



## European Museum Academy

**A EUROPEAN MUSEUM EXPERTISE FOUNDATION**



## **The 2023 EMA Annual Report**

### **Calendar 2023**

<b>January-December</b>	<b>Master in Museology New Media and Museum Communication (online modules).</b>
<b>March</b>	<b>Co-hosting the NCK spring conference “Cultural Heritage in Creative Processes” in Östersund, Sweden.</b>
<b>February</b>	<b>EMA community meeting online with representatives, experts, and board members.</b>
<b>March</b>	<b>Co-hosting the NCK master course in museology and heritage learning in collaboration with The Norwegian University of Technology, Trondheim, Norway.</b>
<b>June</b>	<b>The EMA, Micheletti and DASA Awards jury meeting, in Dortmund, Germany</b>
<b>June</b>	<b>Meeting of the ŽIVA Award jury in Ljubljana, Slovenia</b>
<b>July</b>	<b>Online meeting of the jury of the EMA Art Museum Award</b>

July	EMA Summer Schools at Jamtli Museum in Östersund, Sweden and TIM Staatliches Textil- und Industriemuseum Augsburg, Germany for international students for the Education in Museums and Heritage Masters
August	Meeting of the jury of the Children in Museums Award in Amsterdam, the Netherlands
September	Coordination meeting and welcoming international students for the Education in Museums and Heritage in Glasgow
September	EMA Award Ceremony and Conference for the Micheletti Award, DASA Award, the Art Museum Award, and the Heritage in Motion Award in Timișoara, Romania
September	The 2023 Kenneth Hudson Seminar was focused on identity and the role of museums, in Timișoara, Romania
October	Children in Museums Award ceremony in Bern, Switzerland
October	ŽIVA Award Ceremony and Conference in Bratislava, Slovakia

#### 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 Academy 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 has been used in the launch of the calls for 2023. After consultations with the EMA judges the work to improve the quality development of the criteria for each specific award continues.

In 2020 and 2021 EMA highlighted the work of master students in museum studies, museology, and museum education with **The European Museum Academy Master Study of the Year**. EMA 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 was not possible to attract a reasonable number of contributions from the universities, so EMA decided to cancel the award for 2022 and 2023. A new collaboration with the European Students' Association for Cultural Heritage (ESACH) has led to relaunching the award for 2024.

## 2) **European Museum Academy Research and Projects**

The Academy has during the year been partner in a number of project applications within the EU programmes Horizon Europe and Erasmus Plus, but none has been successful. It is clear that the competition has hardened even more after the pandemic as a result of less funding opportunities for research and development on national level.

## 3) **European Museum Academy Education**

- The online **Master Course in Museology. New Media and Museum Communication** has been offered throughout 2023. the course modules are constantly implemented so that contents are updated. The faculty is formed by EMA experts with relevant proven practical experience. The course has students from various European countries as well as the USA, China, Indonesia, and Thailand, which means that from a European audience it is moving to a world-wide dimension.
- Since 2019 the European Museum Academy has been engaged in the work of creating a full two-year **European Joint Master Programme in Education in Museums and Heritage** (EDUMaH). 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. In 2023 EMA arranged two summer schools for the EDUMaH with one at TIM Staatliches Textil- und Industriemuseum Augsburg, Germany and one at Jamtli Museum in Östersund, Sweden. It was an experiment with only three students in each place and according to reports from the students, the hosting museums, and the attending EMA experts it was successful. The Academy has now finalised the process of deciding which museums will be hosting the summer schools from 2024 onwards. 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 10-12 museums and 10-12 EMA experts, as we can expect 20-30 international students in our summer schools every year. The master's programme has secured initial financing for 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 2023 we have 40 **EMA Representatives** in 35 countries, and we are still expanding. Our **Pool of Experts** now consists of 34 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 2023 six trainees from Italy, Montenegro, Saudi Arabia, Mexico, and Ukraine have worked on mapping for potential applicant museums for different awards. Two of the students have additionally worked with a study on museum funding.
- In collaboration with the Global Cultural Adventures in Beijing, we have engaged in an **EMA trainee arrangement**. In 2023 twelve trainees from China have worked on mapping for potential applicant museums for the Children in Museums Award. Six of the students have additionally worked with a study on museum funding.
- Three season issues of the EMA Newsletter were published during 2023 as well as a special edition commemorating the memory of Wim van der Weiden. News has also been published and shared on social media.
- The integration of the EMA Art Museum Award website into the EMA website has been finalised.

#### 5) **European Museum Academy 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 autumn 2024.
- For the fifth year EMA published in March 2023 **EMA National Museum Reports 2022 – 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.
- The anthology **The Museum of the Future – Between Physical Place and Virtual Space** is the result of a conference at TIM Staatliches Textil- und Industriemuseum Augsburg, Germany. The book is planned to be published during 2024.

## **Board Meetings and related issues**

The EMA Board met three times in 2023: 27 January (online), 24 June in Dortmund, and 16 September (online).

The Board members at the end of 2023:

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

\* On 28 October, our beloved colleague and friend **Wim van der Weiden** passed away after a difficult illness. Wim was a distinguished personality in the European museum world and a founder of EMA in 2009. He created the pioneering museums Museon and Naturalis. He was an expert who was very communicative and full of empathy, detested pomposity, and snobbery, inspired by innate curiosity and simplicity.

This is a great loss for all of us. In the coming weeks we will be back with reflections and information to pay an adequate homage to his memory. His intellectual legacy is a great gift for the EMA family, but this does not soothe the sorrow we feel.

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)
- Emek Yilmaz (project director)
- Henrik Zipsane (managing director)

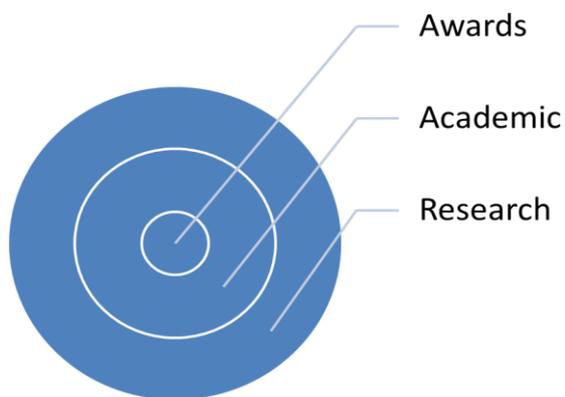
and the following internship students:

- Alma Kurtagic – Rome Business School
- Arina Chertkova - Rome Business School
- Assaf Albaz – Rome Business School
- Claudia Deodati – Rome Business School
- Despina Vlaikou – Rome Business School
- Fuxi Lang (Sherry) - Global Cultural Adventures
- Jiaxiang Shi (Monica) Global Cultural Adventures
- Katya Bibiano Vallejo – Rome Business School
- Pengyu Li (Benjamin) Global Cultural Adventures
- Qiyuan Pei (Kate) - Global Cultural Adventures
- Wenqing He(Gina) - Global Cultural Adventures
- Yannan Xu (Amanda) - Global Cultural Adventures
- Ying Zhao(Yilia) - Global Cultural Adventures
- Yixin Chang (Gloria) - Global Cultural Adventures
- Yue Chang (Angelina) - Global Cultural Adventures
- Yu Li (Riley) - Global Cultural Adventures
- Zhiqiu Ye (Frank) - Global Cultural Adventures
- Zishu Xu (Skey) - Global Cultural Adventures

## EMA Annual Event 2023

The European Museum Academy Award Ceremony and Conference took place in Timișoara, Romania. Two museums received Hors concours: **The National Museum of the History of Ukraine in the Second World War** and **The Union of Tbilisi Municipal Museums**. The winner of the 2023 Luigi Micheletti Award was **Refugee Museum of Denmark**, located in Oksbøl, Denmark. The winner of the DASA Award 2023 was **The Hungarian Money Museum and Visitor Centre**, Budapest, Hungary. The winner of the 2023 Art Museum Award was **S.M.A.K. Communal Museum for Contemporary Art, Ghent, Belgium**.

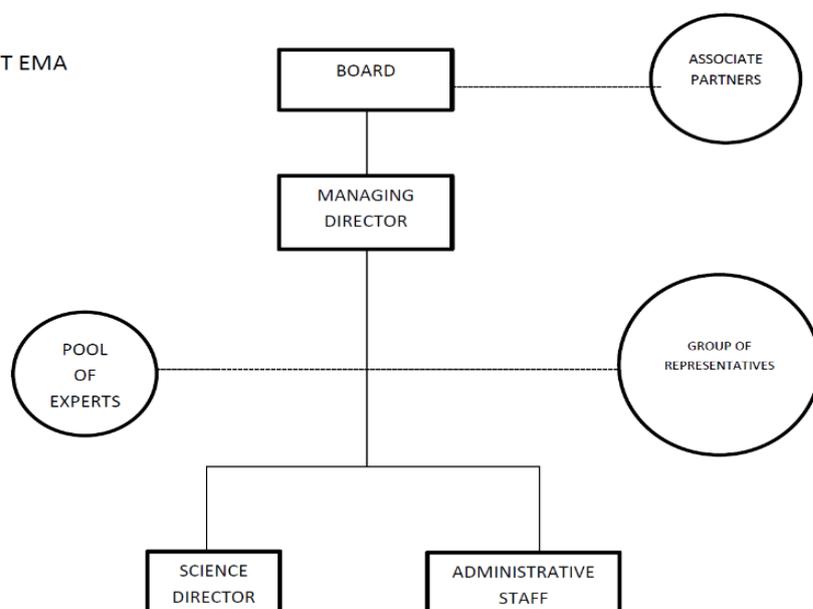
## EMA IN SHORT



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 Luigi 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 2024.

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.

## **OTHER ACADEMIC ACTIVITIES**

In addition to the Master Courses in Milan and the Summer School in Piran, and the full master programme in Education in Museums and Heritage led by University of Glasgow, EMA has a permanent cooperation with the Erasmus Mundus Programme of Study on Industrial Heritage 'TPTI', a master course focusing on the investigation of industrial heritage. The State University of Padova on behalf of EMA maintains and makes accessible to TPTI 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 2024