

PRESS RELEASE

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DEPARTMENT OF CULTURE, YOUTH, SPORT AND MEDIA

Flemish Culture Prize for Tangible Cultural Heritage 2015 for RED STAR LINE MUSEUM

During the Groot Onderhoud meeting in Antwerp, Minister of Culture Sven Gatz presented the Flemish Culture Prize for Tangible Cultural Heritage 2015 to the Red Star Line Museum. The prize consists of a sum of €10,000 and a work of art by Philip Aguirre.

The [Red Star Line Museum](#) opened its doors in Antwerp on 28 September 2013. Between 1873 and 1934, around two million migrants set off for a new life in North America from this port building on the Scheldt with the Belgian shipping company Red Star Line. As a thematic museum about migration and mobility, it highlights less well known cultural heritage and broaches a sensitive, complex but very topical issue.

'One of my objectives is to make our cultural heritage more attractive to more people, including those with different origins. At a time when everyone is very concerned about migration again, the Red Star Line Museum manages to explain to the visitor, via the Flemish history of emigration to America, what it means to leave everything behind in order to build a new future in a foreign country', explained Flemish Minister of Culture Sven Gatz.

The museum has gained recognition for its innovative scenography, where tangible cultural heritage (material relics and documentary heritage), biographical heritage (personal stories and testimonies) and built heritage (the shipping company warehouses as a unique historical location) are interwoven in an extraordinary way. The result is an accessible, experience-based presentation that offers involvement and a fascinating historical context.

This young heritage institution has achieved great results, despite the difficult times for the sector. Since the opening, the museum has received about 450,000 visitors, of whom 130,000 last year.

The Red Star Line Museum has already been awarded the Museumprijs 2014 (voted for by the public), the [Wablieftprijs 2014](#) and received an honourable mention during the presentation of the [European Museum of the Year Award in 2015](#). Last year the museum also received the ['Erkend museum 2015'](#) quality label. The jury underlined *'the exemplary operation and innovative approach.'*

The museum has an international look and feel. Earlier this year the guest exhibition '[Via Antwerp. The Road to Ellis Island](#)' was launched via an international partnership.

From 14 October 2016 to 23 April 2017 the free temporary exhibition '[Cruise Away](#)' will focus on the Red Star Line cruises.

Flanders Culture Prizes 2015

On the recommendation of a jury of experts, the Flemish Minister of Culture honours a person or organisation that has made a significant contribution to the cultural landscape in Flanders during the previous season. Flanders Culture Prizes announce the winner at an important event in the sector, putting both the sector and the winner in the spotlight and recognising the achievements of both. The prize money consists of a sum of €10,000. For the Flemish Community Prize for General Cultural Merit, the Flemish government sets aside a sum of €20,000. Each winner also receives the small bronze sculpture 'La ultima isla' by [Philip Aguirre](#).

www.cultuurprijzen.be

#cultureprizes

@deptCJSM

[Het Groot Onderhoud](#)

is an annual meeting taking place on 11 October 2016 in the auditorium of the KBC tower in Antwerp, organised by FARO, the Flemish interface centre for cultural heritage. This year's motto is '[Ontwikkelaar, ondernemer of expert: de nieuwe 'erfgoedstiel'](#)' (Developer, entrepreneur or expert: the new 'heritage profession').

www.faro.be

Background information

[Red Star Line Museum](#)

[Press server](#)

[YouTube video on the CJSM Dept. channel \(available after the award is presented\)](#)

Press information

Eva Vanhengel

Spokeswoman for the Flemish Minister of Culture, Media, Youth and Brussels Sven Gatz

+32 476 51 21 07

eva.vanhengel@vlaanderen.be

Jill Everaerd

Press Attaché Department of Culture, Youth, Sport and Media

+32 492 34 85 56

jill.everaerd@cjsm.vlaanderen.be