



European Museum Academy

PRESS RELEASE

2011 MICHELETTI AWARD

The State Textile and Industry Museum, Augsburg scoops the Award in Dortmund

The 16th edition of the Micheletti Award for scientific, technical and industrial museums, organised by the European Museum Academy in association with the Luigi Micheletti Foundation in Brescia, celebrated with a Presentation Ceremony and associated seminar in Dortmund, Germany, hosted by DASA German Occupational Safety and Health Exhibition. DASA was the first winner of the Micheletti Award, in 1996.

The winner of the 2011 Award was announced on Saturday 9 April, during a ceremony attended by representatives from 16 European countries, in the Steel Hall of DASA, and was followed by an Official Dinner. The winner was announced by Dr Wim van der Weiden, Chairman of the Judging Committee and presented by H.R.H. Princess Sibilla of Luxembourg, who is a member of the Jury.

The State Textile and Industry Museum (TIM) in Augsburg opened in January 2010 in the halls of the former Augsburg worsted yarn spinning mill, founded in 1836. The permanent exhibition explores the textile production process, from the raw textile fibres, the spinning, weaving and refining stages, right up to the tailored item of clothing. In the museum's own weaving mill historical looms demonstrated by former textile workers produce a vast array of textiles, enabling visitors to experience the sounds, sights and smells of the original mill. A section devoted to fashions of the past two centuries illustrates the different body concepts which have redefined clothing with each new era. The museum tells the story of the workers and the entrepreneurs whose lives were shaped by the industry from the 19th century onwards: exhibits portray the economic, social, political and cultural aspects of work in the textile industry, extending the history into the present day, focusing on high-tech textiles. Of particular note is the pattern book collection of the New Augsburg Calico Factory (1780s-1990s) which contains more than 1.3 million printed fabric patterns.

The judges said: the museum starts with the great advantage of being in an original building of the former industrial area of the city which is in the course of rehabilitation. Technical history is explained very well, with volunteers operating working textile machines which show visitors the production process. The story of the employers and workers is well illustrated and provides a good picture of the social history of the period. Particularly commended is the pattern section, designed by the Brückner Studio. Here many patterns can be projected by the visitor onto giant-sized female figures, and visitors can change not only the pattern, but also the colours, size and combination of patterns.

The package of qualities the museum provides comprises the extension of the presentation to include future technologies and development; good educational programmes for children from the age of three upwards; a textile garden; and the commissioning of young designers to produce new patterns, some of which are on sale in the shop, with a very original selection of products. The ambition of the director is to become a meeting place, an aim which is fostered by hosting jazz concerts and fashion shows, and the establishment of links with other cultural organisations.

Staatliches Textil- und Industriemuseum Augsburg (TIM), (Director: Dr Karl Borromäus Murr)
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List of Finalists

State Textile and Industry Museum (TIM), Augsburg, Germany

Odysseum, Cologne, Germany

BMW Museum, Munich, Germany

Science Gallery, Dublin, Ireland

Galileo Museum, Florence, Italy

Verkade Pavilion, Zaans Museum, Zaandam, The Netherlands

Copper Museum, Les Masies de Voltrega, Spain

THE EUROPEAN MUSEUM ACADEMY PRIZE

The EMA Prize has been established with the aim of recognising the outstanding results of organisations, researchers and cultural institutions in creating pioneering museums or producing studies and carrying on projects of European relevance which are destined to influence the development of museological discourse at the international level. It is an award given by experts with a proven European background to a museum or an institution which displays outstanding museological expertise, or to a person whose contribution to museums studies or museums projects is likely to change the course of museum thinking or museum practice, nationally and internationally.

The EMA Prize, which is held by the winner for one year and is not necessarily presented every year, consists of a piece of contemporary sculpture by the Swiss artist, Etienne Krähenbühl (1953-) and is given by the EMA Board on the basis of proposals submitted by its Pool of Experts, National Representatives, Institutional Supporters or other groups that are involved in EMA activities during the year.

The Galileo Museum in Florence is the first winner of this prestigious award. Inaugurated in 1930, was closed for more than two years to undergo a complete restructuring and layout design. On 10 June 2010 it reopened in the 11th-century Palazzo Castellani under its new name of the Galileo Museum. The new layout reflects innovative museological and technological planning which combines historical and scientific rigor with conservation, design and communication strategies. The collection comprises an outstanding collection of scientific instruments gathered over three centuries by the Medici and Lorraine dynasties, with over 1,000 scientific objects and experimental apparatuses on view. These include instruments belonging to Galileo, including the only two surviving telescopes of the many that he built. A new portable audiovisual system, custom-made by the Italian firm MIT, the

TrackMan, offers three tour programmes in Italian and English. It can also be configured for users with disabilities – hearing or visually impaired visitors, those with hand or arm muscle difficulties, and people unfamiliar with technological devices. The content and navigation structure were developed entirely by the museum’s Multimedia Laboratory, which has also built and managed the detailed website. As well as a complete tour, the site offers access to the library’s extensive database, which includes books, manuscripts, videos, photographs and exhibitions.

The judges said: that this is a museum with a unique collection of famous historical scientific objects shown in a very elegant, aesthetic display, which emphasises the quality of the objects and underlines the attentively balanced integration between traditional display techniques and multi-media specifically addressed to individual users. The renovation of the palace which houses the museum was also praised. The Virtual Museum and the *TrackMan* are examples for many other museums, and the museum layout makes ample use of innovative technologies offering access to all the information available in the multimedia catalogue.

As the first winner of the European Museum Academy Prize, the Galileo Museum is an ideal combination of activities, research, a documentation centre which includes a library, and a sophisticated multimedia laboratory.

Museo Galileo, (Director: Professor Paulo Galluzzi)
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THE DASA AWARD 2011

This year a DASA Award is being presented for the first time. In its exhibition the DASA shows themes of the world of work from the past, the present and the future. The aim is to address not only experts in this field, but also, as the principal target group, the broad general public. The DASA is thus endeavouring to achieve effectiveness on a social level.

The presentation of old, modern or future worlds of work, while at the same time focussing on man with all his concerns, needs and abilities, is very rare. That is why the DASA wishes to present other museums with the DASA Award and accord them recognition for their presentation of the world of work.

In the first year the DASA primarily identified with the judgement of the EMA jury and chose an award winner from the list of Confirmed Candidates. The selection was therefore based on the criteria for the Micheletti Award. As an additional criterion the evaluation of the presentation of the world of work as a theme was chosen. It was also intended to evaluate mainly the social-historical context and regional impact of working life on society. Beyond the work of the EMA jury, the relevant candidates were scrutinised by the DASA.

In Europe there are many industrial buildings which are being preserved as cultural institutions or monuments. But only a few people are aware today of the human destinies that have been played out. Even fewer know anything about how manufactured products are made and the work processes involved. Who spares a thought for how the tasty titbits got into the sardine tin as we eat them? Something like this can now be seen in a museum. Not only the work itself, but the working conditions and the social life which was played out around a factory: what did this mean for a region? The region is in the Algarve in Portugal, and this is where the new museum is located – the **Museu de Portimão** – a great institution documenting our world of work deep in the south-west of Europe.

In a highly educational and very public-friendly form of knowledge transfer the planners of this new exhibition domain have succeeded in depicting not only the working operations and the technical equipment used in thej, but also the people's lives in a world of work which dominates our age.

The DASA 'World of Work Award 2011', the bronze sculpture created by the artist Barbara Wilhelmi, will be offered annually throughout Europe and will be give to a museum for the best exhibition of the world of work.

Museu de Portimão

(Director: José Manuel da Silva Gameiro)

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INFORMATION ON THE LUIGI MICHELETTI FOUNDATION (Fondazione Biblioteca Archivio Luigi Micheletti)

The Foundation (established 1991 in Brescia) is a research centre specialising in 20th-century history. It has been leading the debate on industrial archaeology in Italy and has concentrated so far on the history of technology, work and industry. It has also played a key role in the setting up of MusIL (the Eugenio Battisti Museum of Industry and Work), which consists of three complete and functioning areas: the Museum of Hydroelectricity in Cedegolo (Camonica Valley, Brescia); the Museum of Industry and Work in Rodengo Saiano (Brescia); and the Museum of Iron in San Bartolomeo (Brescia). www.fondazionemicheletti.it; www.musil.bs.it.

INFORMATION ON THE EUROPEAN MUSEUM ACADEMY

The Academy, a Foundation in The Netherlands, was established on the 10th anniversary of the death of the distinguished museologist Kenneth Hudson (1916-1999) by a group of internationally renowned experts recruited from more than 10 countries active in the museum field and the cultural sector in general. EMA co-operates with the Micheletti Foundation in Brescia for this Award. Members of the Jury of the Award are also members of the EMA Pool of Experts. www.europeanmuseumacademy.eu

Further information can be obtained from chairman@europeanmuseumacademy.eu or from director@europeanmuseumacademy.eu.