



**Hands On! International**  
Association of Children's Museums

**European Museum Academy**  
A European Museum Expertise Foundation

**PRESS RELEASE: 21 March 2012**  
**THE 2012 CHILDREN'S MUSEUM AWARD**

## **THE TROPENMUSEUM JUNIOR IN AMSTERDAM TRIUMPHS!**

In a glittering ceremony in the Salla della Cultura at the new Museum of the History of Bologna, the **Tropenmuseum Junior, Amsterdam** was announced as the winner of the first Children's Museum Award. The trophy was presented to Mariëlle Pals, director, by HRH Princess Sibilla of Luxemburg. The meeting was held with the co-operation of the Bologna Children's Book Fair, and with the support of the Carisbo Bank Foundation-Genus Bononiae.

**The judges said:** 'The Tropenmuseum Junior fulfils all the criteria requirements to be a candidate but exceeds the other candidates because of its high degree of creativity and effectiveness in the design of its programmes. For years the museum's working method has been a model to be followed by many other museums and museum professionals worldwide who are interested in allowing their museum to meet the visitor and to make them feel part of the exhibition, making their visit an enjoyable and rewarding experience.'

**The trophy** is a bronze statue of Miffy, the universally known creation of Dick Bruna, whose books are translated into more than 50 languages. The sculptor is Bruna's son Marc, and the sculpture is the only existing scale model of the original statue in Utrecht, which was donated to the author's home town by the Soroptimist Club Utrecht. Miffy stands for encouraging creativity, fantasy, openness (she looks at you); positiveness, freedom of thinking and child friendliness, and is a symbol which appeals to children worldwide.

**A Special Commendation** was given to Pambata Museum, the first children's museum in the Philippines, Pambata has inspired the creation of other children's museums in the Philippines and in Asia, and with its warm, compassionate and professional staff, it welcomes children, families and school groups from every sector of society. Most inspiring of all are its ongoing outreach activities to teach literacy to Manila's street children

### **Information on the Award**

The Children's Museum Award was established by the European Museum Academy and Hands On! International for the recognition of excellence in the specific sector of international children's museums. The Jury is looking especially for the creative use of exhibitions and programmes with an innovative interpretative approach, which should be meaningful to the relevant age-group up to 14 years old. An important consideration is to investigate how a candidate is likely to change the course of museum thinking or museum practice in these respects, nationally and internationally.

**The European Museum Academy** was established in 2009 on the 10<sup>th</sup> anniversary of the death of the distinguished museologist Kenneth Hudson (1916-1999) by a group of internationally renowned experts recruited from more than 10 countries active in the museum field and the cultural sector in general. EMA co-operates with Hands On! International for this Award. EMA members of the Jury of the Award are also members of the EMA Pool of Experts. [www.europeanmuseumacademy.eu](http://www.europeanmuseumacademy.eu)

**Hands On! International** (HO!!), the Association of Children's Museums, is the professional organisation representing and advocating for its non-profit member institutions. It actively stimulates the creation and development of children's museums (including science centres, large collections based institutions serving young visitors) and more space for cultural and educational activities for children and young people. HO!! supports the important role of children's museums as centres where play inspires creativity, informal and lifelong learning. [www.hands-on-international.net](http://www.hands-on-international.net).

**Short-listed museums**, from a total of 28 entries:

Austria	FRida & freD – The Graz Children's Museum
Estonia	Museum Miia-Milla-Manda, Tallinn
Germany	Labyrinth Children's Museum, Berlin Junges Schloss: The Children's Museum in Stuttgart
Italy	START – Laboratorio di Culture Creative, Bologna
The Netherlands	Jewish Historical Museum, Amsterdam Tropenmuseum Junior, Amsterdam Children's Books Museum, The Hague Villa Zebra, Rotterdam
The Philippines	Pambata Museum, Manila
Sweden	Jamtli, Östersund
Turkey	Istanbul Toy Museum
United Kingdom	Discover Children's Story Centre, London

#### **Jury members, drawn from EMA and HO!!**

Lars Amréus, Director-General, Swedish National Heritage Board, Stockholm, Sweden (EMA)

Camila González Gou, Curator, Museu Frederic Marès, Barcelona, Spain (EMA)

Claudia Haas, haas-consult, Vienna, Austria (HO!!)

Gail Lord, Co-President, Lord Cultural Resources, Toronto, Canada (HO!!)

Elisabeth Menasse, Director, ZOOM Kindermuseum, Vienna, Austria (HO!!)

François-Xavier Nève de Mévergnies, Laboratoire de phonétique, Université de Liège, Belgium (EMA)

Andreja Rihter, President, European Museum Academy, Slovenia (EMA)

Hermann Schäfer, Founding President of the Foundation Haus der Geschichte der Bundesrepublik Deutschland, Bonn, Germany (*Chairman of Judges*) (EMA)

Nurit Shilo-Cohen, Emeritus Senior Curator, Israel Museum, Jerusalem, Israel (HO!!)

Petra Zwaka, Director, Jugend Museum Schöneberg, Berlin, Germany (HO!!)

*For further information* please contact Ann Nicholls, Co-ordinator, European Museum Academy: [ann.nicholls1493@btinternet.com](mailto:ann.nicholls1493@btinternet.com); +44 117 973 7965.