



Eurovision - Museums Exhibiting Europe

WELCOME TO THE EMEE PROJECT

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With the support of the Culture Programme of the European Union.

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THE EMEE PROJECT



EMEE team (2nd General Meeting, Rome),
14.11.2013; Photography by Prof. Uwe R. Brückner

The "EuroVision – Museums Exhibiting Europe" (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. The necessary theoretical and practical framework is developed, put into practice and evaluated by an international, trans-sectoral network bringing together the creative excellence of museums and cultural workers in a project based on the scientific expertise of history didactics in mediating culture.

The project, which runs for four years (2012-2016) and is funded by the Culture Programme of the European Union, was initiated by the Chair of History Didactics of Augsburg University. It is implemented by eight interdisciplinary project partners from seven European countries. The aim of the project is to advance the modernization of museums by re-interpreting museum objects and topics from a trans-regional European perspective as well as by innovative mediating approaches. Thereby, especially national and regional museums shall be encouraged to try out new ideas and concepts through which a timely orientation of the institution "museum" in today's intercultural, heterogeneous society can be furthered.

The project is focused on the following target groups: museum professionals, scientists and university specialists, experts for mediating culture and museum studies, scenographers, music designers and cultural producers. The EMEE project provides ideas and concepts that can help to attract non-visitors to cultural offerings (bridging-the-gap), shows ways to change the role of museums in

THE PROJECT CONSORTIUM

the society (social arena), and shows ways how to invite so called non-visitors. It is one of the focus points of the EMEE project to bring the non-visitors and the museums closer, inviting them to start a multicultural dialog.



The EMEE project consortium consists of eight partners representing seven European countries. It is coordinated by the Chair of History Didactics of the University of Augsburg.

Project partners are:

- Atelier Brückner GmbH in Stuttgart (Germany)
- National Historical Museum in Sofia (Bulgaria)
- University Paris-EstCréteil – ESPE in Paris (France)
- Roma Tre University in Rome (Italy)
- National Archaeology Museum in Lisbon (Portugal)
- Museum of Contemporary History in Ljubljana (Slovenia)
- art association monochrom in Vienna (Austria)

..... Sketch by Prof. Uwe R. Brückner

THE PROJECT PHASES



Phase 1: Evaluation of the actual state of affairs at the beginning of the project (mapping process) and groundwork including the development of innovative and creative concepts (tools) to realise the change of perspective by dealing with objects representing history and historical narratives.

Phase 2: Development of five basic toolkits and exemplary modules along with cultural events in order to encourage visitor participation and online presentation of the developed outcomes; development of a network of interested cultural workers and museums (satellite museums).

Phase 3: Hosting and evaluation of a competition of Young Scenographers under the title "One Object – Many Visions – EuroVisions", which will result in a touring exhibition.

Phase 4: Implementation of the EuroVision Labs. in all partner museums.

Phase 5: Evaluation and documentation of the outcomes and the workflow of the project; measures to ensure sustainability including the European network for Europeanisation and workshops to implement the "Change of Perspective" within the work of the museums.

Sketch by Prof. Uwe R. Brückner

THE "CHANGE OF PERSPECTIVE CONCEPT"



At the core of the concept is the "Change of Perspective" method (COP), with the motto "One Object – Many Visions – EuroVisions". The museum institution is a place where the visitors can actively exchange ideas and share their interests. To achieve that the EMEE project is using the innovative approach, including three components:

1. COP as European re-interpretation of objects

The innovative approach calls for a re-interpretation of objects and object groups that reveal the complex diversity of meanings. The cultural heritage that so far has been regionally or nationally located in the museum can be better understood and acquired in keeping up with the times with this transnational perspective because it allows for intercultural museum work. In this respect the COP functions as a school of perception for the discovery of multicultural meanings in the European cultural heritage.

2. COP as change of perspective between museum experts and visitors

The concept is not limited to the re-interpretation of museum objects but it also dialogically practises the change of perspective between museum experts and visitors. The museum puts strategies to the test that lead from its traditional prerogative of interpretation via the objects towards a new role as facilitator. The individual steps lead from the activating presentation of the objects via stagings (synaesthetical

EMEE team (4th Smaller Meeting, Basel),
19.02.2015; Photography by Prof. Andreas
Wenger

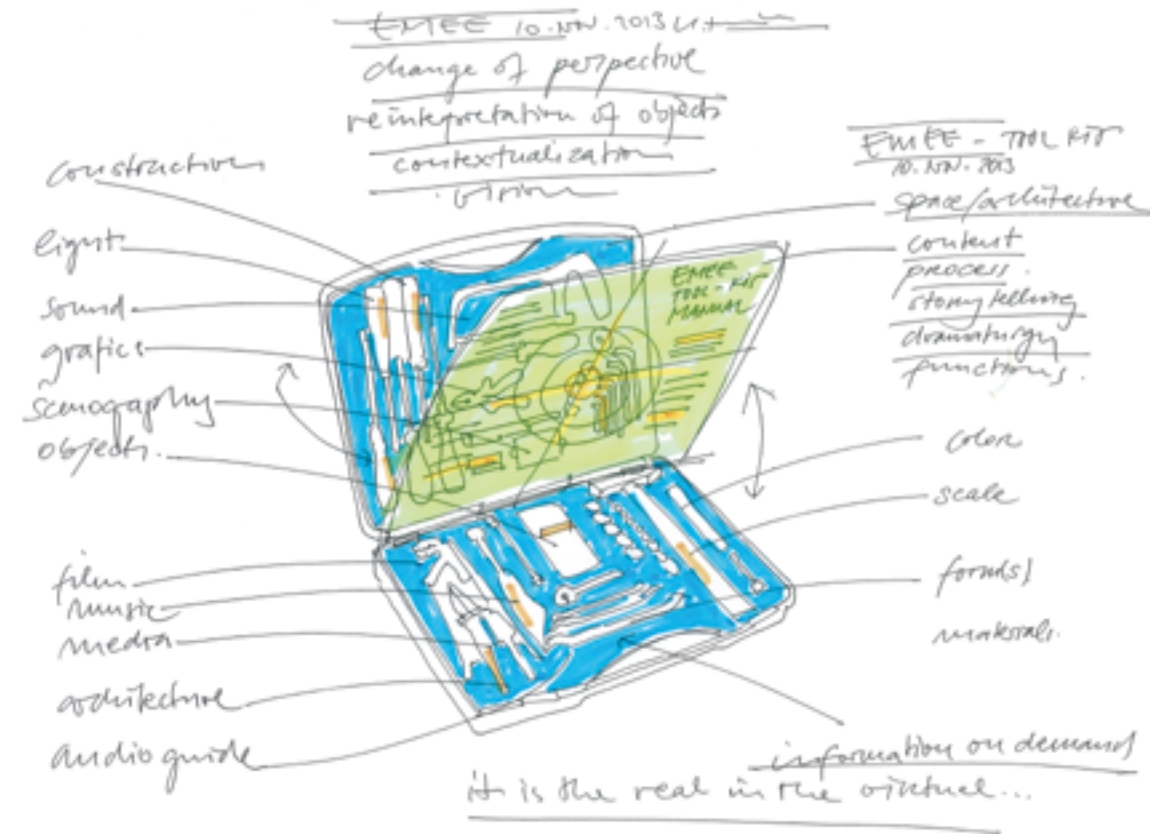
exhibition) towards cultural accompanying programmes that allow the visitor to incorporate their expectations, questions, and also abilities into the work of the museum, and allow them to relate to the museum with their complex identities and their experiences.

3. COP in the process of international cooperation

The concept of COP can only develop its European potential for the international museum work within the framework of an interdisciplinary, international and transcultural network. The international networking serves the cooperation and especially the international mobility of museum staff and cultural workers as well as the advancement of object circulation. The circulating objects are, after all, being presented in other countries, open up new transnational perspectives there and thus they support the components 1 and 2 of the COP.

The EMEE project has specific outcomes:

- European Young Scenographers Contest "One Object – Many Visions – EuroVisions", the results will be presented in a travelling exhibition (more information you can find on the site of the contest: <http://www.emee-young-scenographers-contest.eu/>)
- Creation and presentation of the EuroVision Lab. on the subject of "One Object – Many Visions – EuroVisions" that put into practice the concept of the "Change of Perspective" and present it to visitors. The EuroVision Labs. involve a variety of different activities with public appeal (e. g. exhibition projects, cultural performances, workshops etc.) taking place at all partner institutions.
- Five manuals that explain and help to put into practice the EMEE concept of "Change of Perspective"
- Workshop and study modules for further training purposes in order to implement the concept into practice.
- Creation of an international interdisciplinary network to promote the Europeanisation of museum work.



In order to implement the "Change of Perspective" concept, the EMEE partners in the project 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.

Toolkit 1: Making Europe visible. Reinterpretation of museum objects and topics. A manual

The toolkit deals with the re-interpretation of objects showing ways to re-interpret collections with a trans-regional and multi-perspective approach.

Sketch by Prof. Uwe R. Brückner

Toolkit 2: Integrating multicultural Europe. Museums as Social Arenas

The toolkit provides an idea of the museum as a public, non-commercial space that offers possibilities for people to meet, to discuss and to get in touch with the cultural heritage.

It shows how these enhanced functions of museums can be used for presenting and discussing trans-regional and European topics especially regarding current issues and present-day problems. In that way, it contributes to integrating multicultural Europe.

Toolkit 3: Bridging-the-gap. Activation, participation and role modification

The toolkit deals with the development of different levels of the participation and activation of the visitor (for example hands-on, minds-on, user-generated exhibitions, guided tours conceptualized in the form of a dialogue, participation of different focus groups in the museum work, etc.).

It develops programmes to encourage non-visitor groups to get to know the museum's world and provides best practice examples with a focus on trans-regional/European topics.

Toolkit/Sketchbook 4: Synaesthetic translation of perspectives. Sketchbook - Scenography

The toolkit is about scenography and its potentials for a synaesthetic change of perspective. It focuses on the design methods, the design process, and the parameters and tools of scenography. The second part of the toolkit is more practical in nature. Sketches visualise some case studies and present new holistic design concepts for staging museum objects and topics in a trans-regional European con-

text, which enable visitors to experience them from multiple perspectives.

Toolkit 5: Social Web and Interaction. Social media technologies for European national and regional museums

The toolkit shows that the social web can be used not only for public relations but also for interaction (museum with visitors, museum with non-visitors, visitors among themselves, museum with other institutions). With this toolkit, visitors and other interested persons will be given a possibility to get involved with the museum's topics, to discuss, to exchange ideas, to reflect on exhibitions, etc. It offers ideas how to integrate the possibilities of web 2.0 in exhibitions in order to promote more visitor participation.

Becoming a partner to the EMEE project gives the opportunity to use the innovative approaches developed during the project; to get to know the new interpretation of objects using COP; to participate and support the international exchange of experience; to use the ideas and good practices realized by the EMEE partners; to participate in seminars, conferences, events and exhibitions connected with the project; to be presented online and to create a wide network of contacts. Becoming part of the project enhances the positive public image of the partners.

The partners divide in two types:

A. Associated partners:

This kind of cooperation is focused on the swap of ideas concerning the Europeanization and modernization of museums. Possible partners are: institutions, associations, individual experts, other projects; museum professionals, educators, scenographers, artists, cultural workers or performers, representatives of museum studies or mediating culture, museums associations, etc.

We offer you:

- You may subscribe the EMEE newsletter to get information about EMEE activities and results

- You will be presented on the EMEE website with your contact data
- Your name or logo may be printed on some EMEE publications and dissemination materials
- You will be invited to the EMEE meetings and workshops and you can take part in presence (self-financed)

B. Working group partners:

If you can imagine working with us, perhaps you want to become a working group partner? Working group partners are mainly museums or, in individual cases, professionals out of the field of mediating culture. They will work closely together with one of the EMEE project teams in certain project steps, in special for the EuroVision Labs., in which the ideas of the toolkits shall be tested in an experimental way.

So if you as a museum professional or as an expert of mediation want to deepen EMEE related aspects in your daily practical work or you want to test the EMEE ideas in your museum, you are very welcome!

We offer you:

- You will be integrated in a European network of museums (which means new contacts, new ideas, new experiences, new projects etc.)
- You may present your ideas and experiences with the "Change of Perspective" in our exemplary modules
- You may use our online service regarding training courses and workshops for museums staff
- You will be an active part of our EuroVision Labs and may participate on its publicity
- You may present your museum/your work on our EMEE website, the web 2.0 platforms and (partly) in the EMEE newsletter
- You will be invited to the EMEE meetings and workshops and you can take part in presence (self-financed)

You are interested to join and to use the ideas and results of EMEE? Then become a part of our system of associated partners and working groups!

Subscribe here:

<http://www.museums-exhibiting-europe.de/get-involved/becomepartner/>

If you are interested in getting more information or become partner, we are happy to hear from you!

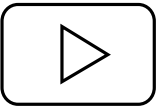
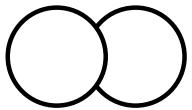
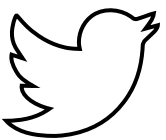
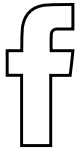
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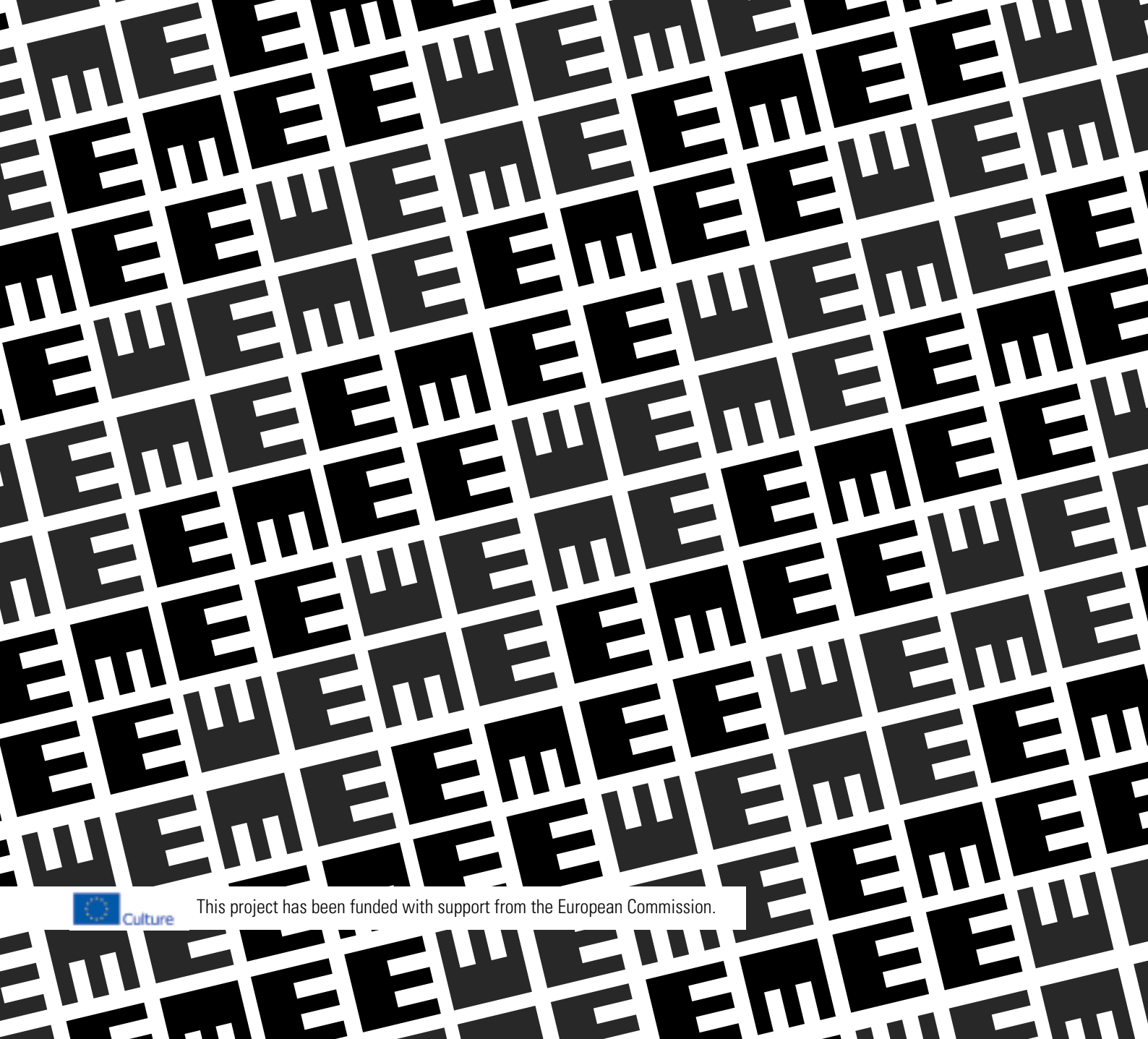
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