

News from EMEE

EMEE Newsletter No. 4 – July 2016



EuroVision
**Museums
Exhibiting
Europe**

With the support of the
Culture Programme of the European Union



Culture

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The project EuroVision – Museums Exhibiting Europe (EMEE) lasts from November 2012 until October 2016. During that time the EMEE newsletter will provide an update of the project activities to interested persons.

This edition of the EMEE newsletter is giving an insight of the project work and invites you to get acquainted with two of the project main outcomes: the EMEE Toolkits and the EMEE EuroVision Lab. activities. Moreover, we present to you two of our former meetings, our forthcoming EMEE e-book along further publications and the final EMEE conference in Brussels!

The EMEE team is pleased to launch this fourth issue of the newsletter.

In case you want to subscribe to the newsletter please refer to the website:

www.museums-exhibiting-europe.de/get-involved/newsletter/

The EMEE EuroVision Lab.s



Snippet of the EMEE EuroVision Lab. leaflet

The major activity of the EMEE's third project phase is the implementation of the EMEE EuroVision Lab.s as a central activity. The EMEE EuroVision Lab.s put the theoretical outcomes – mainly the EMEE Toolkits – into practice. The EMEE EuroVision Lab.s aim at the implementation of the Change of Perspective (COP), the underlying concept of the EMEE project, into museum practice. In order to bridge the gap between research and practice, EMEE cooperated with different museums, but also with other institutions focusing on European cultural heritage. In a close collaboration between the EMEE partners and their workgroup partners, the ideas and outcomes, developed in the scope of EMEE, are implemented and evaluated. All European EMEE partners participate in the EMEE Lab. activities. As a result, the EuroVision Lab. – a series of exhibitions and activities – is taking place in seven European countries. Elements of the EuroVision Lab.s are travelling through Europe as part of different Lab.s: E.g. the EuroBarometer – developed by the Slovene partner – travels to all museum partners in order to be integrated into the EuroVision Lab.

It is an easy, game shaped activity that encourages the visitors of every museum and therewith country to select the object that appeared most European to them. It offers an insight of the communalities and differences in how the public perceives European dimensions in EMEE objects. Also the EMEE Young Scenographers Contest Exhibition is shown in seven European countries, it started in Graz, and made its way through Europe via Ljubljana, Sofia, Lisbon and Paris. It will travel on to Brussels, where it will be shown in the Parlamentarium and then to Basel.



The EuroBarometer as part of the Bulgarian EMEE EuroVision Lab.

Have a look at the different EMEE EuroVision Lab. activities, happening in Germany, France, Italy, Portugal, Slovenia and Austria in this newsletter! If you are interested in the EMEE Lab. activities of Bulgaria and Slovenia please have a look at the [third EMEE newsletter](#).

Lectures, workshops, exhibitions

The Augsburg EuroVision Lab. conveys the COP in many ways

The Augsburg EuroVision Lab. was segmented into four main activities:

1) Lecture series in co-operations with museums

‘Cultural Heritage Controversial – Challenges for Museums in the 21st Century’ in cooperation with the Kunstsammlungen und Museen Augsburg (29th October until 28th January 2016)

The public lecture series dealt with the idea of museums as Social Arenas by discussing current viral museology topics on site. Seven international experts from various disciplines in the field of museum studies e.g. Prof. Neil Forbes, Prof. h.c. Dr. Hans-Martin Hinz, Léontine Meijer-van Mensch and Dip. Arch., M. Phil. Tom Duncan, offered lectures followed by a discussion with the audience. The lecture series was aimed not only at university students and museum experts, but also at the general public interested in the future of the European cultural heritage. All lectures tied on topics relevant within the EMEE project, focusing on the implementation of its main concept, the Change of Perspective.



Poster of the EMEE lecture series in cooperation with the Kunstsammlungen und Museen Augsburg

2) Exhibition activities in co-operation with museums

Co-operation with Museum für Kunst und Kulturgeschichte Dortmund

The special exhibition (15th August until 25th October 2015) ‘The Münsterstraße. Dortmund’s Colourful Pavement’ was one part of the EMEE-Lab. activities in Dortmund. The exhibition took a closer look at one of Dortmund’s biggest and most colourful streets. Especially the topic of migration, of arriving and leaving, which has a high importance as a transnational topic, was addressed. Residents were asked to share their stories and to hand in fascinating objects that shed a new light on the Münsterstraße. The EMEE Toolkit 2 ‘Integrating a multicultural Europe. Museums as Social Arenas’ and the EMEE Toolkit 3 ‘Bridging the Gap. Activation, Participation and Role Modification’, which are both dealing with the EMEE concept of the Change of Perspective regarding the activation of the museum visitors (Change of Perspective 2), laid the foundation for these EMEE EuroVision Lab. activities. Furthermore, in a monthly presentation of the ‘object of the month’, the

Museum für Kunst und Kulturgeschichte Dortmund visualized their innovative re-interpretations of museum objects, which unveiled their European contexts for the first time.



View into the exhibition at the Museum für Kunst und Kulturgeschichte Dortmund (Photo: Madeleine Annette Albrecht)



EMEE project leader Susanne Schilling (l) and exhibition curator Isolde Parussel (r) opening the exhibition (Photo: Madeleine Annette Albrecht)

Co-operation with Stadtmuseum Kaufbeuren

The topic of flight and expulsion was presented by a touring photo exhibition about personal stories of migration in the City Museum Kaufbeuren (17th March until 3rd July 2016). It was expanded by stories of migration narrated by members of local communities, which presented their own flight and expulsion experiences and shared their views on Kaufbeuren and the city museum. This participatory project was implemented by a group of citizens of Kaufbeuren, who all had some migration experiences in common. This special focus group of the city museum evaluated how the topic 'migration', which is a genuine transregional/ European topic, was represented in the city museum and then analyzed in a second step how the city would look like without migration. This project dealt with the 'Europeanization' of museum objects (Change of Perspective 1) and the modification of roles between visitors and museum staff (Change of Perspective 2). The project group slipped into the role of museum curators and brought aspects of a socially viral topic into the museum that has not been displayed like this before. Moreover, they also designed some participatory elements in the special exhibition, which should animate the audience to share their views on the city as well.



Kaufbeuren's Mayor Stefan Bosse speaking at the exhibition opening



View into the exhibition curated by citizens of Kaufbeuren

Europeanization of local museums objects – Stadtmuseum Marktoderdorf

The City Museum Marktoderdorf approached the topic of 'Europeanization' of the museum objects by presenting an article series called 'European object of the month'. This article series, published in the local newspaper, introduced the idea of 'Europeanization' of museum objects and museum presentations. 'Europeanization' means that the European dimension of the collection/ exhibition inventory is made visible by suitable objects and topics, whereby the multi-layered meanings reach from local to regional and national to European and global.



Opening of the exhibition in the city museum Marktoderdorf



Shooting for the EMEE film documenting the EuroVision Lab. with the director of the city museum Marktoderdorf, Josephine Heddergott

On this basis the museum experts developed the exhibition 'Europe in Marktoderdorf' (18th March until 24th April 2015) to show the entangled history of museum objects. Most of the museum objects were 'typical' local Bavarian objects. Their multilayered meanings were presented in the EMEE Lab. exhibition. Nine different accesses – ranging from fashionable, artistic and religious traces to trading connections and traces of migration – provided the framework for the multi-perspective presentation of the regional objects, which revealed their European history in this special exhibition.

3) Workshops and lectures

In order to gain insights into new – especially trans-regional – issues, topics and methods (Change of Perspective 3), the EMEE-team Augsburg invited the EMEE-partners from Slovenia and Austria to present their ideas and results in different workshops, for example 'Curators of Everyday Life. Right to the City! Right to the museum!' A students' workshop held by Kunstverein monochrom, Austria at the University of Augsburg in April 2015 and 'Social Arena. Museums, (Non-)Visitors and their Communities', presented by the EMEE-partner National Museum of Contemporary History in Ljubljana, Slovenia, in close co-operation with the academic group 'Forum Musealisierung' at the University of Augsburg in June 2015.

Furthermore, the idea of EMEE and the Change of Perspective was presented to several co-operation partners, for example at the 1st regional "History that Connects" Summer School. Rethinking on-site Learning to find the Global in the Local' organized by Euroclio, the European Association for History Educators (<http://euroclio.eu/>) at Šipovo, Bosnia and Herzegovina in August 2015. Mainly history teachers, but also experts in the field of museums and cultural institutions attended and discussed the implementation of EMEE and the Change of Perspective in former Yugoslavia.

Moreover, the EMEE-project was presented at various conferences such as the final conference of the EU project 'European Museums in an age of migration' (MELA) (21.01.-23.01.2015, Milan, Italy) and during the Designmonat Graz (May 2015, Graz, Austria).



Poster of the EMEE workshop 'Museums as Social Arenas'

Via presenting the concept of EMEE, especially the Change of Perspective, to a wide range of museum experts, students and teachers, EMEE is on the best way to be sustainably implemented into museum practice.

4) University seminars

The Augsburg EMEE-team prepared also two university seminars, where multipliers and future museum experts came in touch with the ideas of re-interpretation of museum objects, laid down in the EMEE Toolkit 1 'Making Europe visible. Re-interpretation of museum objects and topics'. The university seminars 'Cultural Heritage Controversial – Challenges for Museums in the 21st Century' (winter term 2015/2016) and 'Change of Perspective – New approaches for museum development of local museums' based on the EMEE Study Module (summer term 2016), dealt with how cultural heritage can be presented and made accessible for heterogeneous audiences and offered the innovative ideas of re-interpretation of museum objects to future museum experts.

Furthermore, the university seminar 'Making Europe Visible. Re-interpretation of Museum Objects and Topics' was accompanied by a public lecture series offered in co-operation by the Chair of History Didactics at Augsburg University and the Kunstsammlungen und Museen Augsburg.

Experiences and conclusions

The EuroVision Lab. coordinated by the EMEE-team Augsburg invited museums to evaluate their collections in a new European light and to present them with a different approach that has not been in the center of attention before. Museums have been encouraged to work with the Change of Perspective: That means especially to first look at objects with a new local-European perspectives and second to re-design the roles of museum experts and users. For the museums the University Augsburg worked with, the EuroVision Lab. was experienced as a support in getting started with the Change of Perspective that enables to 'Europeanize' collections, by using different focuses (on re-interpretation or role-modification) and to attract new focus groups. The concept of the Change of Perspective moreover has been evaluated as a very helpful tool as it provided a wide range of useful ideas to implement 'Europeanization' via the eight different re-interpretation categories (Toolkit 1) in the City Museum Marktobendorf and ideas for implementing Social Arena and Bridging-the-Gap measures (Toolkit 2 and Toolkit 3) in the StadtmuseumKaufbeuren.

Especially the international network of museum experts connected to the Augsburg team was evaluated as a strong support for the implementation of the re-interpretation and 'Europeanization' of museum objects (Change of Perspective 1) and the activation and participation of visitors (Change of Perspective 2): The experiences of the internationally well-known partners were very valuable for designing the Augsburg EuroVision Lab. Especially the international lecture series profited from the strong international EMEE-network, including internationally well-known lecturers that presented their perspectives on the future of cultural heritage in the 21st century towards European and global perspectives.

The transnational and interdisciplinary EMEE Augsburg network was the foundation for the collaboration with regional museum partners and further cultural and heritage institutions. The close co-operation strengthened the exchange between the EMEE-project and the workgroup members and further joint projects are envisaged. As an example, a closer co-operation with the 'Landesstelle für nichtstaatliche Museen in Bayern' (<http://www.museen-in-bayern.de/die-landesstelle/die-landesstelle.html>), which is the first point of contact for more than 1.250 different museums and places of cultural heritage in Bavaria, is planned.

'Europe Through our Objects'

The Portuguese EuroVision Lab. shows old exhibits from new perspectives

The EuroVision Lab. in Lisbon was centred on the exhibition 'Europe Through our Objects'. This exhibition constituted an exercise of re-interpretation of selected objects in a more comprehensive European context. In order to do this, one of the main objectives was to appeal to the visitor's participation, interactivity and engagement with these old and ever new objects.

With this in mind, a diversified mediation programme was also developed, including workshops, hands-on activities and a series of conferences and lectures, targeting the general public, with a special focus on senior groups and families – previously identified as the museum's non-visitor groups.



Prof. h.c. Dr. Hans-Martin Hinz, president of ICOM, José Alberto Ribeiro, president of ICOM Portugal and Luis Raposo, Chair of ICOM Portugal, during the conference

The EuroVision Lab. in Portugal was opened with the international ICOM Portugal conference 'Museums: one object, many visions ...' 22nd February. High-ranking ICOM members for discussed current topics concerning cultural heritage. Amongst others, Prof. h.c. Dr. Hans-Martin Hinz, president of ICOM International, Prof. Dr. Susanne Popp, coordinator of the EMEE project and Chair of History Didactics at Augsburg University, Prof. Emma Nardi PhD, president of ICOM-CECA International and Prof. Uwe Brückner, Atelier Brückner GmbH, gave keynote speeches. Also several personalities linked to the museums were present like David Vuillaume, President of Network of European Museum (NEMO) and Paula Silva, Director, General Directorate of Cultural Heritage among several Museum Directors.

The exhibition 'Europe through our objects' is part of a set of events carried out within the umbrella project's activity 'EuroVision Lab.'. The exhibition presents five objects from different historical periods: a Biface, a Bell-beaker vase, a grave stele decorated with 'Escrita do Sudoeste', a figurative Roman mosaic and an 'Alquerque' Gameboard. All objects are from Portuguese territory, but could easily be found in other parts of Europe. The distances of time and space are blurred so that anyone – person or community – can reinvent them, according to their worldviews.



Views into the EMEE EuroVision Lab. in the National Museum of Archaeology in Lisbon, Portugal

The exhibition constitutes an exercise of re-interpretation of this five museum objects, selected by the museum team, in a more comprehensive European context. Visitors are challenged to discover and reinterpret these old and ever new objects. Additional parts of the exhibition are the travelling elements of the EuroVision Lab., the EuroBarometer, as well as the exhibition on the EMEE Young Scenographers contest, which is travelling through seven European countries.

What is the point(ing)?

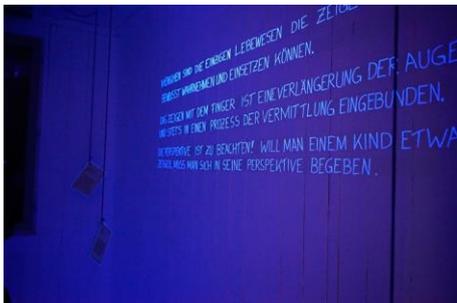
The Austrian EuroVision Lab. is all about the Zeigerpointer

'What is the point(ing)?' – This question lies at the center of Austrian art and theory collective monochrom's art-collection 'Zeigerpointer' (www.monochrom.at/zeigerpointer). It assembles oil-paintings that – commissioned by monochrom to reflect the globalization's means of production – were copy-painted in China; the original pictures stemming from regional newspapers depicting eye witnesses pointing at the scene of a past action, without anything else indicating that something had happened. In the light of the exhibition design tools 'Changes of Perspective' (developed by the EU-cultural-project 'EuroVision – European Museums Exhibiting Europe (EMEE)') master-students from the University for Applied Sciences FH Joanneum Graz (Master 'Exhibition Design') created a multiperspectival and multimedial display that pays respect to the visitor as well as to the exhibited objects.

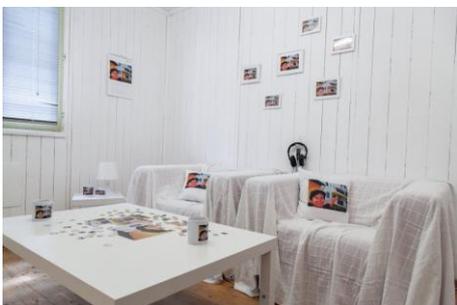
One of the most peculiar visual imagery of (Austrian) regional journalism lies at the center of an exhibition by the Viennese art and theory collective monochrom in cooperation with students from the Master program 'Exhibition Design' from the FH Joanneum University of Applied Sciences Graz and the transcultural EU project 'Eurovision. Museums Exhibiting Europe' (EMEE). The exhibition is located within the atmospheric realm of the symposium Lindabrunn (Austria).



The Zeigerpointer (a German-English word-mix tautology that monochrom felt free to give birth to) is the most penurious form of capitulation in the print media. Various people, predominantly in local newspapers or magazines of regional interest, are forced by photographers armed with Zeiss-lenses to indicate occurrences. These people have to point at things with their bare hands. They have to present occurrences that withdraw themselves through their absence, through optical expiration or simply the course of time.



In order to provide the phenomenon with the frame it needs to be subjected to emphatic involvement, the scanned newspaper images were copied by chinese painters ('copy painters') in oil on 1,4x1m canvas. Those oil paintings are the center pieces of the exhibition 'Zeigerpointer. The Wonderful World of Absence'.



The main discourses the collection 'Zeigerpointer' reflects on are the pointing gesture within the European cultural and art history as well as the effects of the globalisation on the art market. The 'change of perspective' lies at the centre of the exhibition's scenography: Museums objects are – in the spirit of this new exhibition theory – interpreted as carriers of European narratives. Furthermore, the young exhibition designers aim at participation of the audience on the one hand and international/ transcultural networking of their ideas on the other.

In the middle of the autonomous, peaceful atmosphere created by the symposium Lindabrunn, experimental experts of scenographic communication play on five exhibition spaces. Inspiring visual communication, exciting mediation of the central objects and innovative interactive approaches narrate in 'Zeigerpointer. The Wonderful World of Absence' lively stories behind the media phenomenon.

Impressions of the EMEE EuroVision Lab. in Austria (Photos: Pia Streicher)

Find more here: <http://emee.monochrom.at/>

'One Object, Many Visions, EuroVision' COP workshops as part of the Italian EuroVision Lab.

For the Italian EuroVision Lab. workshops, seminars and conferences were an important part, therefore several programmes were developed and implemented, reaching out to a variety of target groups.



Poster of the conference 'Una prospettiva internazionale per i musei europei. Il progetto EMEE - EuroVision Museums Exhibiting Europe'

The Centro di Didattica Museale – Università degli Studi Roma Tre, developed a shortened version of the Workshop 1, entitled 'One Object, Many Visions, EuroVision' as part of the Italian EuroVision Lab. The activities of this Workshop are based on the concept of the Change of Perspective and Toolkit 1. Its targets were museum professionals interested in experiencing the EMEE Changes of Perspective, in particular related to the 'Europeanization' of the museum object. During the weeks prior to the workshop, the participants – young museum professionals and curators from all over the country – have been provided with a very brief summary of the main EMEE COPs, and asked to choose an object from the collection they currently work in. An object that, in their view, could have a European relevance. After a short presentation made by each participant the eight categories developed in the Toolkit 1 were introduced. Then the participants were asked to match the chosen objects to these categories in order to start applying this new perspective on materials they work with everyday. In the afternoon session, the participants were divided into five groups each one of which was assigned an object of the Museo Nazionale Romano – Terme di Diocleziano collection. Then the

participants were invited to implement a new presentation of the object that could enlighten a transnational perspective. Participants were asked to develop a museum mediation tool that could display different scales of intervention on the European level. Finally, in an itinerant choral session, the participants were asked to present their object, opening a public discussion on the feasibility of the EMEE efforts.

On June 17th 2015, Roman museum professionals were invited to participate in a Symposium organized by the Centro di Didattica Museale of the University of Roma Tre to introduce the EMEE project and share views on the challenges of the museum of the future. The tools and guidelines of the EMEE project were explained in details to an audience of Italian museum and cultural operators, some of whom joined from Roma Tre's workgroup partner system (Galleria Nazionale d'Arte Moderna and Coopculture). These guidelines were introduced through the concrete example of the workshop carried out during the first EuroVision Lab.

organized by the Centro di Didattica Museale, entitled 'Experiencing the EMEE Change of Perspective' (11th-15th May 2015). This workshop was aimed at producing a number of operative museum mediation tools designed by students of Roma Tre post graduate courses to implement the EMEE Changes of Perspective. The symposium was also attended by international academics, such as Prof. Han van der Meer of the Delft University of Technology. This expert in creative processes and innovative entrepreneurship shared his observations on the project objectives and methods. These suggestions sparked an interesting discussion among museum professionals that have also shared their views, manifesting their interest in the project for future co-operations.



Students working on the EMEE Toolkits

In February 2016 the Museum Education Centre, Università degli Studi Roma Tre held the conference 'Una prospettiva internazionale per i musei europei. Il progetto EMEE – EuroVision Museums Exhibiting Europe' to disseminate the EMEE project to the general public and to museum professionals. It presented the EMEE project, highlighting its main features on the general background of the European policies for research and education on cultural heritage. The main areas of EMEE intervention were introduced through the concrete case of the Exemplary Unit 'All Roads Lead to Rome', designed by the Italian partner and centered on the



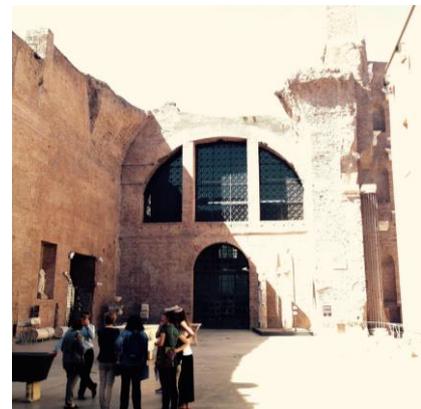
Students on a EMEE EuroVision Lab. excursion exploring the Appian Way

Appian Way, conceived as a mean of cultural encounter through the centuries. The main museum object of the Exemplary Unit – a watercolor representing the Appian Way, painted by the 19th century Roman artist Ettore Roesler Franz – was introduced by the great-grandson of the artist together with the director of the Museo di Roma in Trastevere. The original watercolor was presented to the public, and will help introducing the Appian Way as a mean of cultural encounter through the centuries.

On June 17th 2015 also post graduate students and Masters's students were offered the tailored programme 'All Roads Lead to Rome – Experiencing the Change of Perspective'. From 16th to 20th May the Università Roma Tre held a EuroVisionLab. with the students of the post graduate courses 'Standards in Museum Education' and 'Cultural Mediation in Museums' and with the Master's students of the EMEE Study Module. The EMEE project was the focus of this week of engaging activities, that for the post graduates culminated in a group work session held to prepare a brand new exemplary unit. Meeting point of theory and practice, an exemplary unit is a sample module of exhibition designed to help national and regional museums understand the concrete potential of the EMEE Changes of Perspective (COP). One of the Italian exemplary units was based on a watercolor representing the Appian Way and interpreted the roman road system as instrument of encounter – and sometimes clash – among European cultures.

The Via Appia is one of the most praised sections of the ancient roman road network, that across the centuries witnessed the connections among different European cultures. First in the classical antiquity, as instrument of the dominion of Rome, then through the Middle Ages, as path of pilgrimage to the holy city, and lastly to modernity, as part of the Grand Tour in which European gentlemen completed their education.

Roma Tre students built their own exemplary exhibition, inspired by the exemplary unit 'All Roads Lead to Rome' and of course by the tour on the Appian Way organized for Tuesday the 17th. An exemplary unit that reinterprets museum objects from a European transregional perspective, designing participatory activities, scenography ideas and social web strategies. The unit was presented in the last session of the course.



Participants of the EMEE EuroVision Lab. in Italy

Report on the 5th Smaller Meeting in Paris

The partners of the international EU Culture project 'EuroVision – Museums Exhibiting Europe' came together for their fifth Smaller Meeting, at FRAAP (Fédération des réseaux et associations d'artistes plasticiens), in Paris from October 13th to 16th 2015. Highlight of the meeting was the 1st implementation of the EMEE Workshop 'One Object – Many Visions – EuroVisions. Museums, Contemporary Artists and Target Groups' designed by the hosts of ESPE Université Paris-Est Créteil (UPEC) and implemented at the MAC VAL (Musée d'Art Contemporain du Val-de-Marne).

During the fifth Smaller EMEE Meeting the implementation of the EuroVision Lab., an experimental series of exhibitions and activities under the title: 'One Object – Many Visions – EuroVisions', was the main focus. The meeting in Paris was dedicated especially to the evaluation of the first EuroVision Lab. activities in Slovenia, Italy, Austria and Bulgaria since July 2015 and the planning of the next EuroVision Lab. events. A second focus of the meeting was the development of a study module that is meant to be used for teacher and museum expert training seminars.



The EMEE team visiting the Louvre



Subsequent to the meeting the test run of the EMEE Workshop 'One Object – Many Visions – EuroVisions. Museums, Contemporary Artists and Target Groups' took place in the MAC VAL Musée d'Art Contemporain du Val-de-Marne on 15th October. The workshop was designed by the EMEE partner UPEC-ESPE and deals with audience development as well as artistic partnerships in museums. EMEE partners, museum experts and master students participated in the workshop and evaluated it afterwards. The final version of the workshop is available together with the EMEE workshop 'How to Use Scenography for the Synaesthetic Translation of Perspectives?' designed by EMEE partner Atelier Brückner GmbH, for free download from the EMEE website.

Report on the 5th General Meeting in Lisbon

The partners of the international EU culture project 'Eurovision – Museums Exhibiting Europe' met for the fifth General Meeting at the National Museum of Archaeology from 23rd to 26th February 2016.

The fifth General Meeting started with the welcome and greetings of the Director of the National Museum of Archaeology, Dr. António Carvalho, followed by the EMEE coordinator, Prof. Dr. Susanne Popp, and the President of ICOM and consultant of EMEE, Prof. h.c. Dr. Hans-Martin Hinz.

It focused mainly on the presentation and discussion of the results of the implementation of the EuroVision Lab., which runs under the title 'One Object – Many Visions – EuroVisions'. The presentations were organized according to the current status, next steps, timelines, realized outcomes and linked dissemination activities of museum partners and non-museum partners. The current status of other activities related to the Lab.s were also discussed, such as the Touring exhibition of the results of the EMEE Young Scenographers Contest and the management and coordination of staff exchange during the Lab.



The EMEE team during the meeting in Lisbon in front of the National Museum of Archaeology

Focused on the Change of Perspective (COP) concept, four other activities were discussed: development of a COP-Study Module (University museum studies, further training courses for museum staff), its implementation/ test run, the development of an online-tool for museum experts and the implementation of the COP-workshops for associated partners and the satellite network on site. In all these four activities, the current status and discussions of next steps were addressed.

Other of the topics discussed was the preparation, implementation and documentation of the Final Conference, which will be held in Brussels from 27th to 29th September 2016, and will constitute the last meeting of the EMEE project, and the publication and dissemination of the general results in a printed and online manual. During the course of this fifth general meeting, the exhibition 'Europe Through our Objects' was inaugurated on 22nd February, an activity within the National Museum of Archaeology EuroVision Lab. The exhibition shows archaeological objects from Portugal interpreted in a new, trans-regional manner and calls for the visitors to actively explore and discover the exhibits and their meanings. This opening, attended by more than 100 visitors, closed the works of the ICOM General Meeting, also held in the museum.



Opening of the exhibition 'Europe through our objects'

Within the intercultural exchange and dialogue spirit of the project, the EMEE project partners were also invited to participate in a guided tour to the new temporary exhibition of the National Museum of Archaeology, 'Roman Lusitania – Origin of Two Peoples', and to the new National Coach Museum.



Visit to the new National Coach Museum

Publication of the Toolkits and Exemplary Units print version

The EMEE project explores an innovative interdisciplinary approach for national and regional museums to re-interpret their objects in a broader context of European and transnational history. In order to implement the 'Change of Perspective' concept, the EMEE partners developed so called Toolkits. These manuals aim to mediate between theory and practice and to offer all interested museums instructions for innovative and creative concepts that are in support of the modernization and internationalization of museum activities. Besides the online version available for free download on the project's website the EMEE Toolkit series has now been published in a printed edition.

Toolkit 1

Making Europe Visible. Reinterpretation of Museum Objects and Topics. A Manual

The manual 'Making Europe Visible' predominantly focuses on the first of the three Changes of Perspectives of the EMEE concept: by re-interpreting museum objects and topics the trans-regional European perspective shall gain access to national and regional museums. The Toolkit provides eight approaches on how to re-interpret local museum objects in a European way.



Cover of EMEE Toolkit 1

Toolkit 2

Integrating Multicultural Europe. Museum as Social Arenas

'Museum as Social Arenas' is a Toolkit meant for everyday use by museum professionals and museum enthusiasts. Designed as a quick first aid kit to consult when you need fresh ideas, this Toolkit is here to help implementing the Social Arena concept within the European perspectives in your museum. It was written by people who face the same challenges and demands on a daily basis as many other museum personnel around Europe, which is why the Toolkit strives to help approaching them.

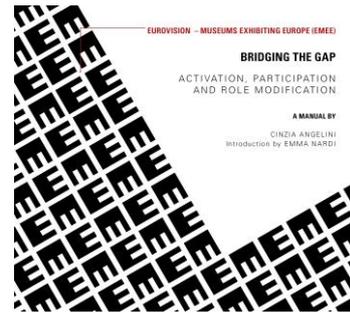


Cover of EMEE Toolkit 2

Toolkit 3

Bridging the Gap. Activation, Participation and Role Modification

The Toolkit focuses on strategies to make the museum attractive to any category of visitors, especially to non-visitors. These are introduced in the first part of the manual, where an overview on some research activities in the field has made it possible to group the reasons for non-visiting into three major areas. The second part of the manual describes best practice examples. The leitmotif is participation, intended as the involvement of visitors into a variety of practical activities as key elements for audience development.



Cover of EMEE Toolkit 3

Toolkit 4

Synaesthetic Translation of Perspectives. Sketchbook Scenography

The Toolkit is about scenography and its potential for a synaesthetic translation of perspectives. The first part introduces the basic parameters and tools of scenography as well as some strategies of staging museum objects. The second part is more practical in nature. It presents scenographic design concepts for staging trans-regional museum objects in a European context. They are visualized by sketches and show how to apply the parameters, tools and strategies to generate a Change of Perspective.



Cover of EMEE Toolkit 4

Toolkit 5

Social Web and Interaction. Social Media Technologies for European National and Regional Museums

This Toolkit offers guidance in understanding and applying interactive information and social media technologies for European national and regional museums. Web 2.0 technologies like Facebook, Twitter and Google+ are not simply 'nice to have' anymore; instead, it is almost obliged to make use of media channels like these. The goal of using these tools is to spread knowledge and to start a communication process around the museum's topics with visitors and non-visitors on different media channels.



Cover of EMEE Toolkit 5

Toolkit 6

European Perspectives on Museum Objects. Selected Examples on the Change of Perspective

As an illustration of the practical implementation of Toolkit 1-5, the EMEE partners developed so called Exemplary Units to test the concept of Change of Perspective. Each Exemplary Unit applies the EMEE Toolkit 1-5 to museums objects or object groups. Museum objects are represented from early history until contemporary history, the ten selected examples include objects and topics from the Chalcolithic Period, from Early Modern Times and from modern history up to the present day. Among the chosen objects not only items from



Cover of EMEE Toolkit 6

Europe but also items originating from other continents are taken into account, because many European museums own and exhibit objects from outside Europe.

The EMEE study module



One of the many outcomes of the EMEE project is the study module. The EMEE study module aims at establishing the necessary basic knowledge based on the EMEE project results. All the developed EMEE approaches are combined and prepared in a whole semester course containing 15 lectures à 90min. Before the study module is going to be online it is tested at the FH Joanneum University of Applied Sciences Graz (Austria), at Augsburg University (Germany) and at University

Roma Tre in Rome (Italy). The study module is thought to be downloaded, prepared and applied by University teachers. It can be used for academic purposes or training of non-professionals. It provides docents with 14 fully outlined lessons covering all EMEE ideas and conveying all three layers of the EMEE Change of Perspective. Every lesson consists of inputs to be given by the docent, work orders for students, demonstrative examples and of course a bibliography. After the evaluation process, the EMEE study module will be available as a free download on the EMEE website (<http://www.museums-exhibiting-europe.eu>) from September 2016 on.



The study module for the use in universities and universities of applied sciences will be available for free download from September 2016 on (Photos: Fotostelle Universität Augsburg)

Announcement e-book 'Change of Perspective in European Museums: a Guide for Museum Experts'

'Change of Perspective in European Museums: a Guide for Museum Experts' is an e-book that will sum up all of EMEE's ideas and outcomes. It is intended to be a good practice manual for museum professionals and to provide them with ideas for their daily work. The EMEE e-book will convey the three-layered concept of Change of Perspective and link to the EMEE Toolkit series as well as to the EMEE film documentary about the EuroVision Lab.s. The e-book is a practical tool that can be downloaded and which is also printable – ready to use by museum professionals: It contains a



The EMEE e-book will be released in September 2016 and will be available for free download (Photo: Karolina Grabowska.STAFFAGE via PEXELS)

theoretical and practical framework of the EMEE project, integrating the Change of Perspective concept, the EuroVision Lab.s and the EMEE Toolkits.

Best practice examples should be provided in different areas such as:

- a. How to plan an exhibition focusing on the Change of Perspective concept
- b. How to elaborate a communication plan focusing on participation of the visitors
- c. How to develop educational activities in order to activate visitors

The e-book will be available as a free download version on the project website (<http://www.museums-exhibiting-europe.eu>) at September 2016.

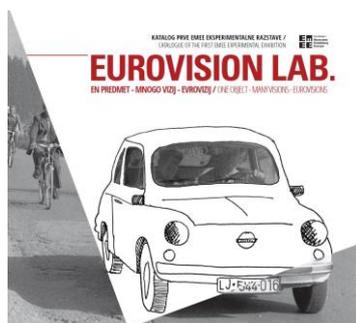
The final EMEE conference

From 27th to 29th September 2016 the EMEE project will hold its final conference 'One Object – Many Visions – EuroVisions. New Ways for History Museums in the 21st Century Europe' in Brussels. The exhibition of the EMEE Young Scenographers Contest will be officially closed at the Parlamentarium – The European Parliament's Visitors' Centre on 27th September. The welcome speeches of Prof. h.c. Dr. Hans Martin Hinz (ICOM President) and the EMEE coordinator Prof. Dr. Susanne Popp will be followed by a lunchtime presentation on 28th September. The consortium members will present EMEE's results to the members of the European Parliament and cultural heritage professionals. Subsequently the keynote, held by Barbara Gessler (Head of Unit Creative Europe – Culture, Education, Audiovisual and Culture Executive Agency) will prelude the panel discussion 'Exhibiting Europe – Opportunities and Options'. Participants in the panel discussion will be

- Jonathan Even-Zohar M.A. (Director of the European Association of History Educators)
- Prof. Dr. Neil Forbes (Coordinator RICHES project, Coventry University)
- Taja Vovk-van Gaal (Director House of European History, Brussels)
- Prof. Dr. Stefan Krankenhagen (EMEE consultant, University of Hildesheim)
- Prof. Dr. Suzanne McLeod (Director and Head of School of Museums Studies Leicester University)
- Prof. Dr. Susanne Popp (EMEE coordinator, Chair of History Didactics University of Augsburg)
- Anja Schaluschke (Executive Director German Museums Association, Network of European Museums)

Within this final conference, the e-book 'Change of Perspective in European Museums: a Guide for Museum Experts' will be presented to stakeholders and the interested public.

Additional EMEE publications



Cover of the catalogue accompanying the Slovene EuroVision Lab.

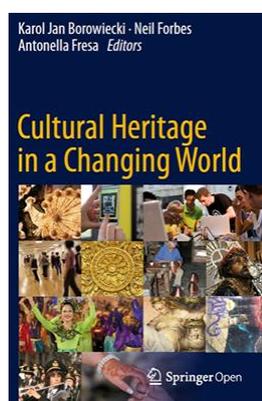
Additionally to the EMEE Toolkit series partners published further books and papers about the EMEE ideas and their conveyance.

The Slovenian EMEE team published a catalogue accompanying the EuroVision Lab. The publication presents the objects shown in the exhibition and also describes the process of setting up a user generated exhibition in a museum. The Slovene-English catalogue is available for free download on the project website.

The Austrian EMEE team is going to publish the book 'Change of Perspective. How to Attract Visitors with Artist Concepts' at the end of June. The publication will enroll concepts for museums and cultural centers of how to make good use of and give support to creative impulse by bringing practicing artists into their exhibitions, spaces, and events that they host. For instance, science museums may benefit from working with contemporary technological and scientific artists. As a primary area of cultural interest and critique, every aspect of modern science has been and will continue to be engaged with by working artists; there is no lack of intriguing material. Technology museums might work with roboticists, life science museums can collaborate with bio-art makers, and even the communication of classical physics might benefit from engagement with music and dance, which among all the arts are two that are often associated with physics due to their reliance on motion, gravity, air flow, and vibration.



The publication will be available from the middle of July on the EMEE website.



The publication is available for free download

Furthermore, EMEE had the chance to present itself in a publication issued by the EMEE workgroup member RICHES, an EU FP7 programme about the context of change of our society and cultural heritage. The book 'Cultural Heritage in a Changing World' addresses several core topics, through essays of important experts, adding to the debates surrounding the cultural heritage domain. The book is divided into four interrelated sections: Context of Change; Mediated and Unmediated Heritage; Co-creation and Living Heritage for Social Cohesion; and Identity and Belonging.

EMEE is presented in the chapter 'Change of Museums by Change of Perspective: Reflecting Experiences of Museum Development in the Context of "EuroVision - Museums Exhibiting Europe" (EU Culture Programme)' by Susanne Schilling. It can be downloaded for free at Springer's website.

EMEE goes Leicester

Dr. Paolo Campetella, member of the Italian EMEE team, presented the EMEE project at the international conference 'Museums in the Global Contemporary: Debating the Museum of Now' that took place at Leicester University, from 20th to 22nd April 2016, to celebrate 50 years of the School Museum Studies. The conference offered an occasion to reflect on the new role played by museums in our contemporary intercultural and heterogeneous societies, that is to say on the museum as a forum for societal dialogues and meeting point of different experiences and perspectives.

The paper 'One Object – Many Visions – EuroVisions: A "Change of Perspective" in museum communication. The EMEE project' focused on both the way to re-interpret museum objects in the broader context of European and transnational history and on the innovative strategies of audience development offered by the EMEE project. The EMEE Toolkits and further outcomes were also described in detail.

The audience showed interest in the project, and the questions gave Dr. Campetella the opportunity to analyze in depth some specific aspects of the EMEE Change of Perspective.

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EMEE: EUROVISION — MUSEUMS EXHIBITING EUROPE
Culture Project, 11/2012-10/2016

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