



Press Release

Within the programme of the European Commission “Investing in People: Access to local culture, protection and promotion of cultural diversity” the new project “**Beyond Boredom, Dust and Decay - Museums as Life Long Learning Spaces for Intercultural Dialogue (A-MUSE-ALL)**” has been launched today.

It is a regional project to operate in Armenia, Azerbaijan, Georgia and in the Russian Federation over a period of 30 months. Implemented by the Institute for International Cooperation of the German Adult Education Association (***dvv international***) and following eight partners from the target regions: Armenian Association of Museum Workers and Friends (AMWF), Armenian Scientific and Educational Centre for National Development (SECND), Azerbaijan National Committee of the International Council of Museums (ICOM), The State Museum of Azerbaijan Carpet and Applied Art, Georgian National Museum Friends Association (GNMFA), Adult Education Association of Georgia (AEAG), Centre of Traditional Culture (Tosno, Russia) and the Karelian Centre of Culture (Petrozavodsk, Russia). The project is co-funded by the European Commission and the German Ministry for Economic Cooperation and Development (BMZ). Its overall budget amounts to 550.000 EUR.

The overall objectives of the project are:

- To enhance intercultural dialogue and promote the notion of cultural and ethnic diversity, in Armenia, Azerbaijan, Georgia and Russia, on a local, regional and translational level through adult education;
- To stimulate the key role of the arts to contribute to social inclusion and dialogue in the project participant countries through active collaboration among museums and other cultural and public-service institutions.

The project's main aim is to support capacity building of staff of cultural and learning institutions in the Caucasus Region and Russia in order to transfer existing museums into active spaces of Lifelong Learning. The project will enhance professionalism and intercultural competence of Museums; more active engagement of museums in social learning and inclusion processes. Moreover links between museums of the target regions and in the EU will be strengthened or newly developed.

In the framework of the project several activities will be conducted such as: consultancy by development of learning strategies and innovative cultural services based on a Lifelong Learning approach; Training of Trainers and museum staff; support to local support networks and 'friends of museums' circles; organisation of cultural events with local community; study visit to the EU for

museum staff and directors; exhibitions and lectures in EU countries; development of a project – web portal and conducting of virtual exhibitions.

For further information please contact: Matthias Klingenberg, ***dvv international*** Bonn, phone: ++49-228-9756961; e-mail: klingenberg@dvv-international.de; www.dvv-international.de