



Press release, 18 September 2021

## WINNERS EUROPEAN MUSEUM ACADEMY AWARDS ANNOUNCED

**Tonight the winners of three different Awards by the European Museum Academy (EMA) were announced: the Luigi Micheletti Award 2020/21, the DASA Award 2020/21 and the first Art Museum Award 2021. Due to the ongoing Covid-19 restrictions, the Award ceremony was broadcast online via the [European Museum Academy website](#).**

The Covid-19 pandemic had a huge effect worldwide on the cultural heritage sector. The judging visits to candidates for the Luigi Micheletti and DASA Awards have therefore been cancelled for the last two years and have been replaced by online visits and interviews. In 2021 EMA launched the Art Museum Award, a new annual award specifically designed for art museums and galleries throughout Europe, dedicated to honour and highlight museum projects that work with art in an innovative, pioneering and creative way in order to address or respond to current social issues that are a major challenge to our contemporary society.

Andreja Rihter, EMA President, said: *“Sadly, the jurors for all three Awards were not able to visit candidates personally and online interviews took place earlier this year. We found it inspiring that so many museums had managed to increase their online offers to their visitors and had found ingenious ways to publicise their activities in other ways.”*

**THE LUIGI MICHELETTI AWARD** goes to **Futurium**, located in the new Forum in the centre of Berlin among government buildings and near the central railway station. Its first director was Reinhold Leinfelder who wanted to build a museum of the archaeology of the future, based on the proposition that future generations should be able to develop freely and should not continue to run into problems during their lifetime. This concept was developed into Futurium, in which holistic, interdisciplinary, international and participatory work is carried out and communicated widely. In the Exhibition visitors are confronted and invited to interact with ideas and visions of the future in three ‘Thinking Spaces’: Nature, Human, Technology. In the Forum, throughout the museum, people can exchange ideas about future topics. Visitors get a wristband to be used at points in the exhibition, giving them the opportunity to position themselves with regard to the hot issues.

**The judges said:** Futurium, house of futures, presents major future challenges in a stunning, ideologically neutral way. Visitors can develop their own ideas and visions of the future, in the museum or digitally, thanks to a clear presentation of topics that are crucial for the future, beginning with the basic question ‘How do we want to live?’. The museum aims to be an integrated institution in which science, politics, business, the arts and the social field meet and work together in workshops, discussions and events. Artists like Olafur Eliasson are invited to contribute to the mission. He did so by creating the ‘Earth Speakr’, consisting of an app, a website in 25 languages, physical installations

and other elements. Every country should have its own Futurium, and this is one of the 30 institutions co-operating in the FORMS network (Futures-Oriented Museum Synergies).

A SPECIAL COMMENDATION was awarded to the **Museum of Troy**, Çannakale, Turkey as an example to others in moving outside its walls to draw modern inhabitants of archaeological-rich areas into the history of their own communities.

**THE DASA AWARD** this year goes to **The National Museum of Romanian Literature** in Bucharest. The museum dates from 1957 and was established in the communist era. With its dedicated and professional management, it developed into an archive museum with interesting collections of historical and current literature from authors in Romania and those living abroad. Today it is a heritage research facility as well as a public space open to visitors. Specific programmes are arranged for school classes and others mostly in higher education. The museum has a comprehensive programme, responding to current issues in Romanian society, including the Romany people, the LGBTQ community, female writers, and the Jewish theatre, with the aim of broadening its audience base and involving visitors actively. As part of its mission to make the wealth of Romanian literature known throughout the world, projects are arranged in co-operation with organisations, including the British Council, the Centre Pompidou and the Norwegian government.

**The judges said:** The National Museum of Romanian Literature is a role model in the Romanian museum landscape in terms of its social aspirations and its scenographic implementation. It meets the challenge of creating a living literary museum and has embarked on an impressive journey since moving to a new building in 2017. The permanent exhibition impresses with its unobtrusive but well-made dramaturgy, which complements the historic building. In its education programmes the museum shows courage and an uncompromising attitude, functioning as a vehicle for current social issues. At the centre of its work is 'interactive literature', in which its methodology aims to give its visitors an element of surprise, used in an innovative way, in clear integration and scenography.

**THE ART MUSEUM AWARD** was presented to **Trapholt Museum of Modern Art, Craft and Design**, Kolding, Denmark. The museum is in a large historic park sloping down towards the fjord. 80.000-100.000 visitors come to Trapholt each year, 50% from the region, 20% from Copenhagen. The museum has an exhibition area of 3.000 m<sup>2</sup>, in which special exhibitions are displayed in addition to a sculpture park and permanent exhibitions on the painter Richard Mortensen and the designer Arne Jacobsen (Kubeflex House). Trapholt attracts more than twice as many visitors without middle- or higher education compared to other art museums. Its mission is to develop a platform for understanding the past, reflecting and discussing the present and pointing into the future, with reference to contemporary art, craft and design. The vision is to create a museum community where citizens and audiences engage in contemporary topics through artistic questions, craft materiality and designer solutions.

**The judges said:** Trapholt not only has a unique vision on how to deal with audiences, but has translated this to the way the museum is organised, its leadership and how its mission and values are part of the DNA of the museum. The museum constantly works hard to be relevant for people, to improve based on data and measurement of impact by means of their collections, contemporary art and artists and participatory projects. The judges consider the Trapholt Museum a role model for an extraordinary cultural agent that is putting the social challenges of our society in the centre of its focus to work with art. It fulfils best the motto of the British Museum Association: Museums change lives! Trapholt really does!

A SPECIAL COMMENDATION was awarded to the **Pinakothek der Moderne**, Munich, Germany for its work in leading, developing and sustaining the TOGETTHERE project as a strategic programme designed to foster social cohesion and inclusion, which has also become a platform from which the museum is rethinking its traditional way of working to ensure its relevance for present and future generations.

## LIST OF FINALISTS FOR THE 2020/21 EUROPEAN MUSEUM ACADEMY AWARDS

### Luigi Micheletti Award

- Estonian Maritime Museum, Tallinn, Estonia
- Futurium, Berlin, Germany
- Textile Museum, Tilburg, The Netherlands

### DASA Award

- Rembrandt House Museum, Amsterdam, The Netherlands
- National Museum of Romanian Literature, Bucharest, Romania
- Stapferhaus, Lenzburg, Switzerland

### Art Museum Award

- Trapholt Museum of Modern Art, Craft and Design, Kolding, Denmark
- Pinakothek der Moderne, Munich, Germany
- Gallery of Modern Art (GoMA), Glasgow, United Kingdom

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### Notes to editors:

**THE EUROPEAN MUSEUM ACADEMY (EMA)** is a non-profit Foundation established to reflect museums at the international level, to promote research on museography and museology as a high cultural activity, to provide constructive criticism and promote discussion on new exhibitions and museums, and to diffuse museological knowledge and ideas among members of the profession. It aims to promote the conception and development of new as well as of traditional museums as tools of social change. The Micheletti Award is organised to illustrate best museum practice, in co-operation with the Micheletti Foundation. The first winner was DASA, which subsequently established its own award. Forty-four countries are currently represented within the EMA organisation. [www.europeanmuseumacademy.eu](http://www.europeanmuseumacademy.eu)

### **THE LUIGI MICHELETTI FOUNDATION (Fondazione Biblioteca Archivio Luigi Micheletti)**

LMF (established in 1981 in Brescia) is a research centre specialising in 20<sup>th</sup>-century history. Scientific research covers ideologies of the 20<sup>th</sup> century, wars, the ambivalence of technical progress, industrialization and labour, conspicuous consumption, the origin of environmentalism. The ideological, social and material contemporary history, led by international researches and conferences, is linked to a rich collection: writings, postcards, photos, posters, videos, audio documents, but also objects, furniture and machines. It is in this context that the **musil** – Museum of **Industry** and **Labour** – was created, in order to focus on the recovery of productive plants and whole urban areas.

[www.fondazionemicheletti.eu](http://www.fondazionemicheletti.eu); [www.musilbrescia.it](http://www.musilbrescia.it); [www.luigimichelettiaward.eu](http://www.luigimichelettiaward.eu)

### **DASA WORKING WORLD EXHIBITION (DASA Arbeitswelt Ausstellung)**

DASA in Dortmund covers the past, present and future worlds of work in an area of about 13.000 m<sup>2</sup>, with 12 exhibition units and three-dimensional exhibits. It is the permanent educational facility of the Federal Institute for Occupational Safety and Health Care (Bundesanstalt für Arbeitsschutz und Arbeitsmedizin) and informs the public about the world of work, its status for the individual and society, and the importance of tailoring work to human requirements. The relationship between people, work and technology is demonstrated and explained in a variety of ways in the exhibition. The central theme is to establish human values at work, such as good health and dignity. DASA focuses on people and their physical, intellectual, social and cultural needs. [www.dasa-dortmund.de](http://www.dasa-dortmund.de)

### **A.G. LEVENTIS FOUNDATION**

Established in May 1979, the A. G. Leventis Foundation is the outcome of the vision of the Cypriot entrepreneur Anastasios G. Leventis (1902-1978), who had set out the primary objectives of action for his eponymous foundation since its inception, with a focus on society, education and culture. In March

2014 the Foundation launched one of its most ambitious projects to date by opening the A. G. Leventis Gallery in Nicosia to house the Foundation's art collections. Through an international programme supporting Greek studies, with the fostering of various educational activities, the systematic granting of scholarships, the ongoing contribution to academic research and the production of scientific publications, the Foundation consistently adheres to A. G Leventis' vision.  
[www.leventisfoundation.org](http://www.leventisfoundation.org)

**Contacts:**

The results of the 2020/2021 competitions were made [online](#) on 18 September at 20:00 CEST and will be available on YouTube afterwards.

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