



Press release, 22 May 2010

Germany's Ozeaneum is the European Museum of the Year

At the European Museum of the Year Award Ceremony on Saturday 22nd of May, in front of an audience of more than 160 museum professionals from 22 European countries, the Ozeaneum Museum in Stralsund, Germany was announced as the winner of the European Museum of the Year Award for 2010.

Mikhail Gnedovsky, Chairman of the European Museum Forum (EMF) which gives the European Museum of the Year Award, in congratulating the museum said:

- Ozeaneum has succeeded brilliantly in interpreting its scientific data in a clear way to make it understandable to a wide range of visitors, and uses many visual images which will be long remembered.

- The main award goes to a museum which contributes most directly to attracting and satisfying its visitors with unique atmosphere, imaginative interpretation and presentation, creative approach to education and social responsibility, - said Dr. Gnedovsky.

The conference, culminating in the presentation of the European Museum of the Year Award was held in Tampere, Finland, on 19–22 May. In total, 42 new or renewed museums competed for the title of European Museum of the Year.

Receiving special commendations were the *Museum of Natural Sciences* in Brussels, the *Science Gallery* in Dublin, and the *Jewish Historical Museum* in Amsterdam.

This is the 33rd year that the European Museum Forum has run the competition, which is the premier museum award in Europe. The EMF also judged the Council of Europe's annual museum prize, which went to the Museum of Portimao in Portugal.

NOTES FOR EDITORS:

European Museum Forum is a registered charity which has run the European Museum of the Year competition for 33 years. In addition to holding the European Museum of the Year Award, it organises museum workshops at different places in Europe.

Its day-to-day operation is controlled by an international body of trustees, composed of men and women influential in the museum and cultural fields and it is a wholly independent body, deriving its income from membership and entrance fees and various forms of sponsorship.

The candidates for the Award are new museums, established within the past two or three years, and older museums which have been completely reorganised during the same period. EMF receives between 50 and 60 applications a year. All candidates are visited by

members of the EMF judging committee. So far more than 1700 museums in 40 countries have taken part in the EMYA competition.

About the winner of the European Museum of the Year Award

Ozeaneum in Stralsund, Germany opened in July 2008. This is the fourth part of the complex belonging to the German Oceanographic Museum. The five exhibition areas are complemented by a series of aquaria, which show the extraordinary variety and diversity of life in the North Sea, the Baltic, and the North Atlantic. Among the organisations that have co-operated to create the exhibitions is Greenpeace. *Ozeaneum* clearly introduces a new language and continues an already visible trend: aquaria are coming closer to museums every day and vice versa. In making its decision, the EMF judges recognised that *Ozeaneum* represents a new step, combining aquaria and zoos on the one hand with modern scientific museums on the other.

www.ozeaneum.de

The Kenneth Hudson Award

This is a new award in honour of the internationally renowned museologist and journalist, founder of the European Museum Forum. The first Kenneth Hudson Award went to the Museum of Contraception and Abortion in Vienna, Austria. It was felt that the achievement of this museum contributed significantly to the development of the public quality of museums .

Specially commended for museum innovation were:

Museum of Natural Sciences, Brussels, Belgium

The Science Gallery, Dublin, Ireland

Jewish Historical Museum, Amsterdam, the Netherlands

These three museums received a special diploma recognising their excellence in conception, innovative approach to interpretation and attention to the needs of their visitors.

Council of Europe Prize

The Council of Europe Prize went to the Museum of Portimao, in Portimao, Portugal.

The Micheletti Award and

The Micheletti Award for the most promising technical or industrial museum, this year went to the *Agbar Water Museum*, Cornellà de Llobregat, Spain.

European Museum Forum Website

www.europeanmuseumforum.org

Press Contact:

Dr. Mikhail Gnedovsky

Chairman of the European Museum Forum

Director

Cultural Policy Institute

Moscow, Russia

mobile 7 903 290 6762

e-mail: gnedovsky@gmail.com

Dr. David Fleming OBE

Vice Chair European Museum Forum

Director

National Museums Liverpool

Telephone +44 151 478 4201

Email: david.fleming@liverpoolmuseums.org.uk