European Museum Academy

fondazione luigi micheletti

THE EUROPEAN MUSEUM ACADEMY AWARDS

THE LUIGI MICHELETTI AWARD

Best European Museum in Storytelling 2027

Apply today, don't miss the chance to profit from the visibility and networking opportunities offered to your museum by taking part in the European Museum Academy Awards. Hundreds of museums and science centres have already done so in more than 20 years of activity of the Micheletti Award.

For 2027 the emphasis of the Award will be on the way museums manage to bring history to life and convey a sense of the past to their visitors through their exhibitions by means of a compelling narrative. It is anticipated that many categories of museums will compete for this chance to show how their storytelling provides the public with a better sense of their own identity and their place in the historical landscape. Candidates will be visited by EMA qualified experts and presented at the Annual EMA Meeting in September 2027. The closing date for applications is 15 March 2027.



2026 Luigi Micheletti winner: Haus der Geschichte, Bonn, Germany

European Museum Academy
A European Museum Expertise Foundation
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Registration number: 27359130; Chamber of Commerce, The Hague

CRITERIA FOR ENTRY

Projects or museums should be able to be visited between March and June 2027

The Luigi Micheletti Award
Without museums, humankind would hardly understand its past, cope with its present and advance in its future. History-Telling is based upon storytelling which is key for all museums in their attempt to make temporal sense. The Luigi Micheletti Award is intended for all kinds of museums that convey a strong and compelling narrative via their exhibition – at the service of society. All museums working with conclusive and sound narratives are welcome to apply.

Candidates are invited to show evidence that they fulfil the criteria of the Award.

QUESTIONNAIRE for candidates
Two typewritten pages (Word format) in English describing the museum, its organisational structure, its method of financing and the European relevance or innovative aspects. Please concentrate on these aspects:

Institutional Structure
- What is the legal body behind the museum?
- Who was responsible for developing the storyline for your museum?
- Does the online presentation of the museum mirror your storytelling approach?
- What is the relation between your collection and the story you want to convey?

History telling
- What kind of story/stories is your exhibition aiming to tell?
- Are there different stories for different target groups?
- Whose story is being told?
- What role do historical museum objects play in your story?
- What are the innovative and creative elements of your history telling? Does it relate to contemporary society?
- What role does exhibition architecture play in your storytelling?

Impact
- What makes the story/stories of your exhibition compelling?
- How does the story resonate with your visitors?
- Does the storytelling foster a critical understanding of history?
- Does your narrative initiate discussion and support the exchange of ideas (on a local, regional or national level)?
- Does the handling of historical narration provide a role model for others?

Summary Question
- What makes your museum a strong candidate for the Luigi Micheletti Award?

ENTRY DATA – Luigi Micheletti Award

The closing date for applications is 15 March 2027

- Full name of museum, in original language and in English:
- Director:
- Full postal address:
- Telephone number, with country and area code:
- Email address and website:
- Opening times:
- Name of contact person, with email address:
- Type of institution: local, regional, national:
- Year the museum first opened:
- Finance: public or privately financed:
- Annual budget. Amount devoted to education and exhibitions:
- Annual number of visitors:
- Number of employees and/or volunteers involved in learning activities:

It would be helpful if you could notify us of your intention to apply before sending your WeTransfer.

If you have any questions, or if you would like a Word version of the Entry Data page, please contact Ann Nicholls, EMA Coordinator, tel +44 (0)7775 886973; ann.n1493@gmail.com.

ENTRY FEE (300 Euros)

Please do not send your entry fee with your application. Following receipt of your application, we will send you an invoice for 300 Euros. Please supply the following information for the invoice:

Name and postal address of the museum
Name and email address to whom we send the invoice
If the invoice is to be sent to another institution, its name and address
Any details on the invoice required by the financial administration

SUPPORTING MATERIAL

Please send your file, preferably via WeTransfer, to Dr Emek Yilmaz-Sancar at emekyilmaz@gmail.com AND to Ann Nicholls, EMA Coordinator at ann.n1493@gmail.com. Please note that all future correspondence should be sent to Ann Nicholls. The other mail address is for this purpose only. Please let us know if for any reason you cannot use WeTransfer (Ann Nicholls: tel: +44 7775 886973).

IMPORTANT: please identify your file as follows:

name of award (underscore)country (underscore)city(underscore)museum.
For example: DASA_ Belgium_ Liège_ City Museum.

Please do not use a longer heading!

The material should include:

- The completed Entry Data page (Word format).
- Your response to the Questionnaire on page 2.
- Up to 20 images in JPEG format, no larger than 2 MB each. All images should be in landscape format. One exterior of the building with its name clearly displayed; general views of the exhibitions and images which illustrate your strong candidature for the Award. (Films should not be more than five minutes in length). Pictures must be free of copyright and accompanied by a declaration which enables EMA to use them for non-commercial purposes in its printed materials, on the Internet as well as in training programmes.
- Scanned copies of a brochure, leaflet or other publicity material you wish to include.

Please keep all the materials' names as short as possible.

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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. 40 countries are currently represented within the EMA organisation. https://europeanmuseumacademy.eu/

THE LUIGI MICHELETTI FOUNDATION (Fondazione Biblioteca Archivio Luigi Micheletti) LMF (established in 1981 in Brescia)
is a research centre specialising in 20th-century history. Scientific research covers ideologies of the 20th century, wars, the ambivalence of technical progress, industrialization and labour, conspicuous consumption, the origin of environmentalism. The Foundation has a rich collection of writings, postcards, photos, posters, videos, audio documents as well as objects, furniture and machines. Mus**il** – Museum of **Industry** and **Labour** – was created, to focus on the recovery of productive plants and whole urban areas.



www.fondazionemicheletti.eu - www.luigimichelettiaward.eu