

THE EUROPEAN MUSEUM ACADEMY AWARDS

THE LUIGI MICHELETTI AWARD

Best European Museum in Storytelling 2024

Apply today, don't miss the chance to profit from the visibility and networking opportunities offered to your museum by taking part in the European Museum Academy Awards. Hundreds of museums and science centres have already done so in more than 20 years of activity of the Micheletti Award.

For 2024 the emphasis of the Award has been on the way museums manage to convey a sense of the past to their visitors through their exhibitions by means of a compelling narrative. It is anticipated that many different kinds of museums will compete for this chance to show how their storytelling provides the public with a better sense of their own identity and their place in the historical landscape. Candidates will be visited by EMA qualified experts and presented at the Annual EMA Meeting in October 2024. The closing date for applications is 31 March 2024.



2023 Luigi Micheletti winner: FLUGT – Refugee Museum of Denmark, Oksbøl

European Museum Academy

A European Museum Expertise Foundation

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Registration number: 27359130; Chamber of Commerce, The Hague

CRITERIA FOR ENTRY

Projects or museums should be able to be visited between April-June 2024

The Luigi Micheletti Award (open to all kinds of museums and museums of any age)

The Luigi Micheletti Award wants to identify remarkable, unique, extraordinary permanent or temporary exhibitions, with a focus on the way how content is translated into a narrative, i.e. storytelling. The jury of museum experts will pay attention to a multitude of aspects, like the structure of the story, the architectural characteristics, if and how objects are used, whether or not in combination with modern media, and much more. And, of course, how the exhibitions are perceived with the intended audience(s) is crucial.

QUESTIONNAIRE for candidates

Please supply two typewritten pages (Word format) in English concentrating on the following aspects:

Institutional Structure

- What is the legal body behind the museum?
- Who was responsible for developing the storyline for your museum?
- Does the online presentation of the museum mirror your storytelling approach?
- What is the relation between your collection and the story you want to convey?

History telling

- What kind of story/stories is your exhibition aiming to tell?
- Are there different stories for different target groups?
- Whose story is being told?
- What role do historical museum objects play in your story?
- What are the innovative and creative elements of your history telling? Does it relate to contemporary society?
- What role does exhibition architecture play in your storytelling?

Impact

- What makes the story/stories of your exhibition compelling?
- How does the story resonate with your visitors?
- Does the storytelling foster a critical understanding of history?
- Does your narrative initiate discussion and support the exchange of ideas (on a local, regional or national level)?
- Does the handling of historical narration provide a role model for others?

Summary Question

What makes your museum a strong candidate for the Luigi Micheletti Award?

ENTRY DATA The closing date for applications is 31 MARCH 2024

- Full name of museum, in original language and in English:
- Director:
- Full postal address:
- Telephone number, with country and area code:
- Email address and website:
- Opening times:
- Name of contact person, with email address:
- Type of institution: local, regional, national:
- Year the museum first opened:
- Finance: public or privately financed:
- Annual budget. Amount devoted to education and exhibitions:
- Annual number of visitors:
- Number of employees and/or volunteers involved in learning activities:

It would be helpful if you could notify us of your intention to apply before sending your WeTransfer.

If you have any questions, or if you would like a Word version of the Entry Data page, please contact Ann Nicholls, EMA Co-ordinator

Tel +44 (0)117 973 7965; ann.n1493@gmail.com

europeanmuseumacademy@gmail.com; www.europeanmuseumacademy.eu

ENTRY FEE

The completed application should be accompanied by an entry fee of **300 €** (three hundred Euros), paid by bank transfer. If you wish to enter for the DASA and Micheletti Awards the fee is 500 Euros. Transfer charges must be paid by the applicant. Please make sure that your payment can be identified with the name of the Award(s) and include a copy of the transfer instructions with your application.

Bank: ING Bank

Address: Postbus 94780, 1090 GT Amsterdam, The Netherlands

Account name: European Museum Academy

IBAN: NL36INGB0004682823

BIC/SWIFT: INGBNL2A

SUPPORTING MATERIAL

Via WeTransfer to Dr Arno van Berge Henegouwen at arnovbh@xs4all.nl **AND** to Ann Nicholls, EMA Coordinator at ann.n1493@gmail.com. Please note that all future correspondence should be sent to Ann Nicholls. The other mail address is for this purpose only. Please let us know if for any reason you are not able to use WeTransfer.

- The completed Entry Data page (Word format).
- Your response to the Questionnaire on page 2.
- Up to 20 images in JPEG format, no larger than 2 MB each. All images should be in landscape format and not include text. One exterior of the building with its name clearly displayed; general views of the exhibitions and images which illustrate your strong candidature for the Award. (Films should not be more than five minutes in length). Pictures must be free of copyright and accompanied by a declaration which enables EMA to use them for non-commercial purposes in its printed materials, on the Internet as well as in training programmes.
- Scanned copies of a brochure, leaflet or other publicity material you wish to include.
- A copy of the bank transfer instructions for payment of the entry fee. Please make sure that the name of your museum is on the transfer.



European Museum Academy

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. 40 countries are currently represented within the EMA organisation. www.europeanmuseumacademy.eu

THE LUIGI MICHELETTI FOUNDATION (Fondazione Biblioteca Archivio Luigi Micheletti) LMF (established in 1981 in Brescia) is a research centre specialising in 20th-century history. Scientific research covers ideologies of the 20th century, wars, the ambivalence of technical progress, industrialization and labour, conspicuous consumption, the origin of environmentalism. The Foundation has a rich collection of writings, postcards, photos, posters, videos, audio documents as well as objects, furniture and machines. **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 - www.luigimichelettiaward.eu