



European Museum Academy

A EUROPEAN MUSEUM EXPERTISE FOUNDATION



The 2022 EMA Annual Report

Calendar 2022

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| January-December | Master in Museology New Media and Museum Communication (online modules). |
| January-December | Participation in the EU-funded project “Museums of Impact” under the CREATIVE EUROPE programme. |
| February | Co-hosting the digital NCK spring conference “Decolonizing Heritage” in Östersund, Sweden. |
| February | EMA community meeting online with representatives, experts, and board members. |
| March | Co-hosting the NCK master course in museology and heritage learning in collaboration with The Norwegian University of Technology, Östersund, Sweden. |
| May | Meeting of the jury of the EMA Art Museum Award. |

June	The EMA, Micheletti and DASA Awards jury meeting in Brescia, Italy.
August	Meeting of the jury of the Children in Museums Award
September	EMA Award Ceremony and Conference 2022 for the EMA Prize, Micheletti Award, DASA Award, Art Museum Award and the Children in Museums Award, in Esch-sur-Alzette, Luxembourg
September	The 2022 Kenneth Hudson Seminar was focused on presentation and discussion of the EMA Master Study of the Year Award by Anastasia Serikova, in Esch-sur-Alzette, Luxembourg
October	Meeting of the ŽIVA Award jury
November	ŽIVA Award Ceremony and Conference in Brezice, Slovenia
December	Museums in Short Award ceremony in Brescia, Italy

Main Partners:



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 2022 there have been new decisive initiatives in several of these areas.

1) *European Museum Academy Award Schemes*

EMA has been in close discussions with the Luigi Micheletti Foundation, the DASA organization and the Leventis Foundation, working on updating the criteria for the individual awards. That work has resulted in a modernised and simplified terminology which is used in the launch of the calls for 2023.

EMA has In 2020 and 2021 highlighted the work of master students in museum studies, museology, and museum education with **The European Museum Academy Master Study of the Year**. EMA has located more than 90 universities in Europe offering courses or full programmes at master's degree level in museology, museum studies or museum education. They have each been invited to submit

one master study dissertation for the award. However, in 2022 it has not been possible to attract a reasonable number of contributions from the universities, so EMA has decided to cancel this year's award.

2) **European Museum Research and Projects**

The Academy has during the year been partner in a number of project applications and by the end of 2022 is actively taking part in the project:

- **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 ended in 2022.

3) **European Museum Education**

- The online **Master Course in Museology. New Media and Museum Communication** has been offered throughout 2022. The course has students from various European countries as well as the USA, China, Indonesia, Thailand, which means that from a European audience it is moving to a world-wide dimension.
- The European Museum Academy has since 2019 been engaged in the work of creating a full two-year **European Joint Master Programme in Education in Museums and Heritage**. We are proud to report that the full Erasmus Mundus Masters was approved by the European Union in 2022. The application and planning have been a huge undertaking. The consortium comprises universities in Glasgow (co-ordinator), Tartu, Radboud, Valletta, Cork, Dublin, the Iberoamericana university in Mexico City, and the European Museum Academy.

The European Museum Academy is primarily arranging and offering EMA Summer Schools for the students. These summer schools will be offered every year in the first two weeks of July at a number of museums in Europe. The Academy is by the end of 2022 in the process of deciding which museums will be hosting the summer schools. Each summer school will also include the presence of a museum expert appointed and selected by the Academy. The pool of hosting summer school museums and the parallel pool of EMA summer school experts will comprise 10-15 museums and 10-15 experts, as we can expect 30-50 international students in our summer schools every year. The Master's programme has secured initial financing for the next six years.

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 2022 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 collaboration with Rome Business School, we have engaged in an **EMA trainee arrangement**. In 2022 four trainees from Italy, the United Kingdom and Ukraine have worked on mapping for potential applicant museums for different awards.
- In collaboration with the Global Cultural Adventures in Beijing, we have engaged in an **EMA trainee arrangement**. In 2022 three trainees from China have worked on mapping for potential applicant museums for the Children in Museums Award.
- Three issues of the EMA Newsletter were published during 2022 as well as news published and shared on social media.
- An initiative to integrate the EMA website and the EMA Art Museum Award has also been launched.

5) Publications

- EMA experts are, through the partnership with Pascal Observatory, co-editing and contributing to the ***Routledge International Handbook on Museum and Heritage Education***. The handbook will have approximately 40 chapters and the book is planned to be published in the summer 2024.
- For the fourth year EMA published in March 2022 ***EMA National Museum Reports 2021 – How are the Museums doing in Europe?*** These are personal reports from 36 EMA representatives about museums in their respective countries and have proved to be a valuable complement to standard official dry statistics, earning much appreciation from colleagues in the European Union, the Council of Europe, ICOM and elsewhere.
- ***Children in Museums Award: the first decade***. With this publication Hands On! International and the European Museum Academy celebrate 10 years of the Children in Museums Award, which is given to a museum that has proved its excellence in offering exhibitions and/or programmes that contribute to the development of children into world citizens.

Board Meetings and related issues

The EMA Board has met twice physically in 2022: 25 June in Brescia and 10 September in Esch-sur-Alzette.

The Board members at the end of 2022:

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

EMA administrative business has been carried out by:

- Katja Blaithin Cox (art museum award management)
- Massimo Negri (scientific director)
- Ann Nicholls (ema coordinator)
- Antonia Robers (financial administrator)
- Hazal Şahin (communication and projects)
- Heidi Vandamme (art museum award communication)
- Emek Yilmaz (project director)
- Henrik Zipsane (managing director)
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and the following internship students:

- Daniel Carletto, Rome Business School
- Arina Chertkova, Rome Business School
- Yuxin Ge (Rain), Global Cultural Adventures
- Ziyao Guo (Doris), Global Cultural Adventures

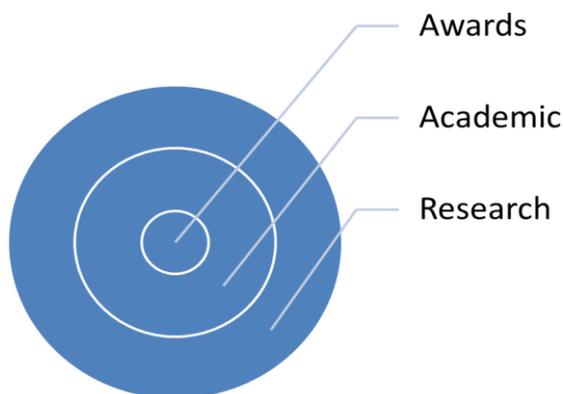
- Lin Jing (Emily), Global Cultural Adventures
- Demi Lau, Rome Business School
- Giulia Zoffoli, Rome Business School

EMA Annual Event 2022

After cancelling the annual event in 2020 and an online event held in 2021 because of the pandemic it was a great joy to have the European Museum Academy Conference and Award Ceremony 2022 in Esch-sur-Alzette, Luxembourg on 8-10 September 2022. This year included the presentation of no less than five different awards. At the award ceremony the European Museum Academy Prize was given to “Identity Online” – a project coordinated by **Vest-Agder Museum**, Kristiansand, Norway with participation from museums in Croatia, Denmark, Lithuania, Poland, Slovenia, and Sweden.

The DASA Award 2022 was given to the **Hans Christian Andersen House**, Odense, Denmark. A special DASA commendation was given to the **Museum of Emigration**, Gdynia, Poland. The Micheletti Award 2022 was given to the **Woodcarving Museum**, Konjic, Bosnia and Herzegovina, with a special Micheletti commendation awarded to **Deutsches Museum – The Zukunftsmuseum**, Nürnberg, Germany. The Art Museum Award 2022 was given to the **Glucksman**, Cork, Ireland and a special commendation went to **MUDAM**, Luxembourg. The Children in Museums Award 2022 was shared by two museums – **Creativa Children’s Museum**, Bern, Switzerland, and **Liverpool Museums & Galleries**, United Kingdom.

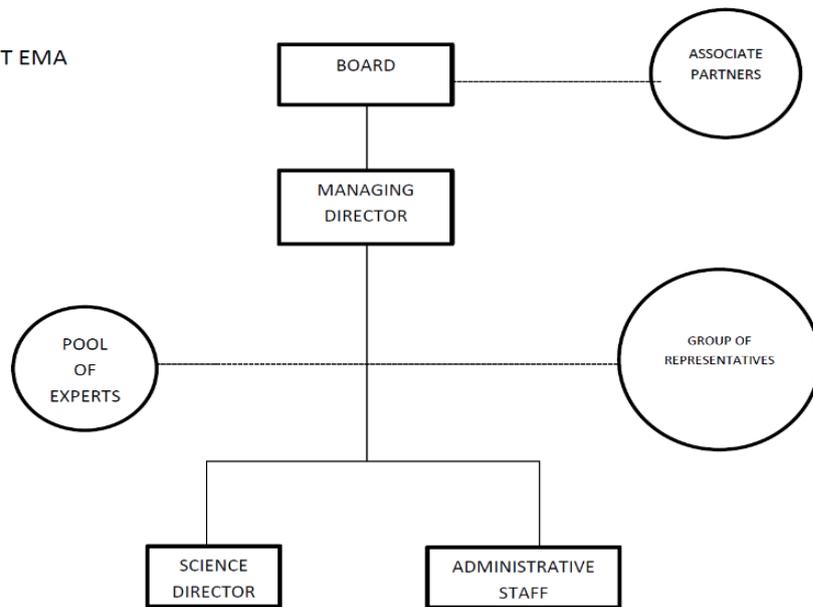
EMA IN SHORT



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 EMA Prize

The Micheletti Award

The DASA Award

The EMA Master Study of the Year Award

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

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

Children in Museums Award

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. It aims 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 EMA. 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 point, which puts it firmly on the map of museum awards on the global scale. Several Živa Awards winners have already also been nominated for other European museums awards.

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 result in the publication of a book, hopefully during 2023.

The participation in the *Routledge International Handbook on Museums and Heritage Education* offers a wide range of opportunities where EMA experts are involved as researchers and authors of several chapters.

The European project SoPHIA produced a Cultural Heritage Impact Assessment Model which is tested as a planning tool for archaeological excavations in Sweden. The project is supervised by Linnaeus University and EMA.

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

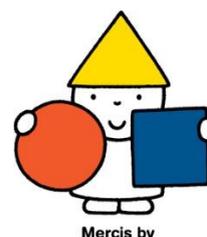
ASSOCIATE PARTNERS

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 PARTNERS

Peter Thor Andersen, Faaborg, Denmark
Riitta Nelimarkka-Seeck, Helsinki, Finland
National Museum of The Union Alba Iulia, Romania

In cooperation with:



Henrik Zipsane
EMA Director
January 2023