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# News from EMEE

EMEE Newsletter No. 5 – September 2016

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EuroVision  
**Museums  
Exhibiting  
Europe**

With the support of the  
Culture Programme of the European Union



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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 become acquainted with three of the project's main outcomes: the EMEE Toolkits, the EMEE final publication, the EMEE films for instruction and dissemination and the forthcoming e-book. Moreover, we present the programme of the final conference in Brussels.*

*The EMEE team is pleased to launch this fifth 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/](http://www.museums-exhibiting-europe.de/get-involved/newsletter/)***

# EMEE final conference

After almost four years of research in the field of European museum development, the project 'EuroVision – Museums Exhibiting Europe' (EMEE) is coming to its end in October 2016. The project focused on history-related national and regional museums. With innovative and interdisciplinary approaches, based on history didactics, EMEE developed multi-perspective ideas for re-interpreting museum objects from a European angle and for engaging visitors in museums in a participative way. To mark EMEE's closure, the final conference *One Object – Many Visions – EuroVisions. New Ways for European History Museums in the 21<sup>st</sup> Century* will be held in Brussels from 27<sup>th</sup> to 29<sup>th</sup> September 2016.

The public part of the final conference assembles partners, network members, stakeholders and policy makers to officially conclude the EMEE project. The project's work, its outcomes and recommendations for policy-makers and stakeholders will be presented and the future development of the EMEE concepts and networks will be discussed.

## Programme of the public part of the conference:

### TUESDAY, 27-09-2016

#### Public closing event of the EMEE Young Scenographers Contest

No registration required

##### Location:

Parlamentarium - The European Parliament's Visitors' Centre  
Rue Wiertz 60/ Wiertzstraat 60  
1047 Brussels

18:00 Public closing event of the exhibition on the EMEE Young Scenographers Contest

##### 1. Welcome:

Alexander Kleinig and Anja Fuchs-Koenig, PARLAMENTARIUM

##### 2. Introduction to the EMEE Young Scenographers Contest:

Uwe R. Brückner and Linda Greci, Organizers, ATELIER BRÜCKNER

##### 3. Project Presentations of the Prize Winners:

1. Prize: Mirjam Scheerer: Did you hit the jackpot? Institute of Interior Design and Scenography, HGK, FHNW, Basel, Switzerland

2. Prize: Johanna Kötttritsch: (Art) Europallet (team work with Stephanie Gindlstrasser), FH JOANNEUM Institute of Design and Communication, Graz, Austria

3. Prize: Valerie Keusch: Contemporary Witness Olivetti M40 Kr. Institute of Interior Design and Scenography, HGK, FHNW, Basel, Switzerland

4. Prize: Victoria Orrom: Worth It - cultures transforming value Institute of Interior Design and Scenography, HGK, FHNW, Basel, Switzerland

### WEDNESDAY, 28-09-2016

#### Public lunchtime presentation of EMEE results

Registration required

##### Location:

Vienna House  
The City of Vienna Liaison Office to the EU  
Avenue de Tervueren 58  
1040 Brussels

11:30 Registration

12:00 Welcome speeches

— Michaela Kauer (MBA – Director Liaison Office of the City of Vienna)

— Irina Bokova (Director-General of UNESCO) (video statement)

— Markus Ferber (Member of the European Parliament)

— Prof. h.c. Dr. Hans Martin Hinz (ICOM President 2010-2016)

— Prof. Dr. Susanne Popp (EMEE coordinator)

12:30 Presentation of the EMEE project and its outcomes

— Prof. Dr. Susanne Popp (EMEE coordinator)

13:00 Keynote Speech

— Barbara Gessler (Head of Unit Creative Europe - Culture, Education, Audiovisual and Culture Executive Agency)

13:30 Lunch

15:00 Closure of lunchtime presentation

#### Panel discussion 'Exhibiting Europe – Opportunities and Options'

Registration required

##### Location:

Vienna House  
The City of Vienna Liaison Office to the EU  
Avenue de Tervueren 58  
1040 Brussels

15:30 Opening of the Panel Discussion 'Exhibiting Europe – Opportunities and Options'

— Taja Vovk van Gaal (Director House of European History, Brussels)

— Prof. Dr. Neil Forbes (Coordinator RICHES project, Coventry University)

— Prof. Dr. Stefan Krankenhagen (EMEE consultant, University of Hildesheim)

— Prof. Dr. Suzanne McLeod (Director and Head of School of Museums Studies, Leicester University)

— Anja Schaluschke (Executive Director German Museums Association, Network of European Museums)

— Lóa Steinunn Kristjánsdóttir (President of EUROCLIO – European Association of History Educators)

— Prof. Dr. Susanne Popp (EMEE coordinator, Chair of History Didactics, University of Augsburg)

— Moderation: Susanne Schilling (EMEE project leader, University of Augsburg)

17:30 Closure of the event

On Tuesday, 27<sup>th</sup> September 2016, the exhibition of the EMEE Young Scenographers Contest – after its 7500 km long journey through Europe – will be officially closed at the Parlamentarium – The European Parliament's Visitors' Centre. The next day, a public lunchtime presentation will follow. The welcome speeches are delivered by Michaela Kauer (MBA – Director Liaison Office of the City of Vienna), Irina Bokova (Director-General of UNESCO via video), Markus Ferber (Member of the European Parliament) and Prof. h.c. Dr. Hans Martin Hinz (ICOM President 2010-2016). EMEE's results will be presented 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', where various internationally renowned experts will discuss the results and the future development of the EMEE concept.

**EuroVision – Museums Exhibiting Europe (EMEE)**

# ONE OBJECT MANY VISIONS EUROVISIONS

NEW WAYS FOR EUROPEAN HISTORY  
MUSEUMS IN THE 21<sup>st</sup> CENTURY

**EMEE FINAL CONFERENCE**

**27<sup>th</sup> – 29<sup>th</sup> SEPTEMBER 2016**

**TUESDAY, 27-09-2016:**

Public closing event of the EMEE Young Scenographers Contest

Location: *Parlamentarium - The European, Parliament's Visitors' Centre  
Rue Wiertz 60 / Wiertzstraat 60, 1047 Brussels*

**WEDNESDAY, 28-09-2016:**

Public lunchtime presentation of EMEE results

Panel discussion 'Exhibiting Europe – Opportunities and Options'

Location: *Vienna House, The City of Vienna Liaison Office to the EU  
Avenue de Tervuren 58, 1040 Brussels*

Kindly supported by:



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## EMEE final publication

This volume *The EU Project 'Museums Exhibiting Europe' (EMEE). Ideas, Results, Outlooks*, edited by the project's coordination team, is the final publication issued by the EMEE consortium and is completing the EMEE book series. An overview presents the whole project as well as its theoretical groundwork, its single phases and results in detail. Starting with an explanation of EMEE's core concept, *Change of Perspective (COP)*, in relation to modern museological theory it points out the intended contribution of EMEE to the European Union's main strategies for dealing with cultural heritage. Subsequently, the re-interpretation of objects in a transregional/European perspective alongside eight categories (see EMEE Toolkit 1) is presented. The following chapters introduce the EMEE consortium to the reader and depict the four major phases the project was structured in. Ensuing, EMEE's results like e.g. the EMEE Toolkit series, the EMEE workshops, the EMEE EuroVision Lab.s and the EMEE Young Scenographers Contest are presented. One chapter is dedicated to portraying the travelling elements of the

EuroVision Lab.s throughout Europe, spreading EMEE's ideas and concepts. Later on, the building of the widespread EMEE network is explained and additionally the results of the evaluation of the EMEE concept by museum experts are presented. The last two chapters finally give a short summary of the aims and outcomes of the four-year-project, that leads to the recommendations for stakeholders and policy-makers, based on the experiences with the EMEE project. The final EMEE publication will be officially released during EMEE's final conference in Brussels (27<sup>th</sup>-29<sup>th</sup> September 2016) and will be issued as a print edition but will also be available online on the project's website free of charge (<http://www.museums-exhibiting-europe.eu>).



Cover of *The EU Project 'Museums Exhibiting Europe' (EMEE). Ideas, Results, Outlooks*

EUROVISION – MUSEUMS EXHIBITING EUROPE (EMEE)

### THE EU PROJECT 'MUSEUMS EXHIBITING EUROPE' (EMEE)

IDEAS, RESULTS, OUTLOOKS

Jutta Schumann  
Susanne Popp  
Oliver Mayer-Simmet  
Susanne Schilling  
Daniela Wolf

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# Publication of the EMEE Toolkits and Exemplary COP-Units print version

As the EMEE Toolkit series enjoyed popularity the print edition ran out of stock quickly after its release. The EMEE consortium is now happy to announce that the first edition of the Toolkit series could be enlarged and now is back in stock. Additional to that, Toolkit 1 is now also available in German as printed version. Besides, the online version of the EMEE Toolkit series is available for free download on the project's website.

About the EMEE Toolkit series:

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.

## Additional voluntary translations of EMEE Toolkits

Toolkit 1: Available in English and German (by the Augsburg team)

Toolkit 2: Available in English, Slovenian (by the Slovenian team) and German (by the Augsburg team)

Toolkit 4: Available in English and German (by the cooperation of the Augsburg and the Vienna team)

Also EMEE's final publication *The EU Project 'Museums Exhibiting Europe' (EMEE). Ideas, Results, Outlooks* will be available in Slovenian (translated by the Slovenian team) soon.

### Toolkit 1

#### Making Europe Visible. Re-interpretation 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



Cover of EMEE Toolkit 2

### Toolkit 2

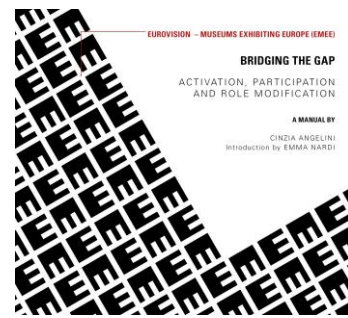
#### Integrating Multicultural Europe. Museum as Social Arenas

'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.

### 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.

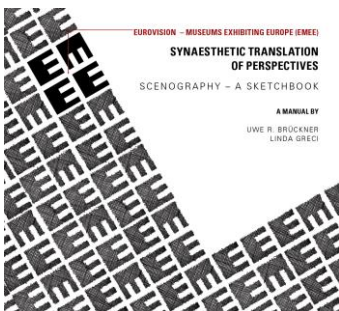


Cover of EMEE Toolkit 3

### 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 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 so called Exemplary Units were developed to test the concept of Change of Perspective. Each Unit applies the EMEE Toolkits 1-5 to museums objects or groups. Museum objects are represented from early until contemporary history, the ten selected examples include objects and topics from the Chalcolithic Period up to the present day. Among the chosen objects not only items from Europe but also items originating from other continents are taken into account, because many European museums own and exhibit objects from outside Europe.



Cover of EMEE Toolkit 6



## EMEE films for information and further training

The EMEE project produced a series of nine film clips in cooperation with Redaktionsbüro Ost, a film design company from Vienna/Austria. Seven clips with a running time of 3-4 minutes each represent the seven EuroVision Lab.s in Austria, Bulgaria, France, Germany, Italy, Portugal and Slovenia, one clip for each Lab. One longer film document compares, analyzes, and summarizes the various Lab. activities in order to illustrate the theoretical basic concept of the EMEE Change of Perspective as realized in the practical activities. An additional film presents the idea and the results of the EMEE Young Scenographers Contest on the occasion of its awarding ceremony within the context of the Designmonat Graz, an international design festival in the Austrian city of Graz. The films do not

settle for just providing visual impressions of the different project activities. Rather, in each of the films a number of representatives of the EMEE project team and cooperation partners from the EMEE network make short statements about the objectives of the respective EuroVision Lab. activity and the methodology used to achieve them. Moreover, participants of the

EuroVision Lab.s and museum visitors give details about and reflect on their work and their experiences with the EMEE project. Similarly, leading experts from international museum networks like ICOM and NEMO were interviewed, contributing their own perspective and thus enhancing the scope of the films. They all place the project and the respective activities on site in context with regard to current debates on the future of museums in Europe. The mainsprings of the production of the EMEE films were to make the EMEE project and its results accessible to a wider audience and to document the project itself. Furthermore, the film clips are specifically intended for use in education and training of museum experts and function as an integral component of the EMEE workshops and of the study module. By June 2016, the EMEE film clips had reached about 2,500 views. They are available on the project's website and on [www.youtube.com/user/emeemuseums](http://www.youtube.com/user/emeemuseums).



*Frame of the EMEE film showing David Vuillaume being interviewed*

## 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 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 can be downloaded and which is also printable. The e-book will be available as a free download version on the project website (<http://www.museums-exhibiting-europe.eu>) in September 2016.

# Imprint

## Newsletter editors

EMEE consortium

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Susanne Schilling, EMEE project leader

## Layout

Kerstin Halm, Susanne Schilling,

## Photos

Unless indicated differently, all photos were taken by the EMEE consortium members and the EMEE project is the copyright owner.

## Project duration

01/11/2012-31/10/2016

## Coordination organization

University of Augsburg

## Project coordinator

Prof. Dr. Susanne Popp

## Project number

2012—1243 / 001—001 CU7 MULT7

The EMEE newsletter contains information about project implementation activities and achievements. All partners contribute to its contents, reporting also latest news on studies and research. To apply for this newsletter please fill in the form on [www.museums-exhibiting-europe.eu/get-involved/newsletter/](http://www.museums-exhibiting-europe.eu/get-involved/newsletter/) or e-mail us: [info@emee-project.eu](mailto:info@emee-project.eu)

## EMEE: EUROVISION — MUSEUMS EXHIBITING EUROPE

Culture Project, 11/2012-10/2016

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National Museum of Contemporary History, Ljubljana, Slovenia

National Museum of History, Sofia, Bulgaria

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monochrom Kunstverein, Vienna, Austria

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