

Press Release 30/05/2014

## **Third general meeting of the EU project “EuroVision. Museums Exhibiting Europe” (EMEE) in Vienna**

**Augsburg/Germany – The partners of the international EU Culture project “EuroVision. Museums Exhibiting Europe” are coming together for a second general meeting at the MuseumsQuartier Vienna (MQ) from 23 to 26 June 2014. After the second year of the project, the achieved results shall be reviewed and the next steps of the project shall be taken.**

With innovative and interdisciplinary concepts based on didactics of history, the museum project “EuroVision. Museums exhibiting Europe” (EMEE) – funded by the EU Culture Programme with 2 million euros – is intended to develop multi-perspective approaches for the Europeanisation of national and regional museums. Thereby, also especially those people who usually do not go to museums shall be convinced. New ways of representation, scenography and possibilities to participate help the visitors 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” within an increasingly multicultural society.

The third general meeting in Vienna will gather all project partners in order to draw an interim conclusion and to provide the foundations for the further steps of the project. Günther Friesinger hosts the meeting, he is general manager of the art group monochrom, lecturer at the universities of Vienna, Salzburg, Krems, Mozarteum and the University of Technology Graz and curator of the paraflows festival.

The focus will be on the five EMEE-toolkits which will be finalized by then and presented to the partners. The EMEE-toolkits try to present basic ideas in terms of application-oriented tips for all kinds of museums. In the next months, the toolkits will be published on the EMEE project website as ‘toolkit manuals’.

For every EMEE-toolkit an EMEE-workshop is developed. All of those will be presented and implemented at the meeting. In the EMEE-workshop the research and documentation will be used in praxis to proof the functionalities of the manuals.

A trip to the Verein Symposium Lindabrunn is planned which will take place as a public event on Wednesday, 25<sup>th</sup> June 2014. Thereby, the exciting approach of social design for museums is presented to the public. The topic of this event is “Life and Death - How to attract Non-Visitors with artist concepts”. Partners and externs are invited to take part on the performance and happening.



The EMEE project is coordinated by the Chair of History Didactics of the University of Augsburg. Project partners are the National Archaeology Museum in Lisbon (Portugal), the Museum of Contemporary History in Ljubljana (Slovenia), the National Historical Museum in Sofia (Bulgaria), the Atelier Brückner GmbH in Stuttgart (Germany), the art association monochrome in Vienna (Austria), the Roma Tre University in Rome (Italy) and the University Paris-Est Créteil – ESPE in Paris (France). Apart from the project partners, further museums and partners loosely associated with the project will be present at the meeting.

**Further information:**

EMEE project homepage:  
<http://www.museums-exhibiting-europe.eu/>

**Contact:**

Anna-Lena Fuhrmann  
Phone: + 49 (0) 821 598-5555  
Email: [a.fuhrmann@phil.uni-augsburg.de](mailto:a.fuhrmann@phil.uni-augsburg.de)