

**PRESS RELEASE 28 April 2012
2012 MICHELETTI AWARD**

**SUCCESS FOR THE RIVERSIDE MUSEUM: SCOTLAND'S MUSEUM
OF TRANSPORT AND TRAVEL, IN GLASGOW!**

At a ceremony held in the State Textile and Industry Museum in Augsburg, Germany (winner of the 2011 Award), the Riverside Museum in Glasgow, UK was announced as the winner of the 2012 Micheletti Award. The trophy was presented to the museum's director, Lawrence Fitzgerald, by HRH Princess Sibilla of Luxembourg. Representing the Luigi Micheletti Foundation were René Capovin, Uggero de Miranda 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 Riverside Museum in Glasgow is Scotland's Museum of Transport and Travel, housed in a spectacular building designed by Zara Hadid, and is the successor of the Museum of Transport. In the 19th and first half of the 20th century the city was one of the most important producers of heavy engineering, such as locomotives and ships and made a significant contribution to the production of bicycles, prams and cars. The vast collection is displayed by type and also as part of nine main themes. Each of the story displays has been tailored to a specific target audience, and visitors are encouraged to contribute their memories, objects and images to the displays.

The judges said: "The building, designed by the Iraqi architect Zara Hadid, and the outdoor facilities are a very interesting work of modern architecture, and the system of small island exhibits makes changes easy and less costly. The careful planning of the museum included involving visitors and volunteers at every stage of the development. A number of advisory panels have been established, for children, teenagers and parents, as well as for older people. The museum is not afraid of showing the negative side of transport: accidents. A 12-minute film shows an accident scene and follows the victim through hospital treatment and the long recovery period. This is the less glamorous side of transport."

The iPad system for texts is especially noteworthy. "Special research has been done in order to adapt the needs of a museum to the advantages of this technology. The results of this application are exceptional and are pioneering in this area. The museum has put its budget and its large workforce to excellent use, it is completely publicly oriented, flexible and always on the outlook. It is making a change to a rundown neighbourhood, as well as being a showcase of past, present and future transport industries of Glasgow."

Riverside Museum: Scotland's Museum of Transport and Travel
(Museum Manager: Lawrence Fitzgerald)
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LIST OF FINALISTS FOR THE 2012 MICHELETTI AWARD

- Préhistosite de Ramioul – Musée de la Préhistoire en Wallonie, Flémalle, Belgium
- Brede Works – Museum of Industrial Culture, Lyngby, Denmark
- Science Centre Delft, The Netherlands
- Institute for Protection of Cultural Monuments and Museum Bitola, Bitola, ‘the former Yugoslav Republic of Macedonia’
- Santralistanbul Museum of Energy, Istanbul, Turkey
- Riverside Museum, Glasgow, United Kingdom

THE 2012 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 focussing 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 santralistanbul Museum of Energy, Istanbul, Turkey. It is in a 19th-century electrical plant which was pioneering in its part of the world, being the first for urban lighting in the whole Ottoman Empire. Preservation has taken place *in situ* and visitors can take a tour which gives direct experience of the working environment of the time. The museum site is now reconverted to host a university, while retaining most of the original architectural features, giving a sense of liveliness and continuity, from a place where people worked to a place where people study. A well-organised system of video units at key points in the museum provides information on working conditions, and the technological and scientific aspects of the electrical plant. A section devoted to hands-on devices located below ground, under the machinery, integrates the experience of industrial work with useful direct contact with science.

The judges said: “This old industrial building has been preserved on site with the necessary integration to make it fully accessible to visitors. Of great importance is the total preservation and reuse of the site (including the green areas, now a public park), making the whole area at the same time contemporary as well as historical. It has been a hub for the regeneration of the whole neighbourhood, and is an example of urban regeneration which has no competitors in this part of Europe and the Middle East. There is an excellent balance between the various elements of the project, as well as a good balance in terms of scale between the area development and the surroundings, as well as giving an excellent example for future developments. The museum is a meeting place for different generations and is thought-provoking regarding the future of society. It is a circulation channel for culture, science, education and creativity, and recognised in Istanbul and throughout Turkey.”

santralistanbul Museum of Energy (Director: Kerim Göknal)
Old Silahtaraga Power Plant No:2, Kazim Karabekir Street, Emniyettepe District, Eyüp-
Istanbul, Turkey. Tel +90 212 3117878; info@santralistanbul.org; www.santralistanbul.org

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 Board of the **The European Museum Academy Prize** has decided not to assign the Prize in 2012. 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

Dr Christopher Grayson Expert in European cultural cooperation

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

Dr Massimo Negri EMA Director, Scientific Director of the Master Course of European Museology, IULM University, Milan; Scientific Director of Genus Bononiae-Museums in the City, Bologna

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

Miss Ann Nicholls EMA Co-ordinator

Dr Virgil 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

Dr Jana Soucková Emeritus Vice-Director General, National Museum, Prague

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