

EMA

European Museum Academy

THE 2011 EUROPEAN MUSEUM ACADEMY PRIZE

is given to the

MUSEO GALILEO

FIRENZE

in recognition of its outstanding collection of scientific artefacts 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 multimedia specifically addressed to individual users.



Andreja Rihter
EMA President



Wim van der Weiden
EMA Chairman



Massimo Negri
EMA Director

Dortmund, 9 April 2011

The Panel of Judges

Mr Thomas Brune

Head, Department of Ethnology, Landesmuseum Württemberg, Stuttgart

Ms Camila González Gou

Curator, Frederic Marès Museum, Barcelona

Dr Christopher Grayson

Until recently responsible for cultural cooperation in the Parliamentary Assembly of the Council of Europe and associated with the European museum awards from their beginnings in the 1970s

Dr Arno van Berge Henegouwen

Head, Natural History Department, Museum, The Hague

Mr Massimo Negri

EMA Director, Scientific Director of the Master Course of European Museology, IULM University, Milan

Mr François-Xavier Nève de Mévergnies

Service de Linguistique expérimentale, Université de Liège

Miss Ann Nicholls

EMA Co-ordinator

Dr Virgil Nitulescu

Director, Museum of the Romanian Peasant, Bucharest

Dr Andreja Rihter

EMA President and Head of the School of Museology, Celje

Dr Hermann Schäfer

Former General Director for Culture and Media, Chancellor's Office, Berlin
Founding President of the House of History, Bonn

HRH Princess Sibilla de Luxembourg

Art Historian

Mrs Danièle Wagener

Director, Les 2 Musées de la Ville de Luxembourg

Dr Jorge Wagensberg

Scientific Director of the 'la Caixa' Foundation, Barcelona

Dr Wim van der Weiden

EMA Chairman

LIST OF CONFIRMED CANDIDATES

Austria	Linz: voestalpine Steel World www.voestalpine.com/stahlwelt
Belgium	Liège: House of Science www.maisondelascience.be
Germany	Augsburg: State Textile & Industry Museum (TIM) www.timbayern.de Berlin: German Technical Museum Berlin www.sdtb.de Cologne: Odysseum www.odysseum.de Mannheim: Technoseum – State Museum of Technology & Work www.technoseum.de Munich: BMW Museum www.bmw-museum.de Stuttgart: Porsche Museum www.porsche.de/museum
Ireland	Dublin: Science Gallery www.sciencegallery.com
Italy	Florence: Galileo Museum www.galileo.it Genoa: MathFitness, the mathematics arena www.matefitness.it Recanati: Landscape of Excellence www.paesaggioeccellenza.it
Netherlands	Oosterbeek: Airborne Museum Hartenstein www.airbornemuseum.nl Tilburg: Scryption www.scryption.nl Zaandam: Zaans Museum – Verkade Pavilion www.zaansmuseum.nl
Portugal	Portimão: Portimão Museum <i>under construction</i>
Spain	Les Masies de Voltrega: Copper Museum www.museudelcoure.com Manresa (Barcelona): Technical Museum www.parcdelasequia.cat
United Kingdom	Manchester: Museum of Science & Industry in Manchester (MOSI) www.mosi.org.uk

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

RATIONALE FOR ESTABLISHING THE EUROPEAN MUSEUM ACADEMY PRIZE

The European Museum Academy is based on the knowledge of the museum and heritage field gained by its founders and members during years of activity in museum and heritage organisations, as well as in universities, research centres and cultural foundations.

This is why EMA defines itself as a European expertise foundation, a dynamic and forward-thinking organisation with the aim to stimulate innovative thinking in European museums.

EMA organises various activities, publishes reports, as well as organising special projects and award schemes. Training programmes are regularly arranged in both formal academic contexts and informal lifelong learning schemes.

Partnerships have been developed with a growing number of organisations with the same interests in the museum and cultural sectors, ensuring a solid continuity of activities and exchange of information. At the European level this is also reinforced by the large network of the EMA Pool of Experts and EMA National Representatives.

The current Award scheme programme includes thematic awards such as the Micheletti Award (now at its sixteenth edition), and the Children's Museum Award, in co-operation with Hands On! International, and will soon also include the Heritage in Motion festival in co-operation with Europa Nostra.

EMA has come to the decision to enrich its present Award scheme by establishing 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. 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.



EUROPEAN MUSEUM ACADEMY PRIZE 2011 WINNER

The Galileo Museum, Florence, Italy

The Florentine Institute and Museum for the History of Science, inaugurated in 1930, was closed for more than two years to undergo a complete restructuring and layout design. On 10 June 2010 it reopened under its new name of the Galileo Museum. The event coincided with the 400th anniversary of the publication of Galileo Galilei's *Siderus Nuncius* ('The Starry Messenger'). The new layout reflects innovative museological and technological planning which combines historical and scientific rigor with conservation, design and communication strategies.

The museum occupies two floors of the 11th-century Palazzo Castellani, located in the heart of Florence between the Uffizi Gallery and the Palazzo Vecchio. 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. The nine rooms on each level illustrate the most significant episodes in the history of the Tuscan court as a driver of modern science.

To offer visitors detailed information on the objects, and to help them understand their function and historical importance, the museum has implemented a portable audiovisual system custom-made by the Italian firm MIT: the *TrackMan*. This is a video guide the size of a satellite navigator fitted with a touch screen whose many functions can be selected by the user. It currently 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.

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Kenneth Hudson



He was one of the most prominent personalities on the European museum scene and one of the pioneers of industrial archaeology in the 1960s, a broadcaster and the author of numerous books.

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Background & Aims

Background

The European Museum Academy, registered as a non-profit foundation in The Netherlands, is established on the occasion of the tenth anniversary of the loss of the distinguished museologist Kenneth Hudson (1916-1999) by a group of professionals active in the museum field and the cultural sector in general, this group has worked with Kenneth Hudson for many years in the context of the European Museum of the Year Award scheme, under the auspices of the Council of Europe and under the patronage of HM Queen Fabiola of Belgium, in the area of industrial archaeology and in other fields which benefited from the pioneering contribution of Kenneth Hudson.

Aims

The aims of the European Museum Academy are to preserve the legacy of Kenneth Hudson and to disseminate the values and the pioneering intuitions and views of his museological thinking among the new generations of museum professionals as well as cultural professionals active on a European scale. The EMA Foundation is engaged in developing researches in the field of museum innovation, stimulating new ideas and experiences and offering its services as an incubator for new talents and new programmes in order to improve the quality of museum services and of the museological discourse at the European level. The academy is not an educational organization (although regularly involved in professional training and exchange programs), but intends to be a society of museum experts of different national and cultural backgrounds united for the advancement of museological knowledge based on a curriculum of proved capacity in carrying out innovative museum projects. The academy identifies in museums a relevant tool to face socio-economic and cultural challenges in contemporary society and stresses the role of the modern museum as a meeting place and as a most promising forum for the development of scientific debate, creativity, social cohesion and cultural dialogue.

The EMA Flyer

DASA
Genus Bononiae- Carisbo
Foundation
CosmoCaixa
Europa Nostra
Micheletti Foundation
MARQ Alicante
Scuola Normale di Pisa
Master in European
Museology-IULM University
Milan
Museum of Recent History,
Celje
IBC-Institute for Cultural
Heritage Emilia Romagna
LEM Project
ASSETS Project
HANDS ON!
NEMO

**Micheletti Award
2011, visiting the
Candidates**



Our Judges at the Odysseum
in Cologne



Experiencing the Odysseum



Visiting Airborne, the
Museum of the Battle of
Arnhem in the Netherlands.