



## THE EUROPEAN MUSEUM ACADEMY AWARDS

### THE LUIGI MICHELETTI AWARD

#### Best European Museum in History-Telling 2023

Apply today, don't miss the chance to profit from the visibility and networking opportunities offered to your museum by taking part in the European Museum Academy Awards. Hundreds of museums and science centres have already done so in more than 20 years of activity of the Micheletti Award.

For 2023 the emphasis of the Award will be on the way museums manage to convey a sense of the past to their visitors through their exhibitions by means of a compelling narrative. It is anticipated that many different kinds of museums will compete for this chance to show how their storytelling provides the public with a better sense of their own identity and their place in the historical landscape.

Candidates will be visited by EMA qualified experts and presented at the Annual EMA Meeting in September 2023. The closing date for applications is 1 April 2023.

**European Museum Academy**  
*A European Museum Expertise Foundation*  
Kanaalweg 46, 2584 CL, The Hague – The Netherlands  
europeanmuseumacademy@gmail.com; [www.europeanmuseumacademy.eu](http://www.europeanmuseumacademy.eu)  
Registration number: 27359130; Chamber of Commerce, The Hague

## **CRITERIA FOR ENTRY**

**Projects or museums should be able to be visited between April-June 2023**

### **The Luigi Micheletti Award**

Without museums, humankind would hardly understand its past, cope with its present and advance in its future. History-Telling is based upon storytelling which is key for all museums in their attempt to make temporal sense. The Luigi Micheletti Award is intended for all kinds of museums that convey a strong and compelling narrative via their exhibition – at the service of society. All museums working with conclusive and sound narratives are welcome to apply.

Candidates are invited to show evidence that they fulfil the criteria of the Award.

### **QUESTIONNAIRE for candidates**

Two typewritten pages (Word format) in English describing the museum, its organisational structure, its method of financing and the European relevance or innovative aspects. Please concentrate on these aspects:

- What kind of story/stories is your exhibition aiming at to tell?
- What are the innovative and creative elements of your way of History-Telling?
- What makes the story/stories of your exhibition compelling?
- What are the various means that help to narrate your story/history?
- How does the story you are telling relate to contemporary society?
- Does your exhibition initiate discussion and support the exchange of ideas?
- Does it allow your museum to function as a meeting place for the community?
- What is the impact of your exhibition – locally, regionally or (inter-)nationally?

## **ENTRY DATA** The closing date for applications is 1 APRIL 2023

- Full name of museum, in original language and in English:
- Director:
- Full postal address:
- Telephone number, with country and area code:
- Email address and website:
- Opening times:
- Name of contact person, with email address:
- Type of institution: local, regional, national:
- Year the museum first opened:
- Finance: public or privately financed:
- Annual budget. Amount devoted to education and exhibitions:
- Annual number of visitors:
- Number of employees and/or volunteers involved in learning activities:

**It would be helpful if you could notify us of your intention to apply before sending your WeTransfer.**

***If you have any questions, please contact Ann Nicholls, EMA Co-ordinator***

**Tel +44 (0)117 973 7965; [ann.n1493@gmail.com](mailto:ann.n1493@gmail.com)**

**[europeanmuseumacademy@gmail.com](mailto:europeanmuseumacademy@gmail.com); [www.europeanmuseumacademy.eu](http://www.europeanmuseumacademy.eu)**

## ENTRY FEE

The completed application should be accompanied by an entry fee of **300 €** (three hundred Euros), paid by bank transfer. Transfer charges must be paid by the applicant. Please make sure that your payment can be identified and include a copy of the transfer instructions with your application.

*Bank: ING Bank*

*Address: Postbus 94780, 1090 GT Amsterdam, The Netherlands*

*Account name: European Museum Academy*

*IBAN: NL36INGB0004682823*

*BIC/SWIFT: INGBNL2A*

## SUPPORTING MATERIAL

Via WeTransfer to Dr Arno van Berge Henegouwen at [arnovbh@xs4all.nl](mailto:arnovbh@xs4all.nl) **AND** to Ann Nicholls, EMA Co-ordinator at [ann.n1493@gmail.com](mailto:ann.n1493@gmail.com). Please note that all future correspondence should be sent to Ann Nicholls. The other mail address is for this purpose only. Please let us know if for any reason you are not able to use WeTransfer.

- The completed Entry Data page (Word format).
- Your response to the Questionnaire on page 2.
- Up to 20 images in JPEG format, no larger than 2 MB each. All images should be in landscape format. One exterior of the building with its name clearly displayed; general views of the exhibitions and images which illustrate your strong candidature for the Award. (Films should not be more than five minutes in length). Pictures must be free of copyright and accompanied by a declaration which enables EMA to use them for non-commercial purposes in its printed materials, on the Internet as well as in training programmes.
- Scanned copies of a brochure, leaflet or other publicity material you wish to include.
- A copy of the bank transfer instructions for payment of the entry fee. Please make sure that the name of your museum is on the transfer.



European Museum Academy

### **THE EUROPEAN MUSEUM ACADEMY**

EMA is a non-profit Foundation established to reflect museums at the international level, to promote research on museography and museology as a high cultural activity, to provide constructive criticism and promote discussion on new exhibitions and museums and to diffuse museological knowledge and ideas among members of the profession. It aims to promote the conception and development of new as well as of traditional museums as tools of social change. 40 countries are currently represented within the EMA organisation. [www.europeanmuseumacademy.eu](http://www.europeanmuseumacademy.eu)

### **THE LUIGI MICHELETTI FOUNDATION (Fondazione Biblioteca Archivio Luigi Micheletti) LMF**

(established in 1981 in Brescia) is a research centre specialising in 20<sup>th</sup>-century history. Scientific research covers ideologies of the 20<sup>th</sup> century, wars, the ambivalence of technical progress, industrialization and labour, conspicuous consumption, the origin of environmentalism. The Foundation has a rich collection of writings, postcards, photos, posters, videos, audio documents as well as objects, furniture and machines. **Musil – Museum of Industry and Labour** – was created, in order to focus on the recovery of productive plants and whole urban areas.

**Musil – Museum of Industry and Labour** – was created, in order to focus on the recovery of productive plants and whole urban areas.

[www.fondazionemicheletti.eu](http://www.fondazionemicheletti.eu) - [www.luigimichelettiaward.eu](http://www.luigimichelettiaward.eu)

