

2016 EMA AWARDS

2016 MICHELETTI AWARD

LIST OF FINALISTS

- **Den Gamle By, Aarhus, Denmark**
- **Museum der Alltagskultur, Waldenbuch, Germany**
- **Micropia, Amsterdam, The Netherlands**
- **NEMO Science Museum, Amsterdam, The Netherlands**
- **POLIN Museum of the History of Polish Jews, Warsaw, Poland**

EUROPEAN MUSEUM ACADEMY PRIZE AWARDED TO
POLIN Museum of the History of Polish Jews, Warsaw, Poland

In 2010 the European Museum Academy established the European Museum Academy Prize 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.

Polin is not just an excellent museum but a state of the art cultural institution which reaches diverse publics all over the world. That is why it deserves the title of a 'Total Museum'. The diversity and variety of its activities and the scope of its aims and goals makes it a unique institution with a worldwide impact. The institution meets the criteria for the European Museum Academy Prize perfectly.

The EMA Prize is not necessarily presented every year and is given by the Board of EMA on the basis of proposals submitted by its Pool of Experts, National Representatives, International Supporters or other groups that are involved in EMA activities. In 2011 the Prize was awarded to the Galileo Museum, Florence, Italy and in 2013 to the Foundation Europeana, The Hague, The Netherlands. The Prize ceremony will take place during the Annual General Meeting of the Europeana Network Association in Riga, on 8 November 2016.

Apart from its impressive so-called **Core Exhibition** - a journey through the 1,000 year history of Polish Jews in acts and scenes in eight chapters on a surface of 4,200 m² - the institution presents a lot of important side-elements.

The Resource Center

The Resource Center provides free access to Polish and international databases dedicated to Jewish history and genealogy, including My Heritage, USC Shoah Foundation and the Central Judaica Database.

The Virtual Shtetl

This portal contains information about 2,000 towns inhabited by Jews in the territories of Poland, Belarus, Ukraine, Lithuania and Russia with details on synagogues, cemeteries and so on. It is a social network created by thousands of users and contributors worldwide.

The Global Education Outreach Program

The mission of this programme is to promote Polish-Jewish studies internationally. It supports fellowships, seminars, lectures, research workshops, conferences and publications.

Museum on Wheels

Polin has set up a travelling exhibition 'Museum on Wheels' about the history and culture of Polish Jews. It visits 47 towns all over the country. Each town can adapt it to its own history.

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2016 MICHELETTI AWARD WINNER

Den Gamle By, Aarhus, Denmark

In 1914 Den Gamle By (The Old Town), was founded as a self-governing non-profit institution, being the world's first open-air museum for urban cultural history. It concentrated on the daily lives of ordinary people, which was an innovative concept at the time. Today the museum consists of 80 historic houses from 26 towns and cities across Denmark, with homes, workshops and shops, public offices and historical gardens. Its national collections include clocks and watches, toys, posters furniture, silverware, delftware, clothing and bicycles.

With the start of the new millennium the museum focused on new approaches and added two new town districts from the 20th century: one depicting daily life in the post-WW1 period, with a focus on the year 1927, and a second district of the post-WW2 period with 1972 as the key year. Buildings were acquired from all over Denmark and included shops, homes and private enterprises, which were then restored and furnished. The museum believes that it is part of its task to address the big challenges of modern society, including marginalisation of groups, and in 2012 it opened a three-room flat exclusively for people with dementia, The House of Memory, furnished in the style of the 1950s. It has been visited by more than 3,000 dementia sufferers and several hundred social workers, with good results.

There is also a project for children with mental disabilities and for youngsters with a non-European background. Another recent innovation is the documenting of the life of a homeless man, who lived in one of the museum's back yards for three months, after which he was helped to move into a new place. In 2014, the centenary of the museum, Den Gamle By also embarked on a huge contemporary collection project to build a 2014 street with shops and homes, due to open in 2020/21.

The judges said that Den Gamle By is a pioneering institution in the museological handling of the pressing social questions of our time. It is a museum for the people in the truest sense, showing great courage in addressing relevant subjects which elsewhere often fall victim to a nostalgic-romantic view of history. Den Gamle By makes a visit to the museum a communicative and inspiring experience. It demonstrates strikingly that culture is a wonderful way of reaching out to society. The jury had no hesitation in voting unanimously for this museum as the winner of the 2016 Micheletti Award.

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2016 DASA AWARD WINNER

This is the sixth year of the DASA Award. For the past five years the Award has concentrated on museums which focus on the world of work from the past, the present and the future. The aim has been to address not only experts in this field, but also, as the principal target group, the broad general public. 2016 is a year of transition for the Award, which is moving towards focusing on excellence in learning opportunities provided by museums and it is in this context that its winner has been chosen.

DASA WORKING WORLD EXHIBITION in Dortmund is the permanent educational facility of the Federal Institute for Occupational Safety and Health Care and informs the general public about the world of work, its status for the individual and society, and the importance of tailoring work to Human requirements.

Micropia, Amsterdam, The Netherlands

Micropia, which is both a museum and a zoo, is the first museum in the world dedicated to microbes, with the help of state of the art technology and educational vision. It is part of the Institute Natura Artis Magistra and is located in the Ledengalerij, a recently restored heritage building (1870) where a newly-designed top floor has been added. The journey starts in the elevator to the second floor, where the visitor's eye is zoomed in on and its microscopic life is explored.

After leaving the elevator visitors are able to immerse themselves in the spatial design of the black box they enter, with its special wall and ceiling coverage relating to microbes. Specially developed 3D viewers attached to microscopes give visitors live views of microbes eating, moving and reproducing. The creators take great pride in the fact that many of the organisms on display are alive and the laboratory necessary to grow them is an integral part of the museum.

This new and innovative concept in microbiological museology opens up the most ancient part of nature to the general public. It strikes a balance between information and experience and offers the visitor many different ways to look at the invisible world. A range of specially developed media installations allows visitors to see, explore and experience the world of micro-organisms. They themselves become part of the exhibition. The body scan, through which the visitor gets to know his own micro-organisms, is a successful example.

The judges said that the concept of the museum and its exhibition are a valuable contribution to the development of museological ideas. They added that the structural relationship with scientific experts in the making and in daily life of the exhibition must be underlined. The clear simple story is enhanced by the newest technology and personal engagement of the experts and individuals connected with the exhibition.

Micropia is a model of the 21st century museum and an example of the presentation of the fast-moving changes in modern society and a worthy winner of the 2016 DASA Award.

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