

Liebe Freunde und Förderer,

das ZOOM wurde letzte Woche mit einem großen internationalen Preis ausgezeichnet: dem "Children in Museums Award". Diese Auszeichnung wird jährlich von der European Museum Academy und der hands on! International Association of Children in Museums verliehen.

Dieses Jahr entschied sich die Jury, zwei Lifetime Achievement Awards zu vergeben und zwar an das ZOOM Kindermuseum und das Boston Children's Museum. Beide Museen, so die Jurybegründung, seien mit ihren Ausstellungen und Programmen beispielgebend für die internationale Museumslandschaft.

Hier ein Auszug aus der Jurybegründung:

"Boston Children's Museum and ZOOM Kindermuseum have been outstanding in their development and inspiration to others. They reflect the best developments in museology for children, in education and in communication. Learning is a core part of their mission and they put children and their needs and interests at the heart of that. They set great store by creativity and are lively and fun to visit. Children are participants and equals in their programmes. They strive to be relevant and topical and do not shy away from serious and controversial issues, like migration, conflict, war or death, that can sometimes be hard for children to understand, or which can make their lives difficult or puzzling. They are innovative, constantly finding new ways to be places which combine exploration, discovery and learning, with careful and clear display, and fun and enjoyment."

Dieser Preis ist eine Bestätigung und Anerkennung für die innovative Arbeit des ZOOM Kindermuseums und es ist eine große Ehre, ihn mit einem der ältesten und bedeutendsten Kindermuseen, dem Boston Children's Museum, zu teilen. Der Preis zeichnet alle aus, die für das ZOOM arbeiten und es unterstützen. Ich danke deshalb auf diesem Weg allen, die sich konzeptionell oder finanziell, sei es als Vorstandsmitglieder, KünstlerInnen, WissenschaftlerInnen, Sponsoren oder öffentliche Geldgeber für das ZOOM engagiert haben.

Liebe Grüße  
Elisabeth Menasse

## WINNERS ANNOUNCED 2015 CHILDREN IN MUSEUMS AWARD

### TWO LIFETIME ACHIEVEMENT AWARDS!

**Boston Children's Museum, Boston, USA**

**ZOOM Kindermuseum, Vienna, Austria**



The results of the 2015 Children in Museums Award were announced at a lively ceremony at the Royal Tropical Institute in Amsterdam during the tenth edition of the Hands On! Conference, organized by the Rijksmuseum and the Jewish Cultural Quarter. 37 museums took part in the competition this year, with a short-list of eight finalists listed below. The entries were of an extremely high quality and a testament to the growing maturity of a relatively new field for the museum profession.

The judges decided to present two lifetime achievement awards this year. The Judges' Report stated: "Boston Children's Museum and Zoom Kindermuseum have been outstanding in their development and inspiration to others. They reflect the best developments in museology for children, in education and in communication. Learning is a core part of their mission and they put children and their needs and interests at the heart of that. They are innovative, constantly finding new ways to be places which combine exploration, discovery and learning, with careful and clear display, and fun and enjoyment."

## **BACKGROUND OF THE AWARD**

The Children in Museum Award was established in 2011 by the European Museum Academy and Hands On! for the recognition of excellence in programmes and exhibitions for children worldwide. Applications are welcomed from children's museums and from education, children and youth departments in museums and science centres.

## **SHORT-LISTED MUSEUMS**

ZOOM Kindermuseum, Vienna, Austria  
Le Pass – Parc d'Aventures Scientifiques, Frameries, Belgium  
Science Center NEMO, Amsterdam, The Netherlands  
Gemeentemuseum – Wonderkamers, The Hague, The Netherlands  
Museum Rotterdam '40-'45 NU, Rotterdam, The Netherlands  
Singapore Philatelic Museum, Singapore  
Museu de Ciències Naturals de Barcelona, Spain  
Boston Children's Museum, Boston, USA

## **PREVIOUS WINNERS**

**2012** Tropenmuseum Junior, Amsterdam, The Netherlands  
**2013** Please Touch Museum, Philadelphia, USA  
**2014** National Gallery of Denmark (SMK), Copenhagen, Denmark

## **INFORMATION ON THE EUROPEAN MUSEUM ACADEMY (EMA)**

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 disseminate 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.

## **INFORMATION ON HANDS ON! INTERNATIONAL ASSOCIATION OF CHILDREN IN MUSEUMS**

Hands On! International Association of Children in Museums is an international 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. Hands On! supports the important role of children's museums as centres where play inspires creativity, informal and lifelong learning.

**Photo (left to right):** Marjan Hammersma, Director General Ministry of Education, Culture and Science  
Elisabeth Menasse, Director of Zoom Kindermuseum,  
Leslie Swartz, Senior Vice President for Research and Program planning, Boston Children's  
Museum