



**PRESS RELEASE 27 April 2013
2013 MICHELETTI AWARD**

SUCCESS FOR THE MUSEUM OF MILITARY HISTORY DRESDEN, GERMANY

At a ceremony held in Bursa, Turkey the Militärhistorisches Museum der Bundeswehr in Dresden, Germany, was announced as the winner of the 2013 Micheletti Award. The trophy was presented to the museum's director, Dr Matthias Rogg. Representing the Luigi Micheletti Foundation were René Capovin and Giovanni Tampalini. A strong delegation from the European Museum Academy, which was responsible for the selection and assessment of candidates, was also present.

The two parts of the museum are in stark contrast to each other: on the one hand is the former arsenal of 1877 and on the other the new extension by Daniel Libeskind which cuts right into the somewhat anonymous old building in a daring way, symbolising the deconstruction of the past. The interior reflects similar changes: it is now somewhere where aggression, suffering and violence are seen as a biological or anthropological phenomenon. Man has been brought into the middle of the exhibitions.

A thematic exhibition in the extension focuses on the stories of participants and the victims of war – the cultural history of violence. The chronological displays in three wings of the old building cover three periods, Late Middle Ages to 1914, 1914-1945, and 1945 to the present day. The museum has already changed thinking about war and violence and is challenging visitors – who may run the gamut from pacifists to extremists – especially with its temporary exhibitions.

The judges said: “This is a museum that encapsulates the principles of the EU, unity in diversity and peace. It is making a unique effort to change the grammar of the past, as it is seen and understood by today's society, in order to bring more hope for peace in the world.” “Although architects place their own landmarks in their designs as Libeskind does, it is clear that to achieve a good result this needs to be balanced with a strong group of policy- and decision-makers and advisors in the museum, and this has been done to great effect.”

“The museum is proud to be a forum which puts questions without giving answers. However, what is obvious for any visitor is that the museum is not quite neutral: it advocates peace and understanding ...It is not a hymn for the bravery of ancestors, but a very honest witness of the past and of the present. Some of the themes of the temporary exhibitions are very daring.”

Militärhistorisches Museum der Bundeswehr
(Director: Oberst. PD Dr Matthias Rogg)
Olbrichtplatz 2, D-01099 Dresden, Germany
MilHistMuseumBwEingang@bundeswehr.org; www.mhmbw.de

LIST OF FINALISTS FOR THE 2013 MICHELETTI AWARD

Musée Lalique, Wingen-sur-Moder, France

Militärhistorisches Museum der Bundeswehr, Dresden, Germany

Museu do Douro, Peso da Régua, Portugal

Regional Museum, Maribor, Slovenia

Parque de las Ciencias, Granada, Spain

Bursa Merinos Energy Museum, Bursa, Turkey

THE 2013 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 **Culture of Prevention Pavilion at the Parque de las Ciencias in Granada, Spain**. The museum is exceptional in that it has an exhibition all exclusively devoted to Prevention, not only at work but in ordinary day-to-day life – in school, at home, in the street. The Culture of Prevention Pavilion (CPP) was inaugurated in 2008 and is the only one of its type in Spain. All the modules are interactive, enabling the public to participate and to experience the risk or consequences of certain actions, and preventative measures which can and should be taken. Audiovisual testimonies from people who have suffered injuries can also be seen. The Pavilion is a venue from which to develop conferences, seminars and workshops on this important topic, where projects can be developed on the world of work. In the museum's opinion the placing of this subject in the Science Park shows its full integration with science and technology, rather than being a space for specialists in an isolated location.

The judges said: "The Culture of Prevention Pavilion is bright and attractive and succeeds in its attempt to show the dangers of daily modern life with a humane and not overly medical approach. The visitor can feel what it means to be exposed, for example, to overpowering sounds and incessant vibrations, and even experience how it feels to be involved in a crash. It is also a very appropriate venue for international and multilingual gatherings on this important subject, where discussions are concrete, comprehensive and comprehensible."

Pabellón Cultura de la Prevención, Parque de las Ciencias
(Director: Ernesto Páramo Sureda)
Avenida de la Prevención, s/n
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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, Twenty-three countries are currently represented within the European Museum Academy organisation. www.europeanmuseumacademy.eu.

The **European Museum Academy Prize** will be announced in September 2013 at the meeting in Bologna of the EU funded project LEM – The Learning Museum. The Prize is given by the EMA Board on the basis of proposals submitted by its Pool of Experts, National Representatives, Institutional Supporters or other groups which are involved in EMA activities during the year. It was established with the aim of recognising the outstanding results of organisations, researchers and cultural institutions in creating pioneering museums or producing studies and carrying on projects of European relevance which are destined to influence the development of museological discourse at the international level.

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, Luigi Micheletti Foundation, Brescia

Dr Christopher Grayson Expert in European cultural cooperation, Strasbourg

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

Dr Karl Borromäus Murr, Director, tim Staatliches Textil- und Industriemuseum Augsburg

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

Professor François-Xavier Nève de Mévergnies, 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 Head of the School of Museology, Celje

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

HRH Princess Sibilla de Luxembourg Art Historian

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

Dr Jorge Wagensberg Scientific Director of the 'la Caixa' Foundation, Barcelona

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