



**2012 MICHELETTI AWARD CONFERENCE AND CEREMONY**  
**The Museum of the Future:**  
**between physical space and virtual space**  
*powered by MAN Diesel & Turbo*

**at TIM: Staatliches Textil- und Industriemuseum Augsburg,**  
**Germany**  
**Friday and Saturday, 27 and 28 April 2012**

**REGISTER** by completing this form (one per participant) in **BLOCK LETTERS** and return to Mrs Lilian Diehl ([lilian.diehl@tim.bayern.de](mailto:lilian.diehl@tim.bayern.de); tel +49 (0)821-81001-513; fax +49 (0)821 81001-531), with a copy to Ann Nicholls, EMA Co-ordinator ([ann.nicholls1493@btinternet.com](mailto:ann.nicholls1493@btinternet.com)).

**First name** ..... **Second name** .....

**Institution** .....

**Postal address** .....

.....

**E-mail address** .....

**Name for conference badge** .....

**Accompanying persons:**

**First name** ..... **Second name** .....

**First name** ..... **Second name** .....

**REGISTRATION FEE:** There is a registration fee of 90 Euros, to cover catering and other local costs. After you have registered you will receive an invoice from Augsburg for this amount, which will include TIM's bank details.

**Signed:** ..... **Date:** .....

## HOTELS

A block booking of rooms has been made at the Dorint, An der Kongresshalle Augsburg, Imhofstrasse 12, D-86159 Augsburg. Tel +49 (0)821-5974-0; fax +49 (0) 821-5974-100; [info.augsburg@dorint.com](mailto:info.augsburg@dorint.com); [www.dorint.com/augsburg](http://www.dorint.com/augsburg).

The cost for a single room is 85 € per night and a double 95 €, including breakfast. The hotel is a 10-minute taxi ride from the museum. Participants should make their own reservations, quoting 'Micheletti Award' for this special price.

*Two other hotels in Augsburg are:*

Hotel Sankt Ulrich, Kapellenberg 1, D-86150 Augsburg. Tel +49 (0)821 31 52 0; [www.haus-st-ulrich.de/Hotel\\_Sankt\\_Ulrich.asp](http://www.haus-st-ulrich.de/Hotel_Sankt_Ulrich.asp); [info@haus-st-ulrich.de](mailto:info@haus-st-ulrich.de). Single room 70 €, and double 94 € per night, including breakfast.

IBIS Hotel (am Hauptbahnhof), Halderstrasse 25, 86150 Augsburg. Tel +49 (0) 821 50160; [www.ibishotel.com/de/hotel-1438-ibis-augsburg-beim-hauptbahnhof/index.shtml](http://www.ibishotel.com/de/hotel-1438-ibis-augsburg-beim-hauptbahnhof/index.shtml). Single room 69 €, and double room 79 € per night, including breakfast.

Please note that block bookings have not been made at these two hotels.

## TRAVEL TO AUGSBURG

**By air** The nearest international airport is Munich. There are also local airports at Augsburg and Memmingen.

**By train** A 45-minute journey to the main railway station from the airport, and then another 45-minute journey from Munich to Augsburg. There are also convenient connections from most major German cities. [www.bahn.de](http://www.bahn.de).

**By car to the Dorint Hotel** Munich/Stuttgart from motorway A8. Leave at exit Augsburg West, and follow B17 direction Landsberg. Take the exit Augsburg centre/Pfersee/B200 Memmingen, turn left towards Kongresshalle/HBF along Bgm-Ackermann-Strasse, continue to follow signs to the Kongresshalle as far as Imhofstrasse. On the right-hand side is the hotel entrance, with the underground car park straight ahead.

## THE CITY

Situated in south-west Bavaria Augsburg is Germany's third oldest city, with a population in excess of 264,000. Founded in 15 B.C. by the Romans at the confluence of the Lech and Wertach rivers, it played a leading role in Europe during the Renaissance, Rococo and industrial eras. Famous sons of the city include the business magnate Jakob Fugger, the composer Leopold Mozart, and the writer Bertolt Brecht.

**THE EUROPEAN MUSEUM ACADEMY** The Academy was established on the 10<sup>th</sup> 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](http://www.europeanmuseumacademy.eu).

**THE LUIGI MICHELETTI FOUNDATION (Fondazione Biblioteca Archivio Luigi Micheletti)** The Foundation (established 1991 in Brescia) is a research centre specialising in 20<sup>th</sup>-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](http://www.fondazionemicheletti.it); [www.musil.bs.it](http://www.musil.bs.it).

**TIM: THE STATE TEXTILE AND INDUSTRY MUSEUM AUGSBURG** Winner of the 2011 Micheletti Award, the museum opened in January 2010 in the halls of the former Augsburg worsted yarn spinning mill, founded in 1836. This South German city was one of the most important centres of the textile industry in Europe and the permanent exhibition takes the visitor through three main routes. The first explores the textile production process, from the raw textile fibres, the spinning, weaving and refining stages, right up to the tailored item of clothing. Here 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. Within this route TIM presents a section devoted to fashions of the past two centuries, with displays illustrating the different body concepts which have redefined clothing with each new era. On a second route the museum tells the story of the workers and the entrepreneurs whose lives were shaped by the industry from the 19<sup>th</sup> century onwards. Exhibits portray the economic, social, political and cultural aspects of work in the textile industry, with the last exhibit extending the history into the present day, focusing on high-tech textiles such as an artificial muscle, the rear flap of an Italian racing car made of carbon fibres, or medical textiles. The third route contains the pattern book collection of the New Augsburg Calico Factory (1780s-1990s) which contains more than 1.3 million printed fabric patterns.

Traditional and modern opportunities for children and for adults include trying out various spinning, weaving, knitting and printing techniques, as well as examining textile raw materials under a microscope. [www.timbayern.de](http://www.timbayern.de).

## PROVISIONAL PROGRAMME

### FRIDAY 27 APRIL

13.30 Registration

14.00 Seminar: **The Museum of the Future: between physical place and virtual space.** Contributors will include:

Jens Döring, Director of 2av, Stuttgart

*Losing touch with reality? Virtualization of museums*

Professor Dr. Wassilios E. Fthenakis, University of Bolzano

*Technical Education in the Early Years: The Museum as Learning Place*

Boris Micka, Architect, Exhibition designer, Director of GPD - Exhibitions and Museums, Seville

*Ergonomics of the virtual exhibition*

Professor Dr Massimo Negri, Scientific Director, Museum of the History of the City of Bologna, and EMA Director

*De-materialization of industrial heritage interpretation*

Dr Jana Scholze, Curator of Modern Furniture and Product Design, Victoria and Albert Museum, London

*Intangibles. New things in old spaces*

Alexander Schwarz, Acting Partner, David Chipperfield Architects, Berlin

*Museum architecture for the 21<sup>st</sup> century (working title)*

## SATURDAY 28 APRIL

- 09.00      **The Work of the Micheletti Foundation**  
René Capovin
- The European Museum Academy** Massimo Negri, EMA Director
- 09.45      **Presentations by the Candidates for the 2012 Micheletti Award**  
Introduction and Methodology: Wim van der Weiden  
During the sessions, official candidates will also receive certificates.
- 11.15      Coffee break (15 minutes)
- 13.00      Lunch
- evening     Announcement of the Finalists: Wim van der Weiden, EMA Chairman
- Presentation of the 2012 Micheletti Award** by H.R.H. Princess Sibilla  
of Luxembourg. *Moderator:* Massimo Negri
- Speakers:  
Dr Karl Borromäus Murr  
Dr Andreja Rihter, EMA President  
and others
- Gala Dinner