

# Europe

Through The Eyes of

# Museums



**Museums as**

**FORUMS FOR EUROPEAN DIALOGUE**

**GENERATORS OF EMPLOYMENT**

**PARTNERS IN THE EUROPEAN INFORMATION SOCIETY**

**SOURCES FOR LIFE-LONG LEARNING**

**GUARDIANS OF EUROPE'S CULTURAL HERITAGE**

## EUROPE FROM A DIFFERENT ANGLE

You have a say.  
You can make a difference.  
You are striving for a strong, balanced  
and meaningful Europe.

Like you, we are passionate about culture  
and its possibilities. That's why **NEMO**,  
the Network of European Museum  
Organisations, would like to invite you to  
take a look at **Europe through the  
eyes of museums**: *'Non-profit making  
permanent institutions in the service of  
society and its development, open to the  
public, which acquire, research,  
communicate and exhibit material  
evidence of people and their environment,  
for purposes of study, education and  
enjoyment.'* (International Council  
Of Museums, 1989)

“ The faster the European  
present changes, the greater  
is man's quest for reassurance  
and his desire to preserve  
Europe's yesterday in  
museums. Europe today is  
readier for the museum than  
it has ever been. ”

HERMANN SCHÄFER,  
DIRECTOR HAUS DER GESCHICHTE, BONN

### Museums per 100.000 inhabitants

Finland	5.9	Sweden	2.7
Italy	6.3	Portugal	5.3
Norway	11.4	Netherlands	5.8
Slovak Republic	1.9	Romania	2.3
Spain	1.9	United Kingdom	4.3

Source: 'A Guide to European Museum Statistics',  
Institut für Museumskunde, Berlin 2003

Over 15.000 museums support Europe's  
cause. No matter whether an area is  
prosperous or disadvantaged, museums  
are everywhere. Museum collections  
represent the needs of European  
inhabitants to record and trace back the  
difference that they make. Their reputation  
is evident. Museums in the European  
Union are visited by over 500 million  
people each year, including many from  
across Europe and overseas. Recent  
surveys show that European citizens visit  
museums more often than they attend  
sports events. ●

### CURRENT PROJECT

**Born in Europe** is a joint project  
of museums in Austria, Denmark,  
Germany, Poland, Portugal and  
Sweden, coordinated by Museum  
Neukölln (Berlin). Born in Europe  
explores what it means to be  
born in Europe to people from  
different cultural backgrounds.  
Partially funded by Culture 2000.  
Term: 2003–2005.  
[www.born-in-europe.de](http://www.born-in-europe.de)



## FORUMS FOR EUROPEAN DIALOGUE

Cultural heritage is at the heart of a closer union among the people of Europe. Museums as keepers of Europe's cultural heritage offer a unique opportunity to deepen respect for other peoples' history,

“ Museums are part of our common memory. They build bridges between past and present. Even when museums tell about the achievements of one nation, they communicate a message of our common European roots. ”

ULPU IIVARI, MEP FINLAND

culture and traditions. Their collections are a key to an infinite number of stories and a variety of interpretations. Museums have the means to illuminate the ties that link the people of an expanding Europe. Collaborative projects between European museums are numerous; their outcomes vary from touring exhibitions to exchange of staff, loans of collection items, shared websites, educational programmes and publications. Multilingualism is a sine qua non. •

### CURRENT PROJECT

**Migration, Work and Identity. A history of European People in Museums** is a joint project of museums in Austria, Spain, Germany, Sweden and the United Kingdom, coordinated by the Arbejdsmuseet (Copenhagen). Each museum runs a programme of research, exhibitions and educational workshops to develop a European perspective on the theme. Partially funded by Culture 2000. Term: 2000–2003.  
[www.migration-identity.org](http://www.migration-identity.org)

## GENERATORS OF EMPLOYMENT

More than half of the museums in the European Union were established after the Second World War. Since then they have been an important source of direct and indirect job creation. The number of full-time jobs in and around Europe's museums is estimated to be over 250,000, supported by many thousands of volunteer jobs. The economic spin-off

from museums is huge. Museums are often at the heart of successful urban regeneration schemes. They allow a region to assert its identity and to develop its tourism potential. As places for interpretation of local, national and international heritage, museums are a key factor in cultural tourism, the most rapidly growing tourism in the EU. •

### **Number of volunteers compared to number of paid staff (persons)**

	<i>Paid</i>	<i>Volunteers</i>
Luxembourg	155	156
Netherlands	7.694	16.205
United Kingdom	16.777	28.085
Portugal	3.945	419
Spain	8.827	1.438

Source: 'A Guide to European Museum Statistics',  
Institut für Museumskunde, Berlin 2003

### CURRENT PROJECT

**CHIMER (Children's Heritage: Interactive Models for Evolving Repositories)** is one of the Heritage for All Projects from the Sixth Call, funded by the European Commission's Information Society Technology R&D Program. Using the latest technology, twelve-year-olds in different parts of Europe, guided by museum staff and teachers create a digital archive of their own towns, villages and surrounding communities, with the aim to enhance interest in the region. Term: 2002–2004.  
[www.chimer.org](http://www.chimer.org)

“ Around the Museum of Science and Industry was a depressing landscape of decay and dereliction. Since the mid-1980s the transformation of Castlefield has been dramatic. It is now recognised internationally as a model of regeneration of an industrial landscape. The regional economy is also a beneficiary. It is calculated that for every pound sterling spent by visitors at the museum, twelve pounds is spent

elsewhere in the local economy. With 300,000 visitors spending £1.5 million in 2000, the contribution to the prosperity of the region was £18 million. To this can be added the goods and services purchased by the Museum from local businesses, the employment of 120 people, and the investment in new exhibitions and building work. Many museums can claim a similar impact, but few do so. ”

PATRICK GREENE, DIRECTOR MUSEUM VICTORIA IN MELBOURNE,  
FORMER DIRECTOR MUSEUM OF SCIENCE AND INDUSTRY IN MANCHESTER



## **PARTNERS IN THE EUROPEAN INFORMATION SOCIETY**

Museums play an important role in the current transformation of the industrial and agricultural society into a new information society. Capitalising on their collections and the expertise of their staff, museums offer partners in information and technology unique challenges for research and development. At the same time, information technology is a vital tool for museums to improve access to their collections for a wider public. Coordinated digitisation programmes for museum collections create new opportunities for Europe's inhabitants to explore each other's cultural heritage, regardless of distance and boundaries. The interactive nature of information technology allows museums to deliver tailor-made and contextualised information; its capacity to create three-dimensional views of objects and virtual representations of historical and archaeological sites enhances the experience of Europe's cultural heritage. ●



“ I think it is worth noting that museums are not only Temples of Culture. They have increasingly become lively laboratories, places for research and innovation. Interactive multimedia areas, challenging objects, speaking machines, educational pathways for children; all this stimulates our senses and extends our perception of culture. They largely draw on 'play and learn' approaches that are associated to new technologies. These developments emphasise the crucial role that museums can play in the knowledge society, not only as virtual museums but as places of collective creation. ”

VIVIANE REDING

MEMBER OF THE EUROPEAN COMMISSION, RESPONSIBLE FOR EDUCATION AND CULTURE

## SOURCES FOR LIFE-LONG LEARNING

Increasingly, European museums are contributing to the life-long development of competence and qualification of European citizens. More than a billion objects provide an opportunity to learn about the human and natural world of people from all backgrounds. Millions of children, young people, families, adults, older learners and disadvantaged groups find inspiration and enlightenment in European museums as a means to make sense of our ever-changing world. Volunteers or friends of museums are the true champions of citizenship. By contributing to the service of their local

museum they play an active part in society, which in many cases leads to life-changing results. •

### **Museum participation**

*Visits to museums at least once a year,  
% of population 15 years and older*

Finland	37%	Norway	45%
France	23%	Portugal	16%
Germany	33%	Spain	22%
Latvia	59%	Sweden	52%
Luxembourg	32%	UK	42%
Netherlands	32%		

Source: Eurobarometer Survey 2001

### **CURRENT PROJECT**

**Bridges – Visions of Europe** is an interactive virtual exhibition aiming to raise interest in Europe. Created by the Haus der Geschichte in Bonn (Germany), the exhibition explores the past and present of Europe and focuses on five subjects: Extent of Europe, Culture, Technology and Transport, Religion, and European Symbols. Virtual visitors are challenged to contribute to the website by sending in personal thoughts regarding questions like 'What does European integration mean to you?' and 'What personal hopes do you have for Europe?'. [www.hdg.de/eurovisionen/](http://www.hdg.de/eurovisionen/)

“ Museums are effective resources for communicating cultural values to a range of users which is no longer limited to specialists, connoisseurs or amateurs, but embraces every social actor that can profit from the museum environment for its individual growth. ”

MASSIMO NEGRI,  
DIRECTOR EUROPEAN MUSEUM FORUM



## GUARDIANS OF EUROPE'S CULTURAL HERITAGE

European museums safeguard material evidence of the man-made and natural world for current and future generations. Museums do not limit themselves to the conservation of objects only, they also preserve a significant part of Europe's built heritage. Furthermore, a growing number of European museums acknowledges the need to protect Europe's intangible

heritage. Documenting, researching and presenting oral history, customs and rituals, is regarded as an important future challenge. An immediate effect of this widening scope of museum scholarship is the increased opportunity for cross-border exchange of expertise, revealing the roots and history of Europe's cultural heritage in its widest sense. •

“ Museums have established themselves right in the middle of the community. They initiate and nurture partnerships with various layers of society, with the public sector as well as with the commercial world. They join forces with the education sector, with local community initiatives, with big companies, and individuals like volunteers, researchers and collectors. Last but not least, they collaborate with their colleagues in the cultural heritage field and assist each other in need, as had been shown during the major flooding in Central Europe in 2002. ”

MANUS BRINKMAN,  
SECRETARY GENERAL, ICOM



### CURRENT PROJECT

**Knowledge Partnership in Northern European Traditional Boat and Ship Building** is a collaborative project of ship preservation companies in Finland and Norway and museums in Denmark, Scotland and Sweden. Through seminars, exchange of staff and the creation of a knowledge database it aims to raise the level of craftsmanship and to regain lost expertise regarding the preservation of European maritime heritage. Partially funded by Culture 2000. Term: 2002–2005.  
[www.shipspreservation.com](http://www.shipspreservation.com)



# NEMO

## Network of European Museum Organisations

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### WHAT IS NEMO?

The Network of European Museum Organisations (NEMO) is an independent network representing the European museum community.

### WHO IS IN NEMO?

The network is made up of museum associations and similar professional organisations within the European Union as well as representatives from the countries associated with the EU.

### WHAT DOES NEMO DO?

NEMO provides information to museums on relevant EU initiatives, key legislative policy and funding concerning cultural heritage. It helps museums to find partners for applications for European funding. NEMO promotes the role and importance of museums and lobbies European institutions, particularly the European Union, on issues relevant to museums.

### HOW DOES NEMO WORK?

NEMO communicates through a newsletter NEMONews, a website [www.ne-mo.org](http://www.ne-mo.org) and an annual meeting. The chairmanship is occupied by all membership countries alternately.

### CONTACT NEMO

To contact NEMO visit the website on [www.ne-mo.org](http://www.ne-mo.org) where you will find the updated contact information of the executive and all members.

Email: [chairman@ne-mo.org](mailto:chairman@ne-mo.org)

“ NEMO gives an excellent view on European museum life. Through the national museum associations the most up-to-date information on the situation and needs of museums is disseminated. NEMO communicates these issues to the decision makers of the European Union; it benchmarks, exchanges experiences and promotes best practices between museums. ”

ANJA-TUULIKKI HUOVINEN,  
CHAIR OF NEMO



With the support of the European Community budget line "Subsidy to cultural organisations advancing the idea of Europe".

The opinions expressed by the organisation do not necessarily reflect the position of the European Community, nor does it involve any responsibility on its part.

