



# EMMYA2024

Annual Conference & Awards Ceremony

Museums in Pursuit of Social Impact

1 - 4 May 2024 ≈ Portimão, Portugal



## DAY 1 | WEDNESDAY, May 1, 2024

Venue: Portimão Museum, Rua D. Carlos I Zona Ribeirinha, Portimão

10.00 – 18.00 Registration and Information Desk

### Tours (optional)

Pre-registration

### Tour 1: From the Canning Factory to the “Stories” Factory

Group 1: 10.00 – 12.30

Group 2: 10.30 – 13.00

Group 3: 14.30 – 17.00

### Tour 2: River Arcade: Both Banks Now (and Then River Arade)

Group 1: 10.00 – 11.30

Group 2: 11.45 – 13.15

Group 3: 15.00 – 16.30

### Tour 3: This is the Sea (of Portimão)

Group 1: 10.00 – 12.00

Group 2: 13.00 – 15.00

Group 3: 15.00 – 17.00

19.00 – 21.00 Welcome Reception

Venue: Portimão Museum, Rua D. Carlos I Zona Ribeirinha, Portimão

Welcome: **Álvaro Bila**, Mayor of Portimão

Musical performance by **Orquestra de Jazz do Algarve**

Drinks and light dinner

## DAY 2 | THURSDAY, May 2, 2024

Venue: Portimão Municipal Theatre, Largo 1.º de Dezembro, Portimão

09.00 – 18.00 Registration and Information Desk

09.30 – 10.00 Opening of EMYA

Welcome and introduction to EMYA 2024

09.30 – 09.40 Jose Gameiro, Scientific Director, Portimão Museum

09.40 – 10.00 Joan Roca i Albert, Chair, European Museum Forum

10.00 – 10.35 Keynote Address

**Mario Moutinho**, Department of Museology' Coordinator at Lusófona University,

Chair of the International Committee for Social Museology ICOM SOMUS

Introduction: **Hans Looijen**, EMF trustee



## Museums in Pursuit of Social Justice

The International Committee of Social Museology (SOMUS-IC) is founded on the desire to integrate community-based museums and social justice museum practice as equal partners within the world of museology. The committee seeks to promote recognition of the work and commitment of people and communities involved in Social Museology through community museums, ecomuseums, and local and favela museums, to serve citizenship and human dignity. In a world marked by the impoverishment of bodies and minds, wars, exclusions, insecurity and threats, Mário Moutinho will argue for the need for a museology that is attuned to the challenges of contemporary society.

10.35 – 10.45

### Presentation of EMYA Nominees and Thematic Panels

Introduction: **Amina Krvavac**, Chair, EMYA Jury and Trustee, European Museum Forum

10.45 – 11.45

### Museums as Spaces of Action

Chair: **Agnes Aljas**, EMYA Judge

Museums have been consistently driven by finding innovative ways to engage visitors. This panel will discuss new methods and practices for museums to become active spaces of participation and activity-based learning. What are the new interactions with collections and museum spaces for a more dynamic and engaging museum experience? What are recent advances in understanding museum visitors' experience, needs, and expectations to develop new programmes and activities? How can new approaches to learning through play be accessible to the broadest possible audience?

- **ZOOM Children's Museum**, Vienna, Austria
- **Estonian Sports and Olympic Museum**, Tartu, Estonia
- **Bici Lab Andorra**, Andorra-la-Vella, Andorra
- **Hungarian Money Museum and Visitor Centre**, Budapest, Hungary
- **Museum of Međimurje Čakovec**, Croatia

11.45 – 12.15

### Coffee Break

12.15 – 13.15

### Unveiling New Dimensions of Industrial Heritage

Chair: **Mathieu Viau-Courville**, EMYA Judge

Industrial heritage has become an important driver for regional regeneration and reuse, attracting creative industries and tourism. As a testimony to the historical, technological, social and scientific value of industrial culture across Europe, industrial heritage can also enable new conversations about sustainable futures. The museums in this panel will address questions such as: How can industrial heritage be used to best engage the public/local communities in sustainable thinking?

How do we build ethical, dynamic and change-driven collaborations with industry? How can industrial heritage be used to create public awareness of climate change and promote sustainable production and consumption?

- **Shoe Quarter**, Waalwijk, Netherlands
- **Museum of Making**, Derby, United Kingdom
- **Covilhã Museum**, Portugal



- **Museum of Glass and Jewellery in Jablonec nad Nisou**, Czech Republic
- **Salt Museum**, Messolonghi, Greece

13.15 – 14.30 🍽️ Lunch

14.30 – 15.00 **L'ETNO**, Valencian Museum of Ethnology, Spain, Winner of EMYA 2023  
Introduction: **Adriana Muñoz**, EMYA Judge

15.00 – 16.00 🗣️ **Shifting Perspectives: Who Owns the Narrative?**

Chair: **Friedrich von Bose**, EMYA Judge

Whose stories are represented by museums – and whose are left unacknowledged – is a central tenet for rethinking museum work within wider structures of power and inequality. In this panel, museums of different types will present ways of constructing narratives by putting the voices of historically marginalized, underrepresented or persecuted communities front and centre. Doing so enables them to challenge what a museum is or should be, for whom it exists, and how this shapes new directions in heritage work and collective remembrance politics. What are the challenges and possibilities in negotiating new narratives with different cultural and social groups? What new museum practices can best meet the needs and demands of a diverse society?

- **Sámi Museum Siida**, Inari, Finland
- **Kalamaja Museum**, Tallinn, Estonia
- **Jewish Museum**, Frankfurt, Germany
- **FLUGT –The Refugee Museum of Denmark**, Oksbøl, Denmark
- **Dutch Resistance Museum**, Amsterdam, Netherlands

16.00 – 17.00 🗣️ **Navigating the Digital Frontier**

Chair: **Dominika Mroczkowska-Rusiniak**, EMYA Judge

Digital technology has significantly changed the way museums engage their audiences, offering new opportunities for visitors to learn about and interact with exhibition content. This panel will discuss recent uses of digital and virtual technology in museums. How can museums engage visitors with innovative technologies? What are the new roles of the museum in the digital age? How can museums engage technology-driven audiences while balancing their mission of safeguarding and showcasing traditional heritage and collections?

- **The Burrell Collection**, Glasgow, United Kingdom
- **Istanbul Cinema Museum**, Türkiye
- **Rua dos Correeiros Archaeological Site-NARC**, Lisbon, Portugal
- **Vrak - Museum of Wrecks**, Stockholm, Sweden

17.00 – 17.30 ☕ Coffee Break



17.30 – 18.30

🗨️ **At the Crossroads of Past and Present**

Chair: **Daniëlle Kuijten**, EMYA Judge

Museums have embraced new ways of storytelling and weaving together multiple narratives of time and place to create relevant and inclusive connections with visitors. The museums in this panel will share how they used their specific histories to shape conversations with and for local communities and beyond. What are the possibilities and challenges of interlacing past and present, local and universal topics? How can local histories link the increasing diversity and interests of societies today?

- **Burgdorf Castle Museum**, Switzerland
- **Archaeological Museum of Chania**, Greece
- **Archaeological Museum of Larnaka District**, Cyprus
- **Royal Treasure Museum**, Lisbon, Portugal
- **Wettingen Abbey, Museum Aargau, Wettingen**, Switzerland

19.30 – 21.30

**Evening Reception**

Venue: **Alvor's Lifeboat Interpretation Centre**, R. Vasco de Gama 62, Alvor

Welcome: **Léontine Meijer - van Mensch**, EMF Trustee

In Memoriam of EMF Trustee **Kimmo Antila**, by **Agnes Aljas**, EMYA Judge

Musical Performance by **João Cuña**

Drinks and light dinner with the support of Vinhos do Algarve

Transport to and from by bus departing from Largo Do Dique

## DAY 3 | FRIDAY, May 3, 2024

Venue: **Portimão Municipal Theater, Largo 1 de Dezembro, Portimão**

08.30 – 17.00

Registration and Information Desk

09.00 – 09.30

**Sybir Memorial Museum**, Białystok, Poland, Winner of the Council of Europe Museum Prize 2024

Introduction: **Beat Hächler**, EMYA Judge

09.30 – 10.30

🗨️ **Space, Place and Agency**

Chair: **Adriana Muñoz**, EMYA Judge

Museums have long acknowledged the important role in making a memory of a place - how familiar places such as our homes and other social gathering sites are linked to strong emotional attachment. Museums in this panel will discuss their recent work with intimate family histories, political events, and life stories. How can ideas of home, belonging, and hospitality be explored to address happiness, suffering, or expectations? What is the potential of new emotional strategies and methodologies within museums?

- **Villa Freischütz: The House Museum**, Merano, Italy
- **Centre Dürrenmatt Neuchâtel (CDN)**, Switzerland
- **Museum of the Home**, London, United Kingdom
- **Pau Casals Museum**, El Vendrell, Spain
- **Luostarinmäki Museum Quarter**, Turku, Finland



10.30 – 11.00

 Coffee Break

11.00 – 11.35

### Keynote Address

**Errol Francis**, Artistic Director and CEO, Culture&, London, United Kingdom

Introduction: **Vesna Marjanović**, EMF Trustee

#### **Handing Over Power: Opening up the Arts and Heritage Workforce and Audiences in the UK**

What kind of workforce do we need in order for museums to deliver social justice? Co-author of the 2022 report *It's All About Handing Over Power*, Errol Francis will explore the challenges of diversifying the museum workforce and audiences and what more needs to be done to address structural and institutional racism and the legacy of our colonial pasts.

11.35 – 12.35

#### **Museums Searching for New Connections**

Chair: **Beat Hächler**, EMYA Judge

Institutional renewal has become an important imperative for museums seeking new ways to connect with their local communities. This has been particularly challenging for museums with highly specialized collections in recent years. This panel will discuss how museums with different disciplinary bases - literature, ceramics, fine art, local history, regional cultural history - have experimented with new organizational formats and missions. What are the new models for change management in museums? How do local communities respond to, experience, and appreciate a newly transformed museum?

- **Museum of Folklore Border Life (MUSEF)**, Mouscron, Belgium
- **Museum of Czech Literature**, Prague, Czech Republic
- **National Museum in Lublin**, Poland
- **Villa Bernasconi**, Grand Lancy, Switzerland
- **Museum of Östergötland**, Linköping, Sweden

12.35 – 13.45

 Lunch

13.45 – 14.20

**Otar Lordkipanidze** Vani Archaeological Museum of Georgian National Museum, Georgia,

Winner of the Silletto Prize 2023

Introduction: **Friedrich von Bose**, EMYA Judge

14.20 – 15.20

#### **Difficult Pasts and Their Contemporary Legacies**

Chair: **Amina Krvavac**, Chair of EMYA Jury and EMF Trustee

This panel will explore various approaches and methods used by museums operating at the intersection of history, memory, and contemporary issues. How can museums best engage communities affected by difficult pasts or current crises?

What are new ways to create layered narratives using diverse voices and perspectives? How best to navigate the difficult and contested terrain of memory politics, historical revisionism, or public controversy?

- **Zámeček Memorial Pardubice**, Czech Republic
- **Memorial of the 1902 Catastrophe|Frank A. Perret Museum**, Martinique, France



- **Museum and Memorial in Sobibór. German Nazi Extermination Camp (1942-1943), Department of the State Museum at Majdanek, Włodawa, Poland**
- **National Museum of the History of Ukraine in the Second World War. The Memorial Complex, Kyiv, Ukraine**
- **Sybir Memorial Museum, Białystok, Poland**

15.20 – 15.50

 **Coffee Break**

15.50 – 16.20

**Chillida Leku, Spain, Winner of of the Portimão Museum Prize 2023**  
Introduction: **Mathieu Viau-Courville, EMYA Judge**

16.20 – 17.30

 **Art Revisited: the Past in the Present**

Chair: **Zandra Yeaman, EMYA Judge**

Visual stories traditionally told in art museums include topics in ancient European history, biblical history, and classical myths. This panel will explore how art museums work with local and diverse populations to spark interest in the impact of historical narratives on contemporary society. What does this art mean in the present world to its viewers? How do museums ensure that centuries of art collecting remains relevant to local audiences today? How can art museums best engage in current conversations that disrupt the power and authority of the Western Art Canon?

- **TreM.A., Museum of Ancient Art of Namur, Belgium**
- **Royal Museum of Fine Arts Antwerp (KMSKA), Belgium**
- **National Museum of Art, Architecture and Design, Oslo, Norway**
- **Museum of the “Panorama of the Battle of Racławice”, Branch of the National Museum in Wrocław, Poland**
- **Mazovian Museum in Płock, Poland**
- **Bohdan and Varvara Khanenko National Museum of Arts, Kyiv, Ukraine**

17.30 – 18.20

 **Science Matters**

Chair: **Atle Faye, EMYA Judge**

Science museums and centres have been renewing their role at the interface of science and society. Many have been focusing on enabling a deeper understanding of the ethical issues concerning science and technological advances or inspiring younger audiences to be curious about science. The museums in this panel will discuss their work on breaking down some of the barriers between science and the general public. What are the new roles for science museums in the 21st century? What are new approaches and methods to nurture a more meaningful and democratic science-society relationship in the museum space? What are new learning models in scientific museums?

- **Giovanni Poleni Museum, Padova, Italy**
- **Forum Wissen, Göttingen, Germany**
- **ARTIS-Groote Museum, Amsterdam, Netherlands**
- **Neanderthal Museum-Höhlenblick Tower, Mettmann, Germany**



**19.00 – 21.00**    **Evening Reception**  
Venue: **Antiga Lota**, Portimão Riverfront  
Performance **"Exit"** by **Cirque Inextremiste**  
Welcome: **Medea S. Ekner**, EMF Trustee  
and **Esther Dugdale**, Creative Director, Museum Studio  
Drinks and light dinner on lounge mode

## DAY 4 | SATURDAY, May 4, 2024

Venue: **Portimão Municipal Theater, Largo 1. de Dezembro, Portimão**

**08.30 – 17.00**    Registration and Information Desk

**09.00 – 09.30**    **23,5 Hrant Dink Site of Memory**, Türkiye, Istanbul  
Kenneth Hudson Award Winner 2023  
Introduction: **Zandra Yeaman**, EMYA Judge

**09.30 – 10.30**    **Panel Discussion**  
Chair: **Sharon Heal**, EMF Trustee  
Panelists:  
**Sarah Smed**, Head of the Danish Welfare Museum, Svendborg, Denmark  
**Errol Francis**, Artistic Director and CEO, Culture&, London, United Kingdom  
**Ihor Poshyvailo**, co-founder of the Heritage Emergency Response Initiative (HERI)  
and Director General of the National Memorial and the Revolution of Dignity Museum  
(Maidan Museum), Kyiv, Ukraine

### **Museums as Sites of Social Justice and Social Conscience**

In Europe and beyond, society faces significant challenges, as war, poverty, injustice and polarisation overwhelm many of our communities. This session will explore what role museums have in tackling inequality and supporting human rights and ask: in a troubled world can museums provide space not only for reflection and healing but also for the pursuit of active social justice.

**10.30 – 10.50**     **Coffee Break**

**10.50 – 11.15**     **The Swiss Museum of Agriculture**, Burgrain, Switzerland  
Meyvaert Museum Award for Environmental Sustainability Winner 2023  
Introduction: **Daniëlle Kuijten**, EMYA Judge

**11.15 – 11.25**    **Presentation of EMYA 2025**

**11.30 – 12.30**    **Certificates Ceremony**  
The European Museum Forum will formally present certificates to all nominated museum

**Group photograph of all nominated museums**



12.30 – 13.15  Lunch

13.15 – 14.30 **Workshops** (pre-registration on site)

**Workshop 1:** The Thin Border Between Popularization And Popularity. How Museums (Should? Can?) Talk About Difficult History.

**Paulina Cylka, Piotr Poplawski**, Sybir Memorial Museum

**Workshop 2:** Timeout-Dialogue – How To Have Constructive Discussions In Museums?

**Asla Heikkari**, Finnish Postal Museum

Free afternoon for participants

18.30 – 20.30 **EMYA 2024 AWARD CEREMONY**

Venue: **Portimão Municipal Theater**, Largo 1. de Dezembro, Portimão

Musical performance by **Mário Marques & Gonçalo Pescada**

20.30 – 22.30 **EMYA GALA DINNER**

Venue: **NH Marina Portimão Resort**

(Transport by bus)

## DAY 5 | SUNDAY, May 5, 2024

### Optional Tours In Portimão Area

Pre-registration

#### Tour 1: Vila do Bispo Museum and Sagres Fortress

09.00 – 15.00

#### Tour 2: River Arcade: Both Banks Now (and Then River Arade)

Group 1: 10.00 – 11.30

Group 2: 11.45 – 13.15

Group 3: 15.00 – 16.30

#### Tour 3: This is the Sea (of Portimão)

Group 1: 09.30 – 11.30

Group 2: 15.30 – 17.30

#### Tour 4: Museum of Lagos and Slavery Route Museum Section

#### Tour 5: Loulé's Islamic baths and Barreto manor house





## **Internal EMF/EMYA meetings during the conference:**

### **Wednesday, May 1, 2024**

**14.00** EMYA jury and EMF board of trustees meeting

**16.00** EMF board of trustees meeting

### **Saturday, May 4, 2024**

**13.00** EMF national correspondents, EMYA jury and EMF board of trustees meeting

**14.30** EMYA jury and EMF board of trustees meeting

**15.00** EMYA jury meeting

