

Press Release 15/01/2013

Kick-off event for the EU project “EuroVision. Museums exhibiting Europe” (EMEE) in Augsburg

Augsburg/Germany – **with a public event at the TIM hosting prominent speakers, the Chair of History Didactics of the University of Augsburg launches the work on the EU project “Museums exhibiting Europe” on 23 January 2013. One of the speakers will be the president of the International Council of Museums (ICOM), who will present the chances and challenges of museums in the 21st century.**

Using innovative and interdisciplinary concepts on the basis of history didactics, the museum project “EuroVision. Museums exhibiting Europe” (EMEE) wants to develop multi-perspective approaches to the Europeanisation of national and regional museums and thereby especially attract also those visitors that usually do not go to museums. By new means of presentation and participation, they shall be able to discover transnational and European perspectives. At the same time, the project develops creative concepts for the audience development and tries to assign a new role to the museum as a ‘social arena’ in an increasingly multicultural society.

During an interdisciplinary academic conference, participants from Italy, Bulgaria, Portugal, Austria, France, Germany and Slovenia develop a framework for the four-year project, which combines academic research and practical testing and is funded by the European Union with around 2 million euros. The panel discussion during the first project meeting at the TIM on 23 January 2013 is open to public and will focus on the chances and challenges of tomorrow’s museums. Following the invitation of Professor Dr. Susanne Popp, ICOM president Dr. Hans-Martin Hinz, the leader of the Parlamentarium in Brussels Alexander Kleinig and the designer and scenographer Uwe R. Brückner, amongst others, will give presentations about the topic. Together with the director of the TIM Dr. Karl Murr, the scenographer will give a guided tour through the museum exhibition he designed on 23 January at 5 p.m.



Project leader Professor Dr. Susanne Popp says: “I hope that the mixture of internal discussion and public event ensures a good start to the project and provides for a productive work over the next few years. I am especially looking forward to the visit of the ICOM president, which proves that there are already high expectations to the project with its historical and didactical approach on the part of the international museum scene.”

Museums Exhibiting Europe, 23 January 2013, 6 p.m., free entrance to the museum, the presentations are held in English.

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