

THE ROLE OF LOCAL AND REGIONAL MUSEUMS IN
THE BUILDING OF A PEOPLE'S EUROPE
MUSEI E COMUNITÀ IN EUROPA: PASSATO, PRESENTE E FUTURO

Bologna, 13./14. November 2017



With the support of the Culture Programme of the European Union



EUROVISION – MUSEUMS EXHIBITING EUROPE (EMEE): ONE OBJECT – MANY VISIONS – EUROVISIONS



- EU Culture project 'EuroVision – Museums Exhibiting Europe' (2012-2016)
- initiated and coordinated by the Chair of History Didactics of the University of Augsburg
- 8 Partners from 7 countries

Aims:

- Strengthening of the European dimension in history museums in Europe (local, regional, national)
- Working with existing collections
- Bottom-up strategy instead of top-down identity policies



STRENGTHENING THE EUROPEAN DIMENSION THE CORE CONCEPT OF EMEE

Using the multi-layered presentation of museum objects as 'school of perception':

- EMEE motto: 'One Object, Many Visions, EuroVisions'
- Multi-Layered Meanings of one and the same object
- Linking up local, regional, and national with European and trans-European perspectives



CHANGE OF PERSPECTIVE

THE CORE CONCEPT OF EMEE

Concept:

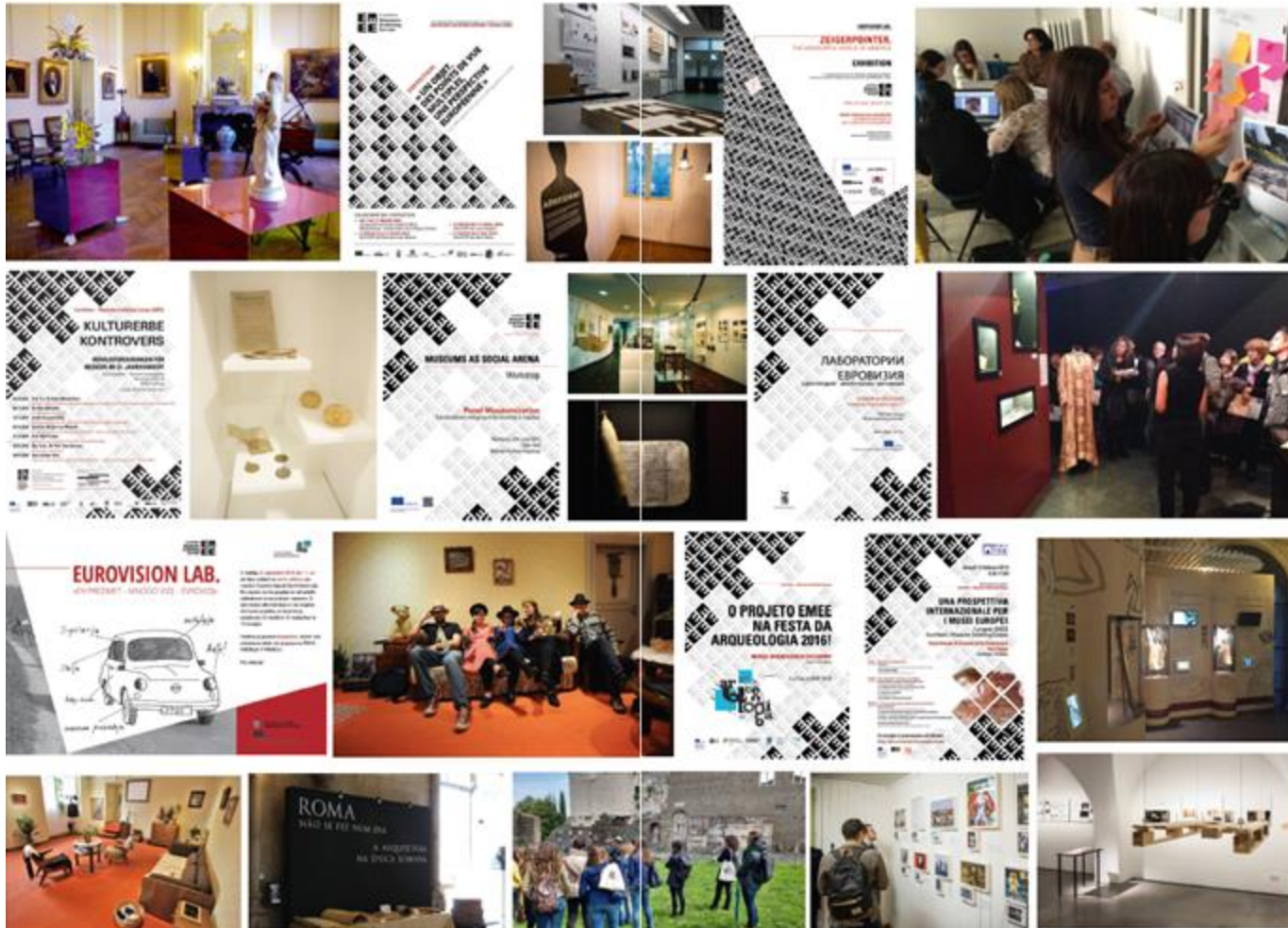
- Constructivist and process oriented concept
- Based on basic principles of the discipline of history didactics
- Complexity of individual and collective identity orientations
- 'Change of Perspective' (COP) as guiding principle

THE CORE CONCEPT OF EMEE

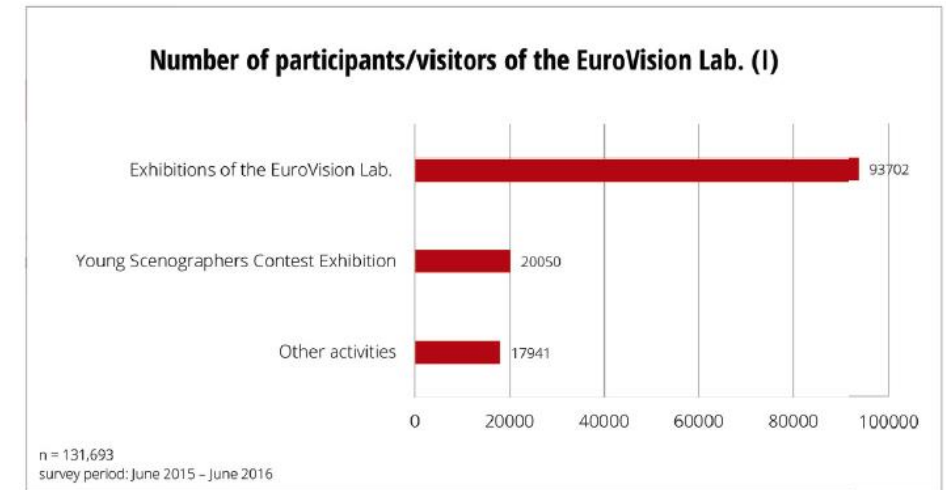
Implementation:

- Re-Interpretation of objects (local, regional, European, transregional, global)
- Activating methods of mediation together with scenographic design concepts supporting the visitor to detect the multilayered meanings
- Visitor participation
- Accompanying programmes in the sense of the “social arena” concept; emphasis of present day references

THE EUROVISION LAB.S



Test of theory in so-called EuroVision Lab.s: about 160 different EuroVision Lab. activities took place between June 2015 and June 2016 in Austria, Bulgaria, France, Germany, Italy, Portugal and Slovenia



Four categories of EMEE exhibition projects:

CAT 1: Exemplary approach (re-interpretation of a single object)

CAT 2: Exhibition focusing on a general transregional/European approach (selection of objects)

CAT 3: Exhibition focusing on a certain topic presented with a multi-perspective and comparative European approach

CAT 4: Intervention in the permanent exhibition: reference to individual objects, which are presented with supplementary information on transregional/European references

Four categories of EMEE exhibition projects

CAT 2: Exhibition focusing on a general transregional/European approach (selection of objects)

National Archaeological Museum in Lisbon

Exhibition: Europe Through our Objects



Four categories of EMEE exhibition projects

CAT 2: Exhibition focusing on a general transregional/European approach (selection of objects)

National Museum of Contemporary

History in Ljubljana

Exhibition: Time Capsule

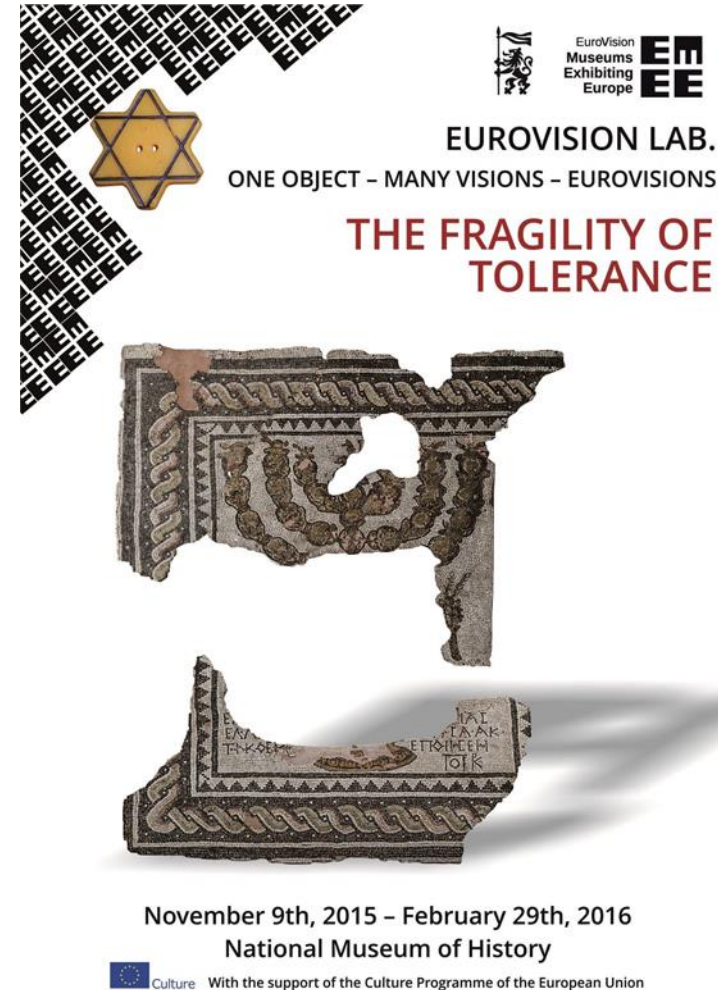


Four categories of EMEE exhibition projects

CAT 3: Exhibition focusing on a certain topic presented with a multi-perspective and comparative European approach

Bulgarian National Museum

Exhibition: The Fragility of Tolerance



Four categories of EMEE exhibition projects

Cat 4: Intervention in the permanent exhibition: reference to individual objects, which are presented with supplementary information on transregional/European references

Bulgarian National Museum

Exhibition: Follow the Road

Four categories of EMEE exhibition projects

- The four case categories show that - except in the fourth case - the partner museums hesitated to apply the EMEE ideas to their existing permanent exhibitions. And even in the fourth case, the EMEE intervention is quite marginal.

However,

- wide range of implementation options have emerged from the EMEE concept
- EMEE Toolkit 1 (re-interpretation of existing museum collections from a transregional/European perspective) was able to provide important input for practical contexts of museum development to a reflexive “Europeanization”.
- Time consuming research on the objects of the museum collection is necessary.

Further Conclusions

- New 'participatory' approaches on the Change of Perspective between museum and audience are the most successful approaches to EMEE COP – if its goals are accepted and supported by the vast majority of the museum staff.
- Participation of visitors in exhibitions is not an automatic process that only needs to be initiated briefly. It requires strategic planning.
- The promotion of participation via social media was less successful than expected.
- Field studies provided the project with valuable suggestions as to which problems have arisen during the implementation of the concept and which solutions worked particularly well

EMEE PUBLICATIONS



Publications by the EMEE consortium

19 EMEE Publications

30 Publications in the context of EMEE

For further information please refer to the Website of the project:

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



Thank you for your kind attention!