



## “National Coach Museum”, Permanent Exhibition

<http://www.museudoscoches.pt/>

Partner 6: Museu Nacional de Arqueologia, Portugal > Mário Antas

### 1. Exhibition Concept

The "**National Coach Museum**", located in Belém (Lisbon), occupies the space of the old Royal Riding School, and is a museum that has a collection unique in the world of vehicles used since the seventeenth century to the late nineteenth century. This collection allows the visitor to understand the technical development of transport, animal traction, and keep up with changing times like these - fashions - expressed in the ornamentation of the vehicles.

The National Coach Museum was created in 1905 on the initiative of Queen Amelia who, aware of the heritage value of the vehicles of the Royal House proposes to gather, preserve and present to the public this unique heritage. For this purpose reuses the Royal Riding School of the royal palace of Belém, who was disabled and functioned as a warehouse of some of these vehicles, bringing together in one place the old cars noble Portuguese royal family and their accessories, which were scattered by various dependencies.



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

The initial concept of the exhibition continues today, as the junction of two elements - building and character of the collection - work as one. Visitors are invited to appreciate, in a chronological order, different coaches, whose technological innovations and ornamentation reflect the spirits of a time. Because of the characteristics of the Royal Riding School those vehicles live together quite nicely with the space, offering, the museum, a unique space that allows you to enjoy an environment of time, not much different from the environment of his time opening.

## **2. Reception**

The National Coach Museum is one of the most visited museums in the country. In 2008 received 228 570 visitors and in 2009 197 700 visitors. It is the most visited National Museum with 184 105 visitors in 2012.

## **3. Exhibition Design**

The exhibition is developed in the building of the former Royal Riding School, reusing specific dependencies of this site: Main Hall, Hall and Side Galleries. These rooms little changed from its original design, with paintings on the ceiling and details that's that work itself as expository elements.

In addition to the vehicles exposed, which constitute the largest collection of its kind worldwide, the collection is complemented by the exhibition of accessories and costumes (of time), directly related to the theme, some elements of dressage and fine arts. All these elements allow the visitor to apprehend the spirit of the times represented. Temporary exhibitions are still held, whose theme is directly related to the permanent exhibition.

## **4. Visitors Approach – Activation/Participation**

The collection of this museum stands on its own, being one of the most visited museums of Portugal. The visits, free or in a group, may be accompanied by a guide, privileging direct contact with the visitor. Guided visits are also conducted specifically schools of various levels of education. There are also some initiatives such as concerts, usually at night. In the museum website it is possible to download a digital tour guide and perform a virtual tour. Several activities, like workshops, are direct to public school or non-school, being also possible to made birthday parties at the Museum.



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

## **5. Conclusion: “Museu Nacional dos Coches” Permanent Exhibition in respect to COP 1 and COP2**

**Toolkit 1 – Making Europe visible.** The collection of the National Coach Museum shows the evolution of transport vehicles along the epic modern and contemporary. Although this is a collection of the Portuguese Royal House, the vehicles mentioned represent the tastes and technical developments in Europe, representing the tastes and European technical.

**Toolkit 2 – The Museum as a „social arena“.** This exhibition provides a strong educational component, showing through the transport vehicles other discourses (history, power, social or technological) inseparable from changes in European society.

**Toolkit 3 – Bridging-the-gap.** In this exhibition, due to the popularity and originality of the museum's collection, are present very diverse public.

**Toolkit 4 – Synaesthetic translation and transformation of contents.** Bringing something to exposure present in the imagination of the population (such as fairy tales), this exhibition allows materialize in very different audiences, one very specific type of vehicle.

**Toolkit 5 – Social web and interaction with new media.** On *Youtube* you can view videos about the Museum, placed by visitors. Information on the exhibition, can be found at:

<http://www.museudoscoches.pt/>

<https://www.facebook.com/pages/Museu-Nacional-dos-Coches/144629745596505>



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



[Museu dos coches Lisbon Portugal 01.png](#)



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



[Museu dos coches Lisbon Portugal 02.png](#)



[www.trekearth.com](http://www.trekearth.com)



<http://www.museudoscoches.pt/>



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.