she has also headed since 1998. She is also head of the Department of Education and participation at the Frankfurt Historical Museum. Between 2003 and 2017 she also represented the Frankfurt Historical Museum in building planning matters and has been a member of its New Concept working group. Susanne was also the project coordinator for the permanent exhibition Frankfurt Now! and founder of the 'City Laboratory', which she leads. She is co-founder of the Federal Association of German Children's Museums as well as founding member of the German Association of Museum Education. She is on the Board of Directors of Hands On! International Association of Children in Museums. [HO!]



**Dirk Houtgraaf** has been for many years the director of Public Services of Naturalis, the Dutch National Museum of Natural History. He also has been the leader of the exhibit development team and the educational department in the years before. During the years he has been involved in several educational forums, boards and foundations, and for example in the branding of the public libraries. He is a biologist and strategic marketer by training. Nowadays he has returned as a Director Public & Market (ad interim) to Naturalis as well as working as a strategic manager at the Dutch Cultural Heritage Agency. He is one of the board members of the European Museum Academy and the author of books including 'Businessmodels' (Dutch) and 'Mastering a Museum Plan: Strategies for Exhibit Development'" (English). [EMA]



**Pia Laedrach** studied anthropology and has a postgraduate degree in cultural management. Due to her long professional experience as a human resources consultant and business coach as well as a project manager and curator in various educational and cultural institutions, topics such as cultural leadership, participation and



outreach are particularly close to her heart. As managing director of the Schulmuseum Bern, she led this institution, which is supported by 60 volunteers, until 2021 before taking over the management of the Kindermuseum Creaviva at the Zentrum Paul Klee in Bern, Switzerland. She believes that children can experience self-efficacy and strengthen their self-confidence through their own artistic creation and playful interaction with art; she also wants to create opportunities for co-creation so that young people themselves can contribute to a better world. Creaviva is the proud recipient of the Children in Museums Award 2022, together with Leeds Museums & Galleries. [HO!!]



**Lidija Nikočević** is an anthropologist with a career in safeguarding heritage and museums for many years. Since 1997 she has been the Director of the Ethnographic Museum of Istria, Croatia. Communication in museums is one of her main interests and so she is specially interested in young visitors. Within her studies, she carried out research in migrations, political anthropology, historical anthropology and rituals in transformation. Intangible heritage is also one of the main topics of her professional activity. She has been President of the Croatian ICOM National Committee (2010-2013) and Treasurer of ICME (ICOM). At present she is the Croatian representative in the ŽIVA award competition for the best Slavic museum, and is a member of the Advisory Committee for intangible heritage of Croatia. [EMA]



**Gordana Nikolov** has a BA in Ethnology (Philosophical Faculty, University of Belgrade) and an MA in Traditional Pottery (Institute of Geography, Department of Ethnology, Faculty of Natural Sciences, Skopje). He has been involved in numerous projects involving education of children about folk pottery and promotion of intercultural values. Through his specialization on museum management (Course in Museum Management Technology, Osaka, Japan at the National Museum of Ethnology - MINPAKU), he has helped in the development, organization and opening of multiple museums on a national and local level in his country. He was visiting professor at the American College in Skopje and visiting professor at MINPAKU - Institute for Advanced Studies, Osaka, Japan. He has been a director and president of the board at the National Museum of the RN Macedonia, where he currently works as curator advisor - head of collection for folk pottery, porcelain, glass works and painting with ethno motifs. He has been a part of international organizations for protection and promotion of cultural heritage including the European Museum Academy and the Forum of Slavic Cultures (FSK), as well as ICOM (MNK), ICOMOS (MNK) and Blue Shield (MNK). [EMA]



**Leigh-Anne Stradeski** has been Chief Executive of Eureka! The National Children's Museum for the past 15 years. Prior to that she was Executive Director of the London Regional Children's Museum in London, Ontario for seven years and held senior level positions in communications, marketing and fundraising in the tertiary health care and higher education sectors. She holds an MPA from the University of Western Ontario and a BA from the University of Alberta. Leigh-Anne has held positions on boards and advisory committees in arts, culture and museums on both sides of the Atlantic. She is a board member of the Association of Science and Discovery Centres – UK, a member of the partnership board of Sheffield University's Centre for the Study of Childhood and Youth, and an advisor to the Save Childhood movement. She is Past-President of Hands-On International and a past trustee of the Association of Children's Museums. Leigh-Anne was awarded an Honorary Doctorate in Education from Leeds Beckett University in 2014 and an Inspiration Award from Calderdale Community College in 2010. [HO!!]



**Elia Vlachou** is an Archaeologist-Museologist. Director of Projects, Partnerships & Development at the Cultural Foundation of the National Bank of Greece; Museum & Cultural Management Consultant, Co-founder and Gal Secretary of the Hellenic Steam Institute, a non-profit association dedicated to the preservation and valorization of industrial heritage. As Head of the Museums Department at the Piraeus Cultural Foundation (2007 – 2017), she has coordinated a Network of nine museums, numerous projects and activities. Elia gives lectures on cultural management at graduate and postgraduate level. Member of the Pool of Experts of the European Museum Academy and member of international juries awarding prizes to museums and cultural projects. Main research interests: cultural management; innovative methods of interpretation of material and intangible culture; audience development; analysis of the visitors' experience; protection and valorisation of the technological heritage. [EMA]

## APPENDIX THREE

### WINNERS OF THE AWARD

<b>2012</b>	Tropenmuseum Junior, Amsterdam, The Netherlands
<b>2013</b>	Please Touch Museum, Philadelphia, USA
<b>2014</b>	National Gallery of Denmark (SMK), Copenhagen, Denmark
<b>2015</b>	Lifetime Achievement Awards were awarded to:  ZOOM Kindermuseum, Vienna, Austria Boston Children's Museum, Boston, USA
<b>2016</b>	GeoFort, Herwijnen, The Netherlands
<b>2017</b>	National Museum of Science and Technology, Stockholm, Sweden
<b>2018</b>	Keppel Centre for Art Education, National Gallery Singapore
<b>2019</b>	Ker ImagiNation, Dakar, Senegal
<b>2020/2021</b>	Dutch Open Air Museum, Arnhem, The Netherlands
<b>2022</b>	Creaviva Children's Museum, Bern, Switzerland and Leeds Museums & Galleries, United Kingdom
<b>2023</b>	Tokyo Toy Museum, Japan