



European Museum Academy

A EUROPEAN MUSEUM EXPERTISE FOUNDATION



The 2020 EMA Annual Report

Calendar 2020

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

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:



12-13 February Co-hosting the NCK spring conference “Shaping Sustainable Future through Heritage” in Östersund, Sweden.

24-28 February Co-hosting the NCK master course in museology and heritage learning in collaboration with The Norwegian University of Technology, Östersund, Sweden.

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

September: The EMA annual award ceremony and conference was planned to take place in Chemnitz (Germany). With great reluctance it was cancelled due to the pandemic. The 2020 candidates for the Micheletti and DASA Awards were postponed until 2021. We hope to be able to visit Chemnitz and collaborate with the Staatliches Museum für Archäologie Chemnitz – SMAC at another time.

October: The announcement of the Children in Museums Award, in Frankfurt, Germany during the biennial Hands On! Conference in the Junges Museum was cancelled, and all 2020 candidates postponed to 2021.

20 November: The Estonian Maritime Museum was awarded the Heritage in Motion ‘Best Achievement Award’ for their digital and audiovisual solutions in Fat Margaret permanent exhibition Towering Tales of the Sea during an online ceremony broadcast from the Science Centre GeoFort in the historical New Dutch Waterline, in The Netherlands.

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
- European Museum Academy Expertise and Communication
- European Museum Academy Publications

During 2020 there have been new decisive initiatives in several of these areas.

1) **New European Museum Award Schemes**

EMA has launched in early January 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 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 2020** was launched. Over 70 universities in more than 20 countries have been invited to participate in presenting and nominating a master thesis on high European relevance. The judging of incoming contributions for 2020 is expected to be finalised in January 2021. The call for “The European

Museum Academy Master Study of the Year 2021” was launched in November 2020. In collaboration with Rome Business School the Academy is working on disseminating knowledge about the new award.

2) **European Museum Research and Projects**

The Academy has during the year been partner in five project applications and is by the end of 2020 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 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.
- **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**

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 and 2020 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 and the European Museum Academy. The preliminary application will be submitted in March 2021 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. 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.

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. During 2020 we have therefore put special focus on recruiting new colleagues as **EMA representatives** in different countries. By the end of 2020 we have 38 representatives in 34 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 – if accepted – will help us with competence development in the coming programme period.

- In collaboration with Rome Business School, we have engaged in a **EMA trainee arrangement**. In autumn 2020 two trainees from Italy and Morocco have worked on development of the EMA consultancy and further improvement of communication about the new master study award.

5) **Publications**

- EMA published the handbook ***Developing Exhibitions. There is a method in this madness*** in October. The book is written by Dirk Houtgraaf and Massimo Negri and explores all the steps needed to produce an exhibition.
- EMA published in partnership with the University of Padua the results from a project led by Massimo Negri on ***Museums and the Web at the Times of Covid-19. In search of lasting museological innovations during the pandemic***. The anthology provides impressions of the impact of the pandemic on initiatives in distance provision of museum experiences.
- 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 produced a plan for approximately 40 chapters of the anthology which is now under negotiation with the publishers Routledge.
- For the second year EMA published in March 2020 ***EMA National Museum Reports 2019 – How are the Museums doing in Europe?***. These are personal reports from the EMA representatives in 26 countries on the situation of 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.
- At the end of 2020 the final work was done on ***Revisiting Museums of Influence***, 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 twice in distanced meetings: 5 May and 5 October. A distanced Board executive meeting was held on 8 April.

The Board members at the end of 2020:

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

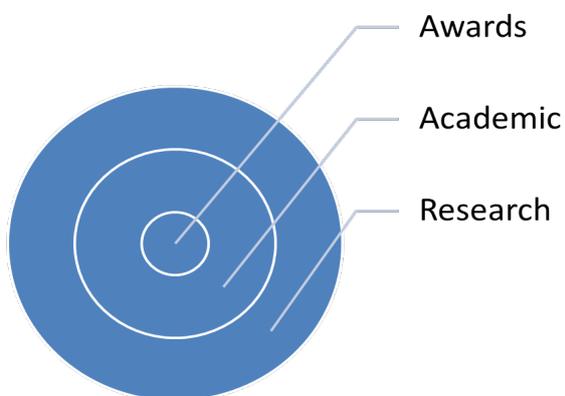
EMA administrative business has been carried out by:

- Ann Nicholls (coordinator)
- Dr Emek Yilmaz (communication and special projects)
- Hazal Şahin (communication and projects)
- Professor Massimo Negri (scientific director)
- Dr Henrik Zipsane (managing director)

EMA Annual Event 2021

Unfortunately, the 2020 EMA Conference and Award Ceremony in Chemnitz (Germany) in September 2020 were cancelled due to the pandemic. We hope to be able to visit Chemnitz and collaborate with the *Staatliches Museum für Archäologie Chemnitz – SMAC* at a later date. In 2021 we plan to arrange the EMA Conference and Award Ceremony in Timisoara (Romania) in September. More information will be available soon. If, for reason of continued pandemic we cannot meet physically, we do hope to arrange the conference as a virtual event.

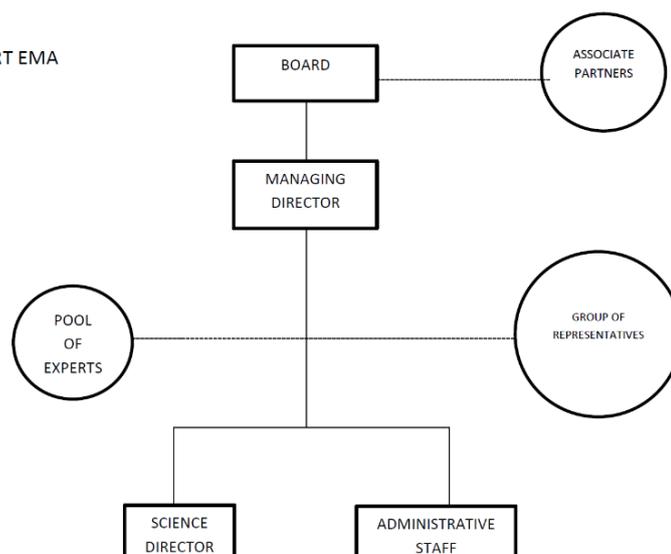
EMA IN SHORT



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 award had to be cancelled for judging and award ceremony because of the pandemic. The candidates for 2020 are all included as candidates in 2021. The Children in Museums Award is a joint venture between Hands On! and the European Museum Academy. It was launched in 2011 and its aim is to reward the hard work of creative and innovative exhibitions aimed at children up to 14 years old. Besides innovation, the judges value the ways the exhibition can change museum practice. That is why special attention is paid to interpretation and presentation.

Heritage in Motion

The Estonian Maritime Museum was awarded the Heritage in Motion 'Best Achievement Award' for their digital and audio-visual solutions in Fat Margaret permanent exhibition Towering Tales of the Sea, on 20 November, during an online ceremony broadcast from the Science Centre GeoFort in the historical New Dutch Waterline, in The Netherlands. The Estonian Maritime Museum Fat Margaret exhibition opened in November 2019. There are more than 30 digital solutions in the exhibition, all different in character. Some of the solutions use big real-time data, others are more hands-on and experiential, and many are based on a vast amount of historic research. *"The approach is ambitious and multifaceted by combining various technologies dynamically, thereby continuously engaging and surprising visitors,"* stated the Awards' Jury. 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. This year, 55 museums participated in our initiative, all gathered in a freely accessible online platform. In the online Ceremony of the seventh edition, held on 18 December, the international jury awarded the video "Man creates man" from the Diachronic Museum of Larissa (Greece). The award-winning video will also have the honour to be part of *The Best in Heritage 2021*, the conference that every September in Dubrovnik brings together the winners of awards for museums and cultural sites from around the world. The nomination for best trailer went to "The Power of a Name" by EPIC The Irish Emigration Museum (Dublin, Ireland). Best audio-visual installation is "Time Hands", a spectacular video of the Russian Railway Museum, based in Saint Petersburg. The most voted

video by the popular jury was "The World of Masks" of the National Museum of Armenian Ethnography (3.645 votes), followed by "Seleucus I Nikator" of the Kilikis Archaeological Museum (Greece), with 943 votes.

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 the EMA. The Živa Award the Best Slavic Museum, since 2018 also for the best Slavic Heritage Site, has now received as many as 117 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.

In cooperation with the Ministry of Culture of Montenegro, the Cultural Centre Bar and the Municipality of Bar the International Foundation Forum of Slavic Cultures conferred awards for the best Slavic museums. Twenty-one applications were received for the Živa Award 2020, but the jury is still working on visits and a ceremony is planned for 2021 in Serbia or Russia. The Covid-19 situation is unpredictable, and the decision is not fixed.

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 2021.

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 2021.

The participation in the European projects mentioned above include research activities. In the SoPHIA project EMA has produced a literary review of policies of relevance to European heritage from a cultural perspective which is published on the home page. The EMA team in the project began in the autumn two major case studies on major European co-financed heritage-related projects where the SoPHIA Cultural Heritage Impact Assessment Model is tested.

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'. This is run jointly by La Sorbonne in Paris, the State University of Padua and the University of Evora. The State University of Padua 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

CORPORATE PARTNER

Bursa Metropolitan Municipality, Bursa, Turkey

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

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 PARTNER

Riitta Nelimarkka-Seeck, Helsinki, Finland

In cooperation with:



Henrik Zipsane

EMA Director

January 2021