



## Deutschlandmuseum nominated as European Museum of the Year 2025

- Deutschlandmuseum is nominated as the only German museum for the 'European Museum of the Year' award 2025
- Since opening in June 2023, the museum has offered an immersive journey through 2000 years of German history
- The award celebrates innovative museum practice and will be presented at a conference with leading museum professionals

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Berlin, 20. November 2024

**Berlin, 20. November 2024** The *Deutschlandmuseum* from Berlin is nominated as the only German museum for Europe's most prestigious museum award in 2025. The 'European Museum of the Year Award' (EMYA) is annually conferred by the European Museum Forum, recognizing excellent visitor orientation. The EMYA will be awarded in Mai 2025 in Białystok, Poland.

The last time a German museum was honored was in 2010 with the Ozeaneum in Stralsund. This would be Berlin Region's first award. Robert Rückel, the founder of the *Deutschlandmuseum*, has now been nominated for the European Museum of the Year Award for the fourth time with one of his museums.

### European Excellence

Since 1977, the award has highlighted the societal significance of museums in Europe. At the annual conference, attended by 300 leading museum professionals, the award show presents the best museums in Europe and discusses innovative ideas and best practices in European museology.

The European Museum Forum is based on the values of the Council of Europe and is committed to civic engagement, democracy, human rights and sustainability. It creates links across cultural, social and political boundaries. The awards not only emphasize professional quality, but also embed it in a foundation of social, humanitarian and sustainable values. The strictly structured evaluation process is based on the real and specific museum experiences of the applicants. It ensures that professional quality, innovation and creativity are recognized regardless of differences in tradition, context, museum type, size or funding.

**Deutschland Museum DM GmbH**

Amtsgericht Charlottenburg  
HRB 242649B, GF: Robert Rückel

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### **Deutschlandmuseum Showcases Innovative Spirit**

Since June 2023, visitors at the *Deutschlandmuseum* can dive into 2000 years of history. From Roman times, through the Middle Ages, to modernity, visitors wander through life-like reconstructions of historical places and events. What makes it special is that all senses are engaged visually, acoustically, olfactorily, and tactilely to ‚immerse‘ themselves in the past.

As an interactive journey through time, the *Deutschlandmuseum* brings a breath of fresh air to the traditional German museum landscape. The immersive approach aims to spark enthusiasm for history among visitors and captivate both history novices and museum enthusiasts.

»Being among Europe’s best museums is a special honor for us,« emphasizes Robert Rückel, director of the *Deutschlandmuseum*. »Museums must remain innovative to stay relevant for future generations. The European Museum of the Year Award is a guarantee for that.«

### **About the Deutschlandmuseum**

The *Deutschlandmuseum* is an immersive experience museum focusing on German history. Its new Art of presenting history has been awarded multiple times. The museum is part of the success story of Robert Rückel, founding director of the DDR Museum in Berlin and director of the German Spy Museum.

### **Press Contact**

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