



**PRESS RELEASE 26 April 2014
2014 MICHELETTI AWARD**

SUCCESS FOR MUSE - MUSEUM OF SCIENCE TRENTO, ITALY

At a ceremony held in Glasgow at the Riverside Museum (2012 Micheletti Award winner), MUSE - Museo delle Scienze in Trento, Italy was announced as the winner of the 2014 Micheletti Award. The trophy was presented to the museum's director, Michele Lanzinger. Representing the Luigi Micheletti Foundation was René Capovin. A strong delegation from the European Museum Academy, which was responsible for the selection and assessment of candidates, was also present.

A museum of natural history was founded in the city in 1922, and the new museum reopened in July 2013 in an extensive urban park. Most of the investment was made by local authorities after a concept development phase of about 10 years. The building, by Renzo Piano, simulates the slopes of the surrounding mountain peaks of the Dolomites and is a centre with a further seven external locations. It was built with great attention to 'green technologies'. With an exhibition space of 5,000 m² covering six floors, visitors experience a tour through the natural history of both the Earth and evolution. The galleries on the various floors are grouped around a vertical corridor of light in the centre of the building, in which a range of exhibits seem to float before the eyes of the observer. Texts are in three languages and digital technology and interactivity play an important part in the presentations. Extensive laboratories enable school pupils and students to engage interactively with the central topics of the museum. Summer schools for students complete the comprehensive educational programme. The comfort of visitors is well catered for, with ample seating, a café/restaurant and a museum shop.

The judges said: "The combination of so many contemporary ideas with established museological approaches makes MUSE a state-of-the-art cultural institution with great innovative potential. The combination of its museum, scientific, research and advisory activities represents a particularly seminal collection of roles for a cultural institution. The participatory element during the planning stage of the museum has been successful in reaching the local, regional and even national population with this new museum concept. Tourism in the area has increased, leading the way for other institutions to establish themselves in the vicinity of the museum, formerly the site of a large Michelin factory."

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SPECIAL COMMENDATION

This year a Special Commendation was given to the **Kaap Skil, Museum voor Jutters & Zeelui (Museum of Beachcombers and Sailors) at Oudeschild in The Netherlands**. This open-air museum consists of a new building which houses two exhibitions as well as a grand café and shop, and an open-air area which can be seen from the large windows of the café. The new building was designed by Mecanoo, the Delft-based architects and uses local materials well suited to its function, taking for its shape the surrounding rooftops. The Golden Age of shipping is on display in the basement, reflecting the time when maybe hundreds of ships of the East India Company and other fleets waited for good winds in the Wadden Sea before setting out for the Far East. The first floor houses a comprehensive display of regional underwater archaeology. This area has the atmosphere of a laboratory and an open storage area, with three levels of interpretation, with well thought out displays. On the lower floor nine small rooms display different historical episodes with the help of personal stories. A nearby barn houses more than 5,000 objects found by beachcombers over the last hundred years and the open-air section also contains buildings relating to the history of Texel and all Dutch coastal regions. The preservation of these 20th-century buildings is especially important as so many have disappeared elsewhere.

Excursions and tours to the Wadden Sea are organised by the museum, which also plays an important role in teaching traditional skills such as net mending, knot making and knitting and its many activities include fish smoking, rope-laying, ship model building and creating art out of beachcombing material.

The judges said: “This museum deserves a Special Commendation for its creativity and high level of museological interpretation. Its combination of lively and intelligent professionalism combined with its appeal to the public make it innovative and an example to be followed in many parts of Europe.”

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LIST OF FINALISTS FOR THE 2014 MICHELETTI AWARD

- National Technical Museum, Prague, Czech Republic
- Haus der Berge, Berchtesgaden, Germany
- MUSE - Museo delle Scienze, Trento, Italy
- The Family of Man, Clervaux, Luxembourg
- Kaap Skil, Museum van Jutters & Zeelui, Oudeschild, The Netherlands
- Norwegian Petroleum Museum, Stavanger, Norway

THE 2014 DASA AWARD

In its exhibition the DASA (first winner of the Micheletti Award in 1996) shows themes of the world of work from the past, present and future. The aim is to address not only experts in this field, but also, as the principal target group, the broad general public. The DASA is thus endeavouring to achieve effectiveness on a social level. The presentation of old, modern or future worlds of work, while at the same time focusing on man with all his concerns, needs and abilities, is very rare. That is why the DASA wishes to present other museums with the DASA Award and accord them recognition for their presentation of the world of work.

The winner this year is the **Norwegian Petroleum Museum at Stavanger in Norway**. Following the discovery of the Ekofisk commercial oilfield in 1969, the development of the idea of establishing a museum was a big challenge. Opened by HM King Harald V on 20 May 1999, the museum building is situated on a central waterfront site and was designed by the Lunde & Løvseth architectural practice. The exhibitions reflect all aspects of oil production and are regularly updated. The economic significance of oil and gas operations for Norwegian society is an important aspect of the museum, as is modern energy consumption, with its impact on climate and the environment. A recreational platform has been designed for children and there is an impressive educational room with excellent facilities, in which every student can work with an iPad, with the results being directly transferred to a smart board on the wall. Other facilities include a library, conference rooms, a café restaurant and a shop.

The judges said: "In the context of the DASA Award the museum has a vivid presentation of the work and living conditions of the people working on various oil platforms. An animated film takes visitors on a tour underwater in the footsteps – or fins – of the divers. As pioneers of the oil industry, the North Sea divers risked their lives in a very dangerous workplace. Some experienced permanent injuries, a subject that has been suppressed for some time, and Norwegian divers were amongst the first to organise themselves in a trade union in order to improve health and safety and labour conditions. This aspect of social history makes the Norwegian Petroleum Museum a worthy winner of this year's DASA Award."

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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. The Micheletti Award is organised to illustrate best museum practice, in co-operation with the Micheletti Foundation. Thirty-two countries are currently represented within the European Museum Academy organisation. www.europeanmuseumacademy.eu.

THE LUIGI MICHELETTI FOUNDATION (Fondazione Biblioteca Archivio Luigi Micheletti) The Foundation (established 1981 in Brescia) is a research centre specialising in 20th-century history. It has been leading the debate on industrial archaeology in Italy and has concentrated so far on the history of technology, work and industry. It has also played a key role in the setting up of **musil** (the Museum of Industry and Labour), which consists of three complete and functioning areas: the Museum of Hydroelectricity in Cedegolo (Camonica Valley, Brescia); the Museum of Industry and Work in Rodengo Saiano (Brescia); and the Museum of Iron in San Bartolomeo (Brescia). www.fondazionemicheletti.it; <http://www.musilbrescia.it>. www.luigimichelettiaward.eu

THE PANEL OF JUDGES

Mr Thomas Brune Head, Department of Ethnology, Landesmuseum Württemberg, Stuttgart

Mr René Capovin, The Luigi Micheletti Foundation, Brescia

Dr Christopher Grayson Expert in European cultural cooperation, Strasbourg

Dr Arno van Berge Henegouwen former Head, Natural History Department, Museum, The Hague

Dr Karl Borromäus Murr, Chairman of the Judging Committee; Director, im Staatliches Textil- und Industriemuseum Augsburg

Dr Massimo Negri EMA Director, Scientific Director of the Master Course of European Museology, IULM University, Milan

Dr François-Xavier Nève de Mévergnies, Professor, Service de Linguistique expérimentale Université de Liège

Miss Ann Nicholls EMA Co-ordinator, Bristol

Dr Virgil Stefan Nitulescu Director, Museum of the Romanian Peasant, Bucharest

Dr Andreja Rihter EMA President and Director of The Forum of Slavic Cultures

Dr Hermann Schäfer Former General Director for Culture and Media, Chancellor's Office, Berlin; Founding President of the Haus der Geschichte, Bonn

HRH Princess Sibilla de Luxembourg Chairman, Advisory Board, Peggy Guggenheim Collection

Mrs Danièle Wagener Director, Les 2 Musées de la Ville de Luxembourg

Dr Jorge Wagensberg Departamento de Física Fundamental, Universidad de Barcelona

Dr Wim van der Weiden EMA Chairman; former General Director of Naturalis, Leiden

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