

TOOLKIT 5

SOCIAL WEB AND INTERACTION.

SOCIAL MEDIA TECHNOLOGIES FOR EUROPEAN NATIONAL AND REGIONAL MUSEUMS

This toolkit offers guidance in understanding and applying interactive information and social media technologies for European national and regional museums. Web 2.0 technologies like Facebook, Twitter and Google+ are not simply “nice to have” anymore; instead, it is almost obliged to make use of media channels like these. The goal of using these tools is to spread knowledge and to start a communication process around the museum’s topics with visitors and non-visitors on different media channels.

AUTHORS: Anika Kronberger, Heather Kelley, Daniel Fabry, Günther Friesinger, Kerstin Halm

THE EMEE CONSORTIUM

COORDINATOR

_ UNIVERSITY OF AUGSBURG, Germany

PROJECT PARTNERS

- _ ATELIER BRÜCKNER GMBH, Stuttgart, Germany
- _ NATIONAL MUSEUM OF HISTORY, Sofia, Bulgaria
- _ UNIVERSITY PARIS-EST CRÉTEIL- ESPE, Paris, France
- _ UNIVERSITY ROMA TRE, Rome, Italy
- _ NATIONAL MUSEUM OF ARCHAEOLOGY, Lisbon, Portugal
- _ NATIONAL MUSEUM OF CONTEMPORARY HISTORY, Ljubljana, Slovenia
- _ MONOCHROM KUNSTVEREIN, Vienna, Austria

CONTACT

info@emee-project.eu

CHAIR OF HISTORY DIDACTICS

UNIVERSITY OF AUGSBURG
Universitätsstr. 10
86159 Augsburg
Germany

COORDINATION

Prof. Dr. Susanne Popp

PROJECT MANAGER

Susanne Schilling M.A.

ADMINISTRATIVE MANAGER

Oliver Simmet-Mayer M.A.

GET INVOLVED

You are interested to join the project and to use the ideas and results of EMEE? Then become a part of our project network!

www.museums-exhibiting-europe.eu

Follow us on Facebook and

Twitter:

#EMEEEurovision



DESIGN

© Kerstin Halm, monochrom Kunstverein

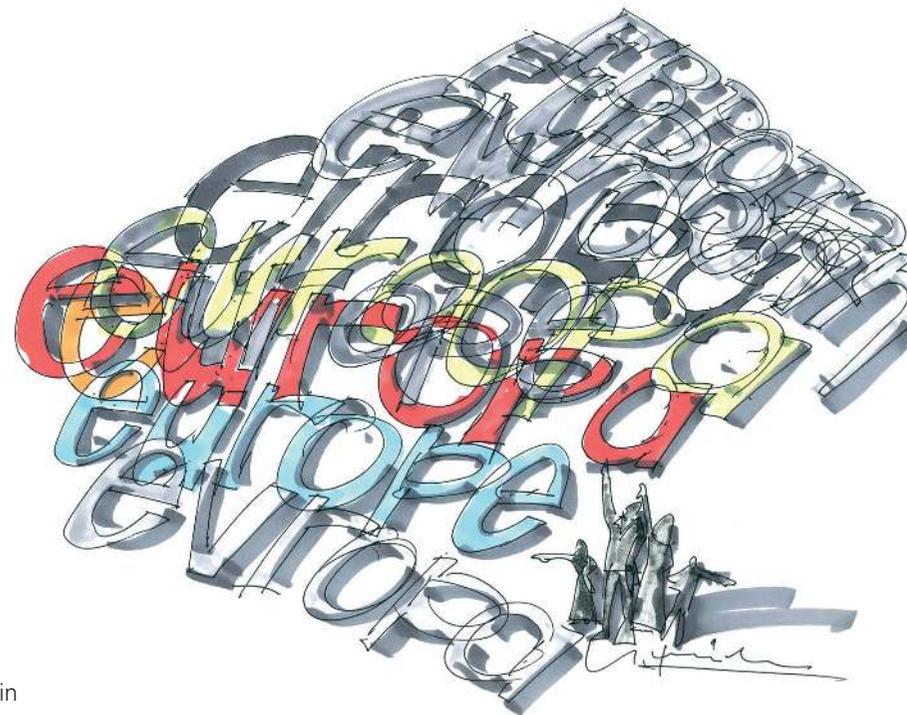
IMAGE:

Europe, Sketch by Prof. Uwe R. Brückner

HOW TO MAKE EUROPE VISIBLE IN CULTURAL HERITAGE

FIVE TOOLKITS FOR EMEE MUSEUM DEVELOPEMENT

EMEE PUBLICATIONS



The “EuroVision – Museums Exhibiting Europe” (EMEE) project explores an innovative interdisciplinary approach for national and regional museums to re-interpret their objects in a broader context of European and transnational history. At the core of the concept is the “Change of Perspective” method (COP), with the motto:

“ONE OBJECT – MANY VISIONS – EUROVISIONS”

The museum institution is a place where the visitors can actively exchange ideas and share their interests. In order to implement the “Change of Perspective” concept, the EMEE partners in the project developed so called toolkits. These manuals aim to mediate between theory and practice and to offer all interested museums instructions for innovative and creative concepts that are in support of the modernisation and internationalization of museum activities.

The EMEE project is realised between 2012 and 2016 and is funded by the Culture Programme of the European Commission.

TOOLKIT 1

MAKING EUROPE VISIBLE.

REINTERPRETATION OF MUSEUM OBJECTS AND TOPICS.
A MANUAL

The manual “Making Europe Visible” predominantly focuses on the first of the three changes of perspectives of the EMEE concept: by re-interpreting museum objects and topics the trans-regional European perspective shall gain access to national and regional museums. The toolkit provides eight approaches on how to re-interpret local museum objects in a European way.

AUTHORS: Anna-Lena Fuhrmann, Jutta Schumann, Susanne Popp, Susanne Schilling, Oliver Mayer-Simmet

TOOLKIT 2

INTEGRATING MULTICULTURAL EUROPE.
MUSEUM AS SOCIAL ARENAS

“Museum as Social Arenas” is a toolkit meant for everyday use by museum professionals and museum enthusiasts. Designed as a quick first aid kit to consult when you need fresh ideas, this toolkit is here to help implementing the social arena concept within the European perspectives in your museum. It was written by people who face the same challenges and demands on a daily basis as many other museum personnel around Europe, which is why the toolkit strives to help approaching them.

AUTHORS: René Capovin, Katarina Kogoj, Urška Purg, Kaja Širok, Janja Štefanič, Urša Valič

TOOLKIT 3

BRIDGING THE GAP.

ACTIVATION, PARTICIPATION AND ROLE MODIFICATION

The toolkit focuses on strategies to make the museum attractive to any category of visitors, especially to non-visitors. These are introduced in the first part of the manual, where an overview on some research activities in the field has made it possible to group the reasons for non-visiting into three major areas. The second part of the manual describes best practice examples. The leitmotif is participation, intended as the involvement of visitors into a variety of practical activities as key elements for audience development.

AUTHORS: Cinzia Angelini, introduction by Emma Nardi

TOOLKIT 4

SYNAESTHETIC TRANSLATION OF PERSPECTIVES.
SKETCHBOOK - SCENOGRAPHY

The toolkit is about scenography and its potentials for a synaesthetic change of perspective. It focuses on the design methods, the design process, and the parameters and tools of scenography. The second part of the toolkit is more practical in nature. Sketches visualise some case studies and present new holistic design concepts for staging museum objects and topics in a trans-regional European context, which enables visitors to experience them from multiple perspectives.

AUTHORS: Uwe R. Brückner, Linda Greci