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# STUDY MODULE

## INTRO

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EuroVision  
**Museums  
Exhibiting  
Europe**

| VERSION NO. | AUTHOR, INSTITUTION                            | DATE/LAST UPDATE |
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| 1           | ANIKA KRONBERGER, CLARA GALLISTL,<br>monochrom | 01/10/2016       |

## Study Module “CHANGE OF PERSPECTIVE”

### About

One of the many exquisite outcomes of the European cultural project “Eurovision: European Museums Exhibiting Europe” is this study module. It can be used for academic purposes or training of non-professionals.

We suggest max. 20 participants. The concept is laid out for 15 Lectures à 2x45 min.

### Concept

**Topics:** Contemporary museum and exhibition design needs to adjust to changing modes of perception and attention. EMEE (European Museums Exhibiting Europe) is a four-year running EU funded cultural project that aims at modernization of museum and exhibition work. The construction of trans-regional European perspectives is our main goal. Re-interpreting exhibited objects, re-designing the roles of visitors as well as museum professionals (activating visitors to become participants rather than mere audience, museums as ‘social arenas’) and internationalizing museum work are our chosen methods for this study module. The activity-based study module structure imparts fundamental and advanced knowledge on the modernization and Europeanization of contemporary museum work.

### Study Module structure and chosen methods:

The introduction (Lecture 1 and 2) will – apart from organisational procedures – discuss the fundamental methodology and terms. Over viewing EU strategies to enhance museum work in the 21<sup>st</sup> century is be one of the two key aspects of the introductory lectures, the other one being the familiarization with EMEE’s concept to Europeanise shared cultural heritage. The academic basis of this introduction is historical-didactic knowledge and theories (“Change of Perspective”).

Part I (Lecture 3 to 10) of the study module aims at establishing the necessary basic knowledge based on the EMEE project results. These input lectures follow the five EMEE toolkits and the accompanying workshops. Complementing examples will be taken out of EMEE’s “exemplary COP units” and the mapping process.

Part II (Lecture 11 to 13) focuses on practice oriented concretisations, centring on the conjunction of the in part I developed theoretical perspectives. This will be archived in two steps: Step I will allow the participants to develop a system of categories by analysing chosen “exemplary units” as well as film documentaries of EMEE labs. The system of categories enables the participants to critically assess the realisations of certain theoretical approaches regarding a specific object. Furthermore, participants will be able to discuss the quality of the conjunction regarding the “change of perspective”. During step II (Lectures 14 to 15) participants will present one (or two) self developed exemplary COP-units. The students’ preparatory work will combine all

theoretical perspectives mentioned in the toolkits whilst also including the topic of “non-visitors”. To this end participants choose an object that is displayed in a local museum and orient their work to EMEE’s “exemplary COP units”.

During the last session (Lecture 15), the participants will discuss the sustainability of the EMEE concept and its future possible applications regarding the cultural heritage in European museums.

The study module consists of a theory-oriented and a usage-oriented practical part. Thereby, the participants enhance theory-based competences in order to further develop the European cultural heritage in museums. In featuring best practice examples of the participants “exemplary COP-units” on the EMEE webpage, the pool of examples for translating the EMEE “change of perspectives” concept into practice is enlarged and the sustainability of the project ensured.

**Enhanced competences:** This study module provides participants with a theoretical and creative toolset to Europeanise museum work. Participants develop the necessary skills to critically reflect contemporary modes of display of museum objects. Enhancing diverse approaches to achieve a “change of perspectives” in order to conceptualize historical museums are at the centre of this module. Additionally participants gain practical experience by developing exemplary units on their own.

**Mode of assessment:** active and constant participation, presentation of a self-developed exemplary unit, written report of the presentation.

**What you will find for each lecture:**

1. Lecture guide with notes for the moderator and a presentation script (pdf)
2. Slides (Powerpoint + pdf)
3. Workmaterial if needed (pdf)

## Overview lectures including assignments for students

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| <p><b>Lecture 1</b></p> <p>EUROPE IN THE MUSEUM – HISTORICAL DEVELOPMENTS AND CURRENT TRENDS</p>                     | <p><b>90 min introductory lecture</b></p>   | University of Augsburg                  |
| <p><b>Lecture 2</b></p> <p>THE EMEE-PROJECT AND ITS KEY CONCEPTS: 'EUROPEANIZATION' AND 'CHANGE OF PERSPECTIVE'</p>  | <p><b>60 min lecture + 30 min activity in class</b></p> <p>Group work: Applying the methods to reveal European/trans-regional meanings using selected museum objects as examples (in class)</p>   | University of Augsburg                  |
| <p><b>Lecture 3</b></p> <p>EIGHT WAYS TO RE-INTERPRET MUSEUMS OBJECTS FROM EUROPEAN/ TRANS-REGIONAL PERSPECTIVES</p> | <p><b>45 min lecture + 45 min activity in class</b></p> <p>Group work: Applying the methods to reveal European/trans-regional meanings using selected museum objects as examples (in class)</p>   | University of Augsburg                  |
| <p><b>Lecture 4</b></p> <p>INTEGRATING MULTICULTURAL EUROPE: MUSEUMS AS SOCIAL ARENAS</p>                            | <p><b>45 min lecture + 45 min activity in class + Homework assignment: Create a Pop-Up Museum</b></p> <p>Group work: Planning an exhibition with a selected object, target group, and a museum (including the presentation of the results of the group work) (45 min, in class)</p> | National Museum of Contemporary History |
| <p><b>Lecture 5</b></p> <p>INTEGRATING MULTICULTURAL EUROPE: MUSEUMS AS SOCIAL ARENAS</p>                            | <p><b>45 min lecture + 45 min activity in class</b></p> <p>Group work: Planning an exhibition with a selected object, target group, and a museum (including the presentation of the results of the group work) (in class)</p>   | National Museum of Contemporary History |
| <p><b>Lecture 6</b></p> <p>BRIDGING THE GAP ACTIVATION; PARTICIPATION AND ROLE MODIFICATION</p>                      | <p><b>90 min lecture</b></p> <p>Group work: Applying the methods to reveal European/trans-regional meanings using selected museum objects as examples (in class)</p>  | University of Roma Tre                  |
| <p><b>Lecture 7</b></p>  | <p><b>90 min lecture</b></p>  | University of Roma Tre                  |

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| <b>Lecture 7</b><br><br>BRIDGING THE GAP:<br>Classwork Tool  | <b>90 min lecture</b>   | University of Roma Tre                          |
| <b>Lecture 8</b><br><br>HOW TO USE<br>SCENOGRPAHY FOR<br>THE<br>SYNAESTHETIC<br>TRANSLATION OF<br>PERSPECTIVES | <b>90 min lecture</b>   | ATELIER BRÜCKNER                                |
| <b>Lecture 9</b><br><br>HOW TO USE<br>SCENOGRPAHY FOR<br>THE<br>SYNAESTHETIC<br>TRANSLATION OF<br>PERSPECTIVES | <b>90 min activity</b>  | ATELIER BRÜCKNER                                |
| <b>Lecture 10</b><br><br>SOCIAL WEB AND<br>INTERACTION   | <b>45 min lecture +<br/>10 min activity in class +<br/>30 min lecture +<br/>Homework assignment</b><br><br>Activity in class: Visual Statistics<br>Homework: Write a Blogpost and a<br>Tweet. | monochrom                                       |
| <b>Lecture 11</b><br><br>THE NON-VISITOR   | <b>90 min lecture + part 2</b>  | Espé Créteil - Université Paris-<br>Est Créteil |
| <b>Lecture 12</b><br><br>EXEMPLARY UNITS   | <b>90 min lecture<br/>Homework Assignment</b><br><br>Homework: Create an Exemplary Unit<br>(making Europe visible).   | University of Roma Tre                          |
| <b>Lecture 13</b><br><br>EUROVISION LAB.<br>„ONE OBJECT – MANY<br>VISIONS –<br>EUROVISIONS“                    | <b>80 min lecture<br/>Homework Assignment</b><br><br>Homework: Create an EuroVision Lab.  | National Museum of<br>Contemporary History      |
| <b>Lecture 14</b><br><br>FINAL PRESENTATION  | <b>90 min presentations of Home<br/>Assignment (Exemplary Units)</b>  | monochrom                                       |
| <b>Lecture 15</b><br><br>FINAL PRESENTATION<br>AND REFLECTION  | <b>45 min presentations of Home<br/>Assignment (Exemplary Units +<br/>45 min review of acquired tools +<br/>feedback on study module</b>  | monochrom                                       |

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**Web links to online-toolkits / Toolkits serve as the basis for the lectures:**

**All toolkits:**

<http://www.museums-exhibiting-europe.de/toolkit-manuals-activity-8/>

**Toolkit 1:**

[http://www.museums-exhibiting-europe.de/wp-content/uploads/2016/01/EMEE\\_Toolkit\\_N1\\_DIG-1.pdf](http://www.museums-exhibiting-europe.de/wp-content/uploads/2016/01/EMEE_Toolkit_N1_DIG-1.pdf)

**Toolkit 2:**

[http://www.museums-exhibiting-europe.de/wp-content/uploads/2016/01/EMEE\\_Toolkit\\_N2\\_DIG.pdf](http://www.museums-exhibiting-europe.de/wp-content/uploads/2016/01/EMEE_Toolkit_N2_DIG.pdf)

**Toolkit 3:**

[http://www.museums-exhibiting-europe.de/wp-content/uploads/2016/01/EMEE\\_Toolkit\\_N3\\_DIG.pdf](http://www.museums-exhibiting-europe.de/wp-content/uploads/2016/01/EMEE_Toolkit_N3_DIG.pdf)

**Toolkit 4:**

[http://www.museums-exhibiting-europe.de/wp-content/uploads/2016/01/EMEE\\_Toolkit\\_N4.pdf](http://www.museums-exhibiting-europe.de/wp-content/uploads/2016/01/EMEE_Toolkit_N4.pdf)

**Toolkit 5:**

[http://www.museums-exhibiting-europe.de/wp-content/uploads/2016/01/EMEE\\_Toolkit\\_N5\\_DIG.pdf](http://www.museums-exhibiting-europe.de/wp-content/uploads/2016/01/EMEE_Toolkit_N5_DIG.pdf)

**Toolkit 6:**

[http://www.museums-exhibiting-europe.de/wp-content/uploads/2016/01/EMEE\\_Toolkit\\_N6\\_DIG.pdf](http://www.museums-exhibiting-europe.de/wp-content/uploads/2016/01/EMEE_Toolkit_N6_DIG.pdf)