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## SWICH

### *Sharing a World of Inclusion, Creativity and Heritage*

### **Weltmuseum Wien launches EU project about the role of ethnographic museums in contemporary society**

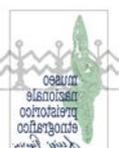
With great pleasure the Weltmuseum Wien announces the funding of the EU cooperation project *SWICH Sharing a World of Inclusion, Creativity and Heritage* within the *Creative Europe* programme. SWICH is one of 21 projects selected out of 74 submissions and will be supported with two Million Euro.

From November 2014 to September 2018, ten European partner museums will reflect current issues concerning the role of ethnographic museums within an increasingly differentiated European society. Building on the results of two earlier projects, *Ethnography Museums and World Cultures* (RIME) and *READ-ME I & II*, which dealt with the future of ethnographic museums, the focus now lies on central concerns of visionary ethnographic museum practice within the context of a post-migrant society. The project will increase the role and visibility of Ethnography and World Cultures Museums as centres of cultural encounters, open discourse, creative innovation and knowledge production based on transnational and international collaborations.

Globalisation and migration contribute to a diversification of European society, thus multiple cultural identities increasingly characterize its citizens. Ethnographic museums have to reflect such new circumstances and re-contextualize their collections that catalogue the diversity of world cultures in the light of such global and transnational changes.

Together with its partner museums and under the leadership of Deputy Director Barbara Plankensteiner, the Weltmuseum Wien will work on strategies for a future-oriented museum practice in a series of conferences, workshops, residencies and cooperative exhibition formats. These settings serve as platform for the discussion of future collecting strategies, the inclusion of contemporary art and the relational role of ethnographic objects in the complex networks between originating societies and local diaspora-communities. Furthermore, the significance of new digital technologies as tools for cross-cultural cooperation will be examined.

The SWICH project will run concurrently with the new installation and positioning of the Weltmuseum Wien as a museum of the present. Results and activities of this collaboration project will directly influence the new positioning.





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## Participating museums

- Weltmuseum Wien [AT]
- National Museum of World Cultures, Leiden/Amsterdam/Berg-en-Dal [NL]
- Musée royal de l'Afrique centrale, Tervuren [BE]
- Musée des Civilisations de l'Europe et de la Méditerranée, Marseille [FR]
- Museums of World Culture, Sweden [SE]
- Linden-Museum, Stuttgart [DE]
- Museo Nazionale Preistorico Etnografico « Luigi Pigorini », Rome [IT]
- Museum of Archaeology and Anthropology, Cambridge [UK]
- Náprstek Muzeum, Prague [CZ]
- Museum of World Cultures, Barcelona [ES]
- Culture Lab - International Cultural Expertise [BE]

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