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One Object – Many Visions – EuroVision: Launch of the EU project “EuroVision. Museums exhibiting Europe” (EMEE)

Augsburg/Germany – with around 2 million euros the Culture Programme of the European Union supports a museum project to be implemented between November 2012 and October 2016, coordinated by the University of Augsburg, department of history didactics, headed by Prof. Dr. Susanne Popp. Project partners are the Université Paris-Est Créteil (France), Università degli Studi Roma Tre (Italy), the Bulgarian National History Museum in Sofia, the Museu Nacional de Arqueologia in Lisbon (Portugal), the National Museum of Contemporary History in Ljubljana (Slovenia), the art association monochrom in Vienna (Austria) as well as the Atelier Brückner in Stuttgart (Germany) headed by Prof. Dr. Uwe Brückner.

The ambitious aim of the project is to make museums more accessible in many ways: with an innovative and interdisciplinary approach developed by history didactics the project wants to re-interpret museum objects and put them into a broader context of national and transnational history. Visitors shall face objects not only on a regionally and nationally determined level of meaning, but discover transnational and European perspectives using new means of presentation, performances and possibilities for participation. At the same time the project develops creative concepts for audience development. Particularly by involving and activating the visitor, the project tries to attract the rather large number of “non-visitors” to the museums.

The concepts and ideas developed within this project will be presented and discussed on the project’s website. However, the project will not be presented to the wider public until approximately 3 years later. After the design phase the visitors to the museum can experience and examine the project’s results in the so called “Eurovision Labs.”. These will be presented in each partner country in line with the motto “one object – many visions – EuroVision”.



Along with the “EuroVision Labs.,” the project also implements a number of further methods which are intended to achieve the ambitious goals: During the course of the project a network of interested museums shall be established to collaborate in the long term. A scenographers’ competition adds novel synaesthetic ideas; Workshops for museum experts, cultural workers and university students are intended to implement the project’s results within the museum.

Project coordinator Prof. Susanne Popp about the launch of the project: “We are delighted that the work on the project finally starts and hope that with ‘EMEE’ we can make a contribution to a development and research of innovative museum work as well as to a productive cooperation of museum experts and educators, scenographers, cultural workers, media artists and researchers.”

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