

**Implementation Strategy for the House of History Austria**

# **Ideas and Outlines of the International Scholarly Advisory Board**

As of: September 4, 2015

**English overview of the project  
House of History Austria**

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## Foreword

At the end of January 2015, the Minister for Art and Culture, Constitution and Media, Dr. Josef Ostermayer, established the scholarly advisory board for the development of a concept for the House of History Austria (HHA), which I chaired. To commemorate the 100th anniversary of the Republic of Austria, this new museum institution will be established by November 2018 in the Neue Burg in cooperation with the Austrian National Library. It will fill a gap in the Austrian museum and scholarship landscape. The comprehensive three volume museum feasibility study from 2009 by the working group Haas & Lordeurop, serves as the springboard for the conceptual realisation of this assignment. The implementation strategy frequently quotes from this feasibility study. The original study is available at <https://www.bka.gv.at/DocView.axd?CobId=58747>.

The international scholarly advisory board developed the content of the detailed concept with a full consideration of the historical significance of the Neue Burg location. The analysis of the current state, need, target audience, and market situation were largely transferable from the 2009 Haas & Lordeurop study and required only small adaptations of details and statistics.

The advisory board is comprised of national, as well as international scholars and includes mainly historians, museologists, and archivists whose research focuses on the areas of contemporary history, women's and gender history, anthropology, cultural, economic, political, social and migration history, among others. The advisory board possesses proven expert knowledge in the fields of exhibition curation, media and historical education.

Many important contacts to potential future cooperation partners were initially made by the Haas & Lordeurop project team. Numerous federal and state institutions endorsed the creation of the HHA as early as 2009, and lent their expert knowledge through interviews and working groups to the creation process of the institutional concept. The HHA will be able to build their future co-operations on this outstanding groundwork.

Additionally, in June 2015, an exchange of ideas between the heads of all the Austrian state archives and museums, and a selection of municipal archives and museums, organised by the

international scholarly advisory board took place. This meeting solidified the willingness to cooperate with the HHA, and demonstrated the positive attitude of the state institutions towards the HHA. We would like to thank the representatives of the state institutions for their readiness to share their wishes and expectations with the HHA and to support us with constructive criticism and concrete ideas.

Popular opinion was evaluated via an Austria-wide, face-to-face representative SORA survey in June/July 2015 and was expanded upon through a University of Vienna qualitative expectation and attitude study. A great majority approved of the HHA project and confirmed the desire to establish this institution.

Oliver Rathkolb

# **1. Mission Statement**

## **Mission Statement**

As a museum, the House of History Austria (HHA) is a scholarly institution of the federal government. It will depict Austrian history from the mid-19th century onward in its European and international context for a wide-ranging audience, with a particular focus on the period from 1918 to the present. In doing so, it will enable a historical examination. The House of History Austria will be an active and open forum for discussion of historical questions and present-day topics.

## **Content**

At the institution's core is the examination of the social, political, economic and cultural lifeworlds in Austria from the middle of the 19th century to the present. This temporal direction includes longer developmental lines. Chronological narratives will be interlocked with thematic focal points that reflect the plurality of Austrian society. In doing so, conceptions of history, debates on identity and gender relations will be traced from the Enlightenment onward. Historical ruptures, contradictions and controversies will be dealt with alongside continuities and bridges to the present. Where scientific research and public consciousness have not yet reached a consensus on historical ruptures and unanswered questions and controversial answers remain, these divergent interpretations will be documented.

## **Mandate**

The HHA will fulfill a museum's mandate to collect, preserve, scientifically research and exhibit. A variety of formats will be used for the conveyance: Permanent and special exhibits are planned, as are events and publications. Special attention will be paid to new forms of media and communication.

## **Co-operations**

The HHA will work together with existing institutions from all areas. In doing so, a new permanent network will be created, which will open new possibilities for exchanges and cooperation.

## **Location**

The HHA will be installed in the historic and highly symbolic rooms of the Neue Burg in Vienna. Areas of the Heldenplatz, especially the Aeusseren Burgtor, should be related to the museum, thereby allowing the history of the Heldenplatz to flow into the museum's overall representational concept.

## **Organisation**

The HHA is contextually and financially independent. Structural synergies result from the proximity to the Austrian National Library.

## 2. Genesis and History of the Project<sup>1</sup>

Richard Hufschmied

Planning for the creation of a museum of Austrian history did not begin in the mid-1990s. Initial designs regarding such a project date all the way back to 1919, when the State Council conceived of a chamber of history, intended to establish a cultural and identity-creating foundational basis in the Republic of German-Austria. In 1946, shortly after the birth of the Second Republic, Karl Renner attempted to reinvigorate the 1919 plan and depict the history of Austria in a “Museum of the First and Second Republic” in the rooms of the presidential offices in the Leopoldinischer Trakt of the Hofburg. Renner himself designed the concept, which called for three rooms to portray the time period from 1918 to the creation of the Second Republic. Renner even had definite ideas on which objects should be depicted. He envisioned portraits of presidents and chancellors, amongst other elements, “with no consideration for their party affiliation or other contentious and uncontentious factors.” The federal states were included and invited to showcase themselves in the museum. The process of collecting and commissioning objects was initiated. For instance, the painter Max Frey was tasked with creating the painting “Proclamation of the First Republic from the Balcony of the

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<sup>1</sup> The following publications were consulted during the development of this piece: Verein der Museumsfreunde (Publ.), *Führer durch das Museum Österreichischer Kultur*, Vienna 1950; Museum Österreichischer Kultur (Publ.), *Bausteine der Republik Österreich – dennoch ein Beitrag zum Gedenkjahr 1988*, Ausstellungskatalog zur gleichnamigen Schau, Eisenstadt 1988; Richard Hufschmied, *Die unmittelbaren Nachkriegspläne zum Wiener Arsenal und dem Heeresgeschichtlichen Museum*, in: *Viribus Unitis*, Annual Report 2003 of the Museum of Military History, Vienna 2004, S. 51–60; Peter Mayr, Barbara Tóth, *Standortsuche für ein neues Nationalmuseum*, in: *Der Standard*, 14.12.2005; Oliver Rathkolb, Richard Hufschmied (Publ.), *Mehrfach gewendet. Eine historisch künstlerische Kollage der Schlüsseljahre 1918/38/45/55 und 1995*. Accompanying booklet of the exhibition of the same name, Office of the President, 26.10.2008, Vienna 2008; Richard Hufschmied, “Ohne Rücksicht auf Parteizugehörigkeit und sonstige Bestrittenheit oder Unbestrittenheit“. *Die (un)endliche Geschichte von Karl Renners Museum der Ersten und Zweiten Republik (1946–1998)*, in: Dirk Rupnow, Heidemarie Uhl (Publ.), *Zeitgeschichte ausstellen in Österreich. Museen – Gedenkstätten* – Ausstellungen, Vienna – Cologne – Weimar 2011, S. 45–86; Dirk Rupnow, *Nation ohne Museum? Diskussionen, Konzepte und Projekte*, in: Dirk Rupnow, Heidemarie Uhl (Publ.), *Zeitgeschichte ausstellen in Österreich. Museen – Gedenkstätten – Ausstellungen*, Vienna – Cologne – Weimar 2011, S. 417–463; Stephan Neuhäuser, *Das Haus der Geschichte Österreichs im Spannungsfeld zwischen Geschichte, Politik, Architektur und Stadtplanung. Eine Chance für die Stadt Wien*, Policy Paper für momentum 13. Fortschritt #3: Kunst, Geschichte und Politik, Version 19, October 2013; Feasibility study by Anton Pelinka for a “House of Tolerance“, 1999; Feasibility study by Stefan Karner and Manfred Rauchensteiner for a “House of History of the Republic of Austria (HHA)“, 1999; Roadmap by Günter Dürriegl for a “House of History of the Republic of Austria“, 2007; Concept by the working group Claudia Haas and Lordeurop for a “House of History Austria“, 2009.



Landhaus in Vienna on October 30th 1918". By 1951, the year of Renner's death, one showroom had already been completed, thereby partially realising Renner's idea. Subsequent presidents, however, showed no interest in the "Museum of the First and Second Republic" and its inventory, which meant that the museum initiative was neither finalised nor expanded upon.

Virtually simultaneously and in close physical proximity, the historian and employee of the Museum of Art History, August Loehr, initiated the creation of the Museum of Austrian Culture (MAC) within the scope of his official duties. In contrast to the "Museum of the First and Second Republic", the MAC covered the history of Austria and its former territories from the Roman period onward. The collection was exhibited at the Neue Burg on the Heldenplatz. It was primarily comprised of models (such as the one of the St. Florian monastery), maps and cartographic depictions, but lacked artifacts. The MAC inventory was eventually carted off to the warehouse, likely not solely due to a decrease in the number of visitors. From 1987 to 1994, the MAC was located in Eisenstadt, and played host to numerous special exhibitions, such as those on "Elisabeth, Queen of Hungary" and "Women's Suffrage". During the commemorative year 1988/89, the exhibition "Building Blocks of the Republic of Austria" showed objects, mostly paintings, from the defunct "Museum of the First and Second Republic".

In the mid-1990s, Leon Zelman, the publisher and head of the Vienna Jewish Welcome Service, initiated another attempt, with his idea to create a "House of Tolerance" in the Palais Epstein, after becoming aware of the Viennese School Board's plan to vacate the premises in 2000. The institution was intended to take in the document archive of the Austrian resistance, as well as the EU anti-racism monitoring post. The federal Ministry for Science and Transportation, led by Minister Caspar Einem, commissioned the development of a feasibility study. The study was completed in October 1999, under the guidance of Anton Pelinka.

However, in 1998, the president of the Viennese School Board, Kurt Scholz, urged the creation of a museum of the republic, yet "the history of the republic" remained a blind spot.

Around this time, Manfred Rauchensteiner, the director of the Vienna Museum of Military History, subordinated to the Ministry of National Defence, forged ahead with the expansion of this institution into an “Austrian National Museum”. The implemented parts of his plan can be viewed today in the Museum of Military History’s permanent exhibition “Republic and Dictatorship: Austria 1918 - 1945”. It was also Rauchensteiner who had a study completed on the possibilities and problems of bringing Austrian contemporary history together in one museum. This study, commissioned by the Salzburg-based Dr. Wilfried Haslauer Foundation and written by the historian Sabine Fuchs, eventually yielded initial thoughts on a “Museum of the Second Republic”. Though it would be constructed chronologically, it would examine focal points by utilising longer temporal surveys.

At the end of 1998, Stefan Karner, historian at the University of Graz and head of the Ludwig Boltzmann Institute for Research on the Consequences of War, presented his concept paper on the “House of History” to the public. In doing so, he also presented results of the “Austrian Promise Think Tank”, which had been created by Chancellor Wolfgang Schüssel. These results were subsequently used as preliminary considerations for the feasibility study of the “House of History of the Republic of Austria (HHA).” The study was led by Stefan Karner and Manfred Rauchensteiner and commissioned by the Ministry for Education, Art and Culture. In 1999, it was presented to federal minister Elisabeth Gehrler.

Immediately following the meeting of the Council of Ministers on December 13th 2005, Wolfgang Schüssel suggested using objects from the Belvedere, which was hosting an exhibition as part of the 50th anniversary of Austria’s state treaty, as the basis for an “Austria Museum”. He suggested the former state printing house in the Wollzeile, the Künstlerhaus at the Karlsplatz, and the Museum of Military History in the Arsenal, which, according to Schüssel, “was in need of a new name anyhow”, as potential sites. The idea of transforming the Military Museum, as the Museum of Military History was known after 1945, into a newly established “Austrian National Museum” had been floated as early as 1946. Subsequently, the directors, Franz Kaindl and Manfred Rauchensteiner, viewed the Museum of Military History and its collections not as a mere military museum, but as a “museum of national history of international standing”, or in effect a “national museum”.

A day earlier, the industrialist and member of the proponents committee of the state treaty exhibition at the Belvedere, Hannes Androsch, proposed an idea to utilize the various commemorative exhibitions from 2005, in particular those at the Belvedere, the Schallaburg and the Jewish Museum Vienna, as the foundation for a “House of History”. However, the proponents did not elaborate on how the complicated legal circumstances which would likely surround the exhibition of articles in both public and private possession should be handled or clarified. Incidentally, the expensive digital interactive platforms of the Belvedere exhibition are now stored in the warehouses of the Museum of Military History. Since the anniversary exhibition they have never again been publically displayed.

In March of 2006, Minister of Education, Elisabeth Gehrler, and Minister of Defense, Günther Platter, commissioned another study, which was completed in June 2006, under the stewardship of Günther Dürriegl, the head of the Belvedere state treaty exhibition. The study included input from a “standing history experts group”, which was comprised of more than 20 people. However, several member of this group distanced themselves from the study before it was completed, as they felt that their suggestions had been insufficiently considered. The study, which was labelled a roadmap, was based on the feasibility study conducted by Karner (who also served as deputy head of this study) and Rauchensteiner in 1999, and the study on the “House of Tolerance” by Pelinka. In addition, the experiences gleaned from the two large-scale state treaty exhibitions in 2005 in the Schallaburg (Karner) and the Belvedere (Dürriegl) were taken into consideration.

In November of 2008, the Office of the Chancellery, the Ministry of Finance, the Ministry of Education, Art and Culture and the Ministry of Science and Research commissioned a detailed concept for a “House of History Austria”. A professional museum consulting company, headed by Claudia Haas, developed this museum feasibility study in cooperation with Lord Cultural Resources. It was completed in July 2009.

For quite some time this document remained sealed and was not released until the head of the International Scholarly Advisory Board for a House of History Austria (established in 2015), Oliver Rathkolb, urged its publication (<https://www.bka.gv.at/site/3431/>

[default.aspx](#)). In a modified form, this study serves as the basis for the discussion of the HHA, which is been planned to be established by 2018 in the Neue Burg.

### **3. Public Perception of the Creation of a House of History Austria<sup>2</sup>**

Elisabeth Heimann, based on the 2009 study by Haas & Lordeurop, Opinion Survey SORA 2015, Qualitative Survey Blumauer

As part of the 2009 Haas & Lordeurop study, the Austrian public opinion regarding the creation of a House of History Austria was probed. In the undertaking, which was composed of both inquiry and analysis, the most important tools were, at the time of the study, an online questionnaire for an Austria-wide representative closed<sup>3</sup> and open<sup>4</sup> survey.

In June/July of 2015, the SORA Institute for Social Research and Consulting undertook an additional short survey concerning the "House of History Austria", as requested by the International Scholarly Advisory Board of the HHA. 1,000 individuals over the age of 15 from across Austria were interviewed over the course of a representative face-to-face survey.<sup>5</sup> The goal of the survey was to ascertain the current perception about the creation of the HHA. The results of 2008 were largely confirmed by the larger sample size of the 2015 survey.

#### **3.1. The Austrian's Point of View**

The ideal HHA that Austrians would like to visit is a forum for contemporary history that educates its visitors on Austria as a part of European, global and contemporary history, as well as political, social, economic and everyday history. Special exhibits and conversations with contemporary witnesses offer multimedia and interactive communication programmes, as well as a permanent exhibition on 19th and 20th century Austrian history.

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<sup>2</sup> Survey results from: House of History Austria, Concept Part I, presented to the commissioner Office of the Chancellery, Ministry of Finance, Ministry of Education, Art and Culture, as well as the Ministry of Science and Research by the working group Haas & Lordeurop, Vienna, July 2009, p. 9 ff

<sup>3</sup> Gross sample n = 372, net sample n = 350, population: Austrians over the age of 15, conducted from December 17th to December 26th 2008 by Kondeor Marketinganalysen GmbH, [www.kondeor.at](http://www.kondeor.at).

<sup>4</sup> Through links on various website, such as those of the Office of the Chancellery, the Ministry of Education, Art & Culture, the Ministry of Finance and the Association of Austrian Art Historians, as well as through direct mailing, 292 questionnaires were completed and submitted for analysis between December 17th, 2008 and January 31st, 2009

<sup>5</sup> The survey was financially supported by the Future Fund of the Republic of Austria. Of the 1,000 surveyed individuals, 20% were from Vienna, the rest was evenly divided among the federal states.

**Overall, 58% of those surveyed welcome the establishment of the HHA.** As early as 2008, the majority of Austrians had voiced their support for such an institution's creation. The current surveys were able to confirm the need, as well as the enduring desire, for the establishment of the HHA.

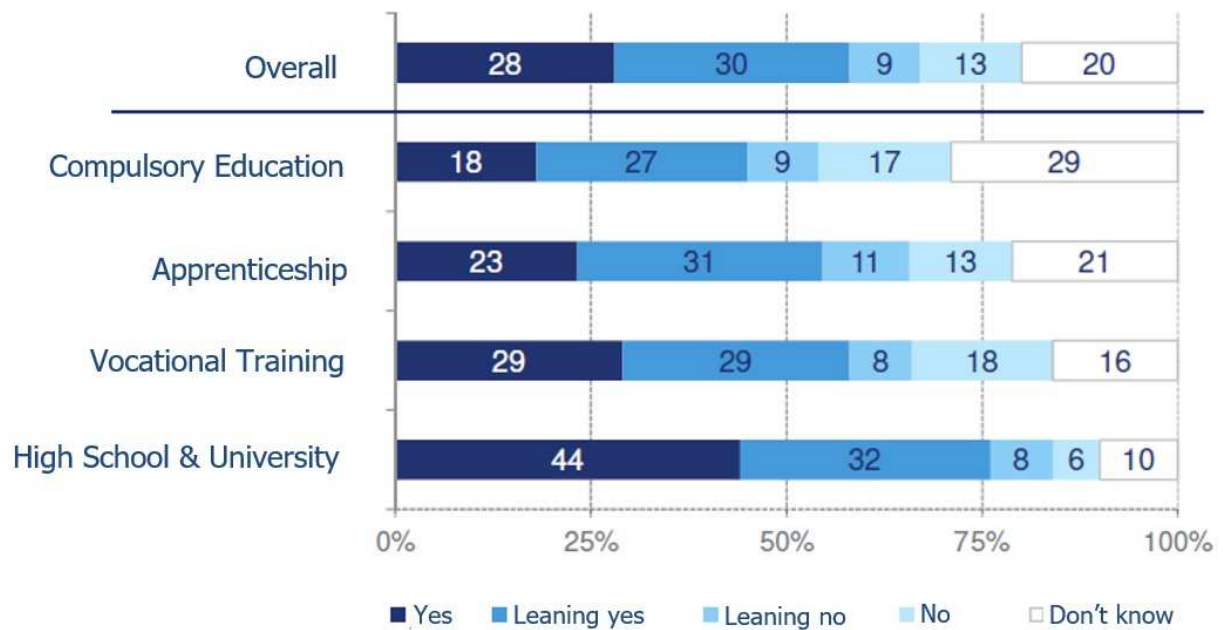
Illustration 1 Approval/Rejection (Question 1)



Illustration 2 Approval/Rejection (Question 2)

Wording of the question

**Do you approve of the creation of an institution in Austria that teaches the country's history?**



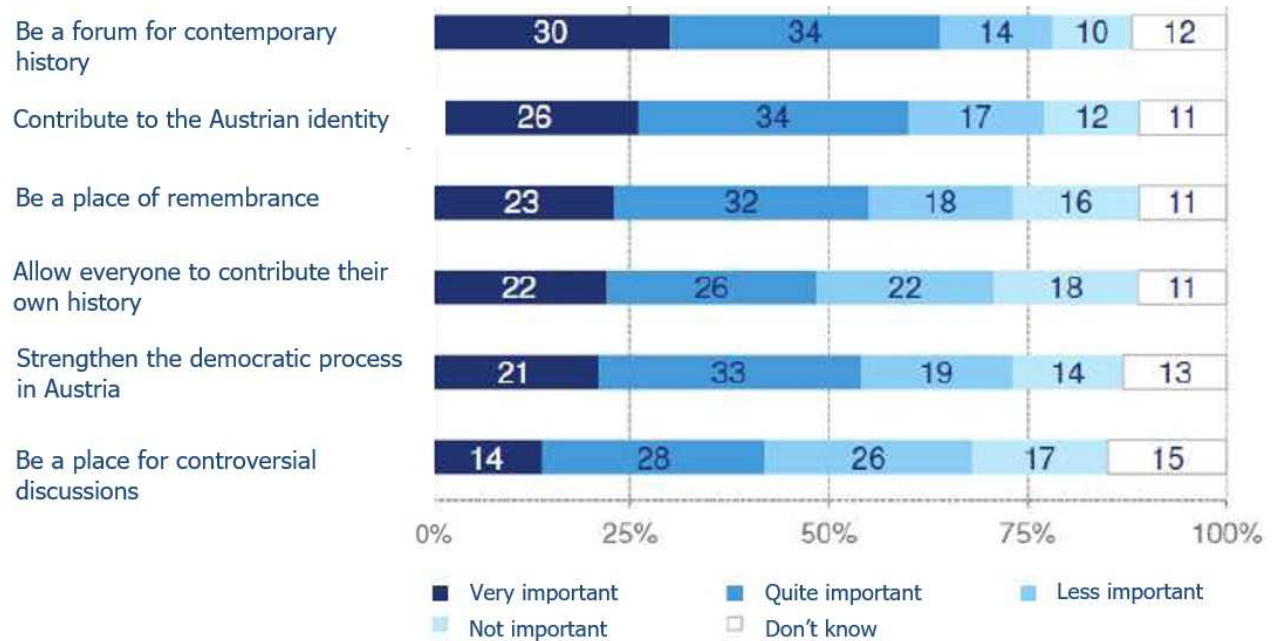
<b>OVERALL</b>	<b>28</b>	<b>30</b>	<b>9</b>	<b>13</b>	<b>20</b>
<b>Compulsory Education</b>	<b>18</b>	<b>27</b>	<b>9</b>	<b>17</b>	<b>29</b>
<b>Apprenticeship</b>	<b>23</b>	<b>31</b>	<b>11</b>	<b>13</b>	<b>21</b>
<b>Vocational Training</b>	<b>29</b>	<b>29</b>	<b>8</b>	<b>18</b>	<b>16</b>
<b>High School &amp; University</b>	<b>44</b>	<b>32</b>	<b>8</b>	<b>6</b>	<b>10</b>
	Yes	Leaning yes	Leaning no	No	Don't know

According to the majority of those surveyed, **the thematic focus of the HHA** ought to be on contemporary themes. In particular, the HHA should strengthen the Austrian “identity” and the democratic process.

Illustration 3 Approval/Rejection (Question 2)

Wording of the question

**How important are the following contextual concentrations for the “House of History Austria”? The HHA should**



<b>Be a forum for contemporary history</b>	<b>30</b>	<b>34</b>	<b>14</b>	<b>10</b>	<b>12</b>
<b>Contribute to the Austrian identity</b>	<b>26</b>	<b>34</b>	<b>17</b>	<b>12</b>	<b>11</b>
<b>Be a place of remembrance</b>	<b>23</b>	<b>32</b>	<b>18</b>	<b>16</b>	<b>11</b>
<b>Allow everyone to contribute their own history</b>	<b>22</b>	<b>26</b>	<b>22</b>	<b>18</b>	<b>11</b>
<b>Strengthen the democratic process in Austria</b>	<b>21</b>	<b>33</b>	<b>19</b>	<b>14</b>	<b>13</b>
<b>Be a place for controversial discussions</b>	<b>14</b>	<b>28</b>	<b>26</b>	<b>17</b>	<b>15</b>
	<b>Very important</b>	<b>Quite important</b>	<b>Less important</b>	<b>Not important</b>	<b>Don't know</b>

**The offerings of the HHA** should focus primarily on current topics. Those surveyed indicated that they regarded special exhibitions with ties to the present day and

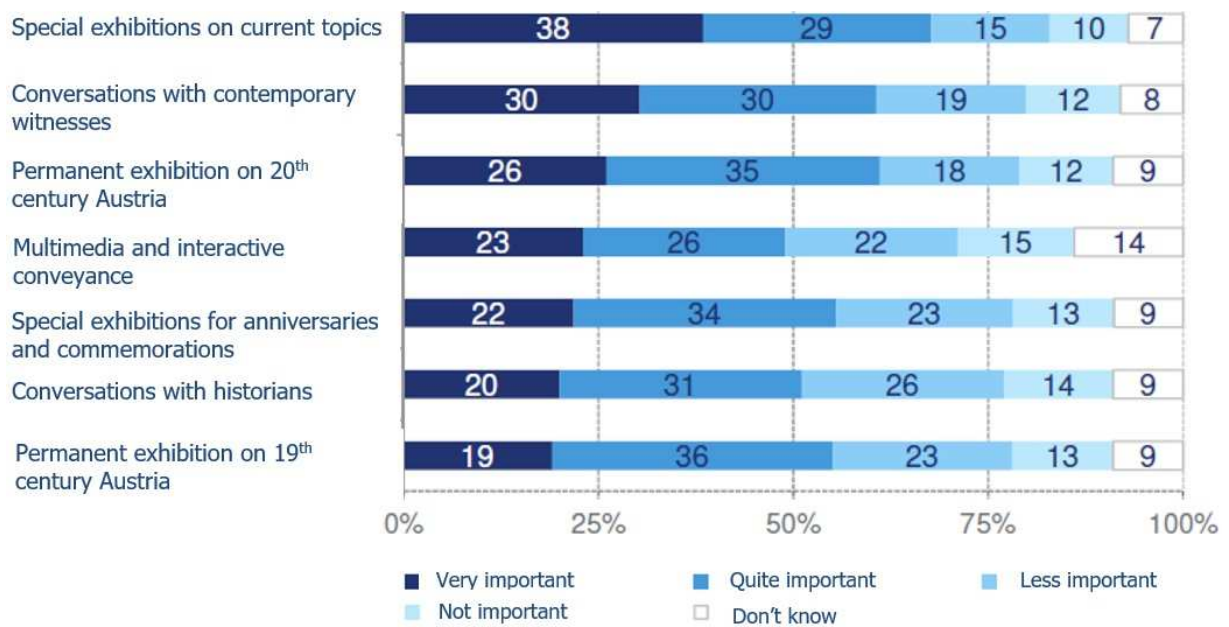


conversations with contemporary witnesses, in addition to a permanent exhibition on Austrian history of the 19th and 20th century, as particularly important.

Illustration 4 Offerings at the HHA (Question 3)

Wording of the question

**How important are the following offerings in the planned “House of History Austria” to you?**



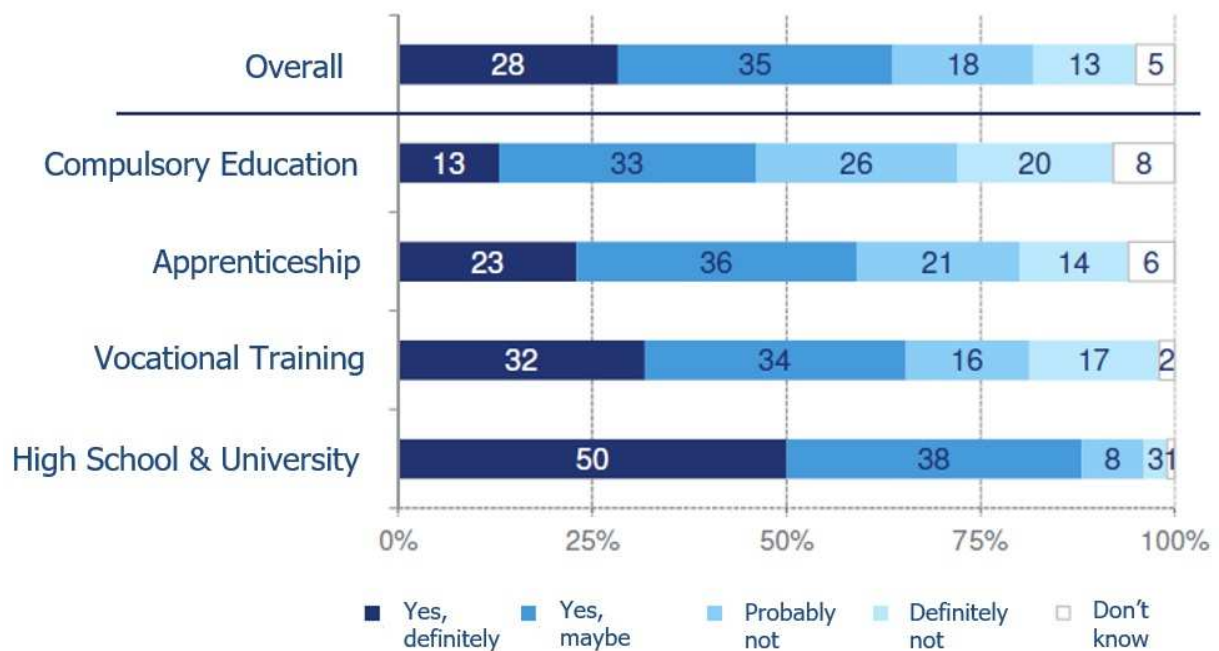
<b>Special exhibitions on current topics</b>	<b>38</b>	<b>29</b>	<b>15</b>	<b>10</b>	<b>7</b>
<b>Conversations with contemporary witnesses</b>	<b>30</b>	<b>30</b>	<b>19</b>	<b>12</b>	<b>8</b>
<b>Permanent exhibition on 20<sup>th</sup> century Austria</b>	<b>26</b>	<b>35</b>	<b>18</b>	<b>12</b>	<b>9</b>
<b>Multimedia and interactive conveyance</b>	<b>23</b>	<b>26</b>	<b>22</b>	<b>15</b>	<b>14</b>
<b>Special exhibitions for anniversaries and commemorations</b>	<b>22</b>	<b>34</b>	<b>23</b>	<b>13</b>	<b>9</b>
<b>Conversations with historians</b>	<b>20</b>	<b>31</b>	<b>26</b>	<b>14</b>	<b>9</b>
<b>Permanent exhibition on 19<sup>th</sup> century Austria</b>	<b>19</b>	<b>36</b>	<b>23</b>	<b>13</b>	<b>9</b>
	<b>Very important</b>	<b>Quite important</b>	<b>Less important</b>	<b>Not important</b>	<b>Don't know</b>

Nearly **two thirds of all respondents** – both from the federal states and from Vienna – **could envision themselves visiting the HHA.**

Illustration 5 Visiting the HHA (Question 4)

Wording of the question

**Could you envision yourself visiting the “House of History Austria”?**

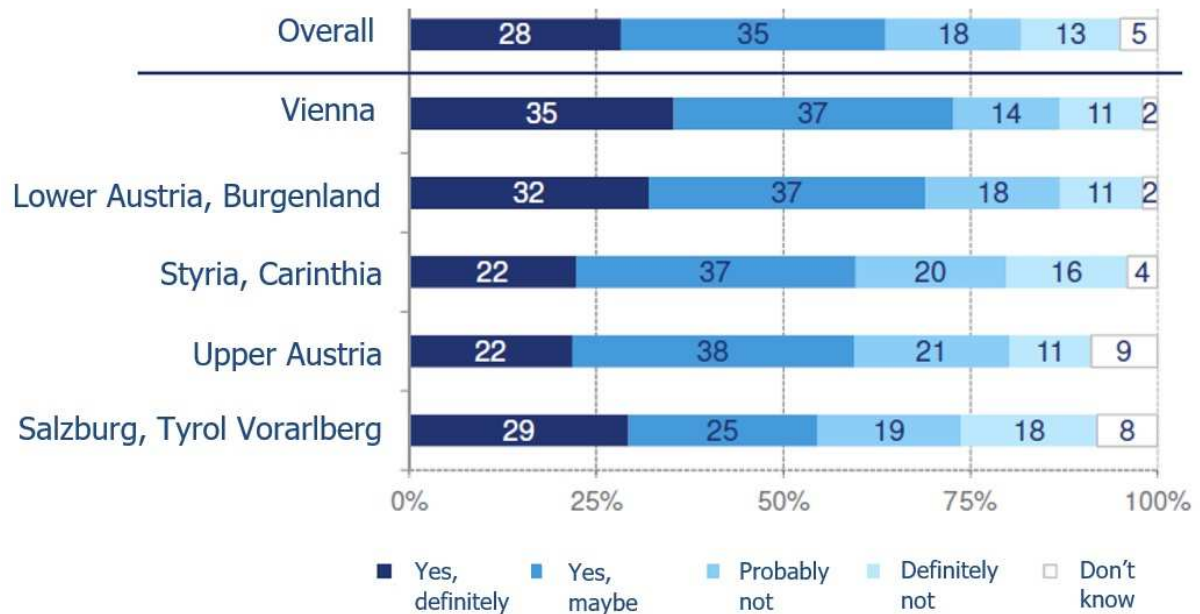


<b>OVERALL</b>	<b>28</b>	<b>35</b>	<b>18</b>	<b>13</b>	<b>5</b>
<b>Compulsory Education</b>	<b>13</b>	<b>33</b>	<b>26</b>	<b>20</b>	<b>8</b>
<b>Apprenticeship</b>	<b>23</b>	<b>36</b>	<b>21</b>	<b>14</b>	<b>6</b>
<b>Vocational Training</b>	<b>32</b>	<b>34</b>	<b>16</b>	<b>17</b>	<b>2</b>
<b>High School &amp; University</b>	<b>50</b>	<b>38</b>	<b>8</b>	<b>3</b>	<b>1</b>
	<b>Yes, definitely</b>	<b>Yes, maybe</b>	<b>Probably not</b>	<b>Definitely not</b>	<b>Don't know</b>

Illustration 6 Visiting the HHA (Question 4)

Wording of the question

**Could you envision yourself visiting the “House of History Austria”?**



<b>OVERALL</b>	<b>28</b>	<b>35</b>	<b>18</b>	<b>13</b>	<b>5</b>
<b>Vienna</b>	<b>35</b>	<b>37</b>	<b>14</b>	<b>11</b>	<b>2</b>
<b>Lower Austria, Burgenland</b>	<b>32</b>	<b>37</b>	<b>18</b>	<b>11</b>	<b>2</b>
<b>Styria, Carinthia</b>	<b>22</b>	<b>37</b>	<b>20</b>	<b>16</b>	<b>4</b>
<b>Upper Austria</b>	<b>22</b>	<b>38</b>	<b>21</b>	<b>11</b>	<b>9</b>
<b>Salzburg, Tyrol, Vorarlberg</b>	<b>29</b>	<b>25</b>	<b>19</b>	<b>18</b>	<b>8</b>
	<b>Yes, definitely</b>	<b>Yes, maybe</b>	<b>Probably not</b>	<b>Definitely not</b>	<b>Don't know</b>

An online survey conducted in the spring of 2008<sup>6</sup>, reinforced the finding that almost two thirds of the population support the creation of the HHA. Through questions regarding the

<sup>6</sup> Andrea Brait, Gedächtnisort Historisches Museum. Eine Analyse unter besonderer Berücksichtigung ausgewählter Beispiele der österreichischen und deutschen Museumslandschaft. Survey results in: Andrea Brait, Ein neues historisches Museum für Österreich. Bisherige Debatten und aktuelle Positionen der österreichischen Bevölkerung, Wiener Geschichtsblätter 1/2009, p. 24 ff.

contextual direction, thematic focus and possible offerings, this survey was also able to determine a desired profile of the HHA. This survey confirmed that Austrians do not want a traditional museum. Instead, they are looking for an open forum that will address topics from both recent history and the present in a variety of ways.

### **Summary of the face-to-face survey 2015**

Both the 2008/09 and the recent June/July 2015 surveys indicated that the majority of Austrians support the creation of the HHA. The repeatedly demonstrated support for the establishment of this institution confirms the societal need of the HHA.

The fact that approval for the creation of the HHA increases as the educational levels of respondents rise, clearly demonstrates that individuals with lower levels of formal education, as well as the younger generation, frequently do not have an opinion on this matter.

Contextually, the HHA should create a forum for contemporary history and self-critical discussion, which are intended to contribute to Austrian “identity” without building new exclusionary barriers. Planned offerings should focus on current topics (special exhibitions), contemporary history (permanent exhibition on the 20th century) and experienced or narrated history (contemporary witnesses).

Overall, the vast majority of respondents can imagine themselves visiting the HHA, including practically all individuals with a higher level of formal education. Only half of those respondents with lower levels of formal education would think about visiting the HHA.

The great challenge during the conception of the HHA will be to both capture the interest of young people, Austrians with an immigrant background and individuals with lower levels of formal education, and to construct activities, events and exhibitions that will be exciting for them as well. The survey results, therefore, demonstrate quite clearly that the HHA also has an educational policy mandate.

The results show that interactions and interactivity in the HHA's program and exhibition design are crucial for the younger generations. According to our sample group, being able to contribute your own history, conversations with contemporary witnesses, as well as multimedia and interactive learning, are more important for those under the age 30 than they are for the older generations. This younger generation will be targeted using interactive formats, events and an internet platform.

### **On the expectations of students - Online survey 2015**

Christian Blumauer's recent project paper examined the target group of students' expectations of the HHA in greater detail<sup>7</sup>

In order to ascertain the attitude of students in Vienna, a quantitative online survey (with 82 participants) and qualitative interviews (with 20 participants) were conducted.<sup>8</sup> Excerpts from the executive summary reveal the essential conclusions:<sup>9</sup>

The majority of those surveyed were not aware of the project until their participation in the survey. After a short initial information session, over 90% voiced a supportive opinion regarding the creation of the HHA and view the project as either positive or very positive. Most view a historical building in the centre, or close to the centre of Vienna, as the most suitable location for the museum.

The HHA's core mandate should be to provide information and education through knowledge conveyance, as well as to serve as a place for discussion. There were a variety of opinions regarding the contextual focus, with political, social, cultural and everyday history

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<sup>7</sup> Christian Blumauer, "Haus der Geschichte Österreich. Einstellungen und Erwartungen der Studierenden zum 'Haus der Geschichte Österreich'", Project paper for a communication studies internship, Department of Communications, University of Vienna, SS 2015, Seminar instructor: Mag.a Dr.in Astrid Pettauer.

<sup>8</sup> The 82 participants of the quantitative survey consisted of 30.5% male (25 participants) and 69.5% female (57) students. Roughly 95% of participants are Austrian citizens, 75 people, 91.5%, were born in Austria and the parents of 66 individuals, 80.5%, were both born in Austria. The majority of those surveyed, 67.1%, have their main residence in Vienna, the remainder is divided up between the other eight federal states, mainly Lower Austria, Burgenland and Upper Austria. For the qualitative study, 20 students, 10 male and 10 female, were brought in and interviewed. All participants are between the ages of 21 and 30 years old and are currently attending a university or a college in Vienna. In order to include a wide range of perspectives, an attempt was made to survey students from a variety of disciplines.

<sup>9</sup> See Blumauer p.1.

being the most mentioned points. In order to foster and maintain interest, a combination of permanent and temporary special exhibitions is seen as the most sensible setup. Particular attention ought to be paid to the teaching of history through multimedia and interactivity.

Communication should focus on reaching the broader public. The desired communication methods range from classic means such as newsletters and flyers, to social media. The website is seen as a particularly important instrument to convey information in advance.

The project's name is generally, favourably viewed. However, the fact that the term is somewhat vague is often mentioned in the interviews and a clarification would be welcomed. All the participants would also be prepared to pay in order to visit the HHA, with the majority estimating that a price between 5 and 10 Euros would be fair.

At the end of the survey, participants were asked an open-ended question: what would they do differently from other museums, or what special ideas would they implement, if they were tasked with founding the museum? Interactivity was frequently mentioned as an important factor. For instance, elements that ask or require visitors to be active, or navigable installations, were cited. Multimedia also appears to be important, though special attention needs to be paid to both its quality and the overall concept. Audio guides were mentioned several times, especially in conjunction with the idea of having contemporary witnesses narrate them. Critical examination is another point that the surveyed participants cited. The desire to ensure that history is critically examined and that no form of glorification (e.g. of the Imperial Era) is created was repeatedly expressed. Additionally, survey participants indicated that an exciting advertising campaign, the use of apps, a multimedia presence and a multifaceted programme of events were essential.<sup>10</sup>

### **3.2. The Expert Opinion on the Establishment of the House of History Austria**

A great deal of support for the "House of History Austria" project's implementation was created during the concept development by Haas & Lordeurop and the resultant extensive exchange with experts. Even sceptics from museum and scholarly fields were eventually sold

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<sup>10</sup> A detailed list of the all the ideas collected via the final question of the quantitative question can be found in the project paper. See Blumauer, p. 20 -23.

on the plan to establish an organisation to serve both as a physical networking institution in the capitol city, and as a virtual node. Findings, deficiencies and desiderata were succinctly summarized in the 2009 Haas & Lordeurop study; see Part I, p. 14 – 16:

### **Findings and deficiencies:**

Among other things, it was established that

- there is interest in historical topics and questions, but knowledge thereof is somewhat rudimentary,
- there is too little information,
- a contextual discourse and an in-depth historical debate are absent,
- contemporary history, in most cases, does not receive adequate attention in schools and the language used, in both textbooks and some educational offerings, was incomprehensible for students,
- it is naïve to assume that history is a collection of facts that can be memorized,
- competence in history is more important than knowledge, but this form of competence training is still largely absent,
- dates and facts that have yet to play a role in today's debates are important,
- using shock and dismay as educational tools no longer works,
- the pending loss of contemporary witnesses, in particular those that witnessed the history of National Socialism, should serve as a catalyst for swift action,
- there are contradictions between the narratives students read in textbooks and those they hear at home,
- a public cultural of history is created by television and popular movies,
- visual competence is highly deficient among students,
- media didactics are still absent from political education,
- several topics are only examined from a single point of view,

- the issue of immigration is topical, but it is not being dealt with anywhere in an adequate manner,
- there is no shared Austrian history and the history of Eastern Austria is frequently seen as the history of all of Austria (“Austria is not Vienna!”),
- although there was an Austrian state in 1938, there was no understanding of “Austria”, something that was not registered until the 1960s,
- more recent history has not been evaluated and managed and that
- many stereotypes are perpetuated without being examined.

### **Desiderata:**

Among other things, the HHA should

- be an educational institute completely independent from party politics,
- be lively and easily accessible, and follow a variety of strategies – including by using humour and provocation,
- be accessible to all groups, even those with no pre-existing knowledge,
- offer facts and emotional experiences, as well as a mixture of grand history and individual fates,
- vividly convey basic information and deal with topics that affect people today, that use the present to make history comprehensible and help to understand today’s complexities,
- address the future by using knowledge of the past,
- not limit itself to history of events, but be interdisciplinary and create a foundation of facts that can be viewed from different perspectives and is enhanced by the use of personal experiences (instead of experiences maybe narratives),
- convey a variety of commemorative cultures and make it clear that there is no set or single view of history,
- be a place for people and their stories and provide space for many different narratives,
- be a communication centre, a meeting point that hosts discussions and debates, and houses artefacts,



- encourage new projects, provide impulses, initiate oral histories that allow various people (or contemporary witnesses) to speak,
- not deal with advanced facts and “other” stories,
- adhere to its guiding principle,
- be an open space for current topics that are presented in an international manner,
- depict history as a process that affects the present and is not complete,
- show how powerful history is and how historical events change everyone’s day-to-day lives,
- utilise playful, artistic projects to convey information,
- foster media literacy,
- include more popular history than schools tend to do,
- allow young people to create something themselves that can subsequently be presented,
- enhance visitors’ historical capabilities and enable them to continue researching on their own,
- contribute to demystification,
- address the genesis of Austria as a state, a nation and a country of immigrants, without resorting to a simplistic “melting pot history”,
- be a place to both negotiate and explore Austria’s historical position.

### **3.3. Current State and Needs**

Both the current state of institutions active in the research and presentation of (contemporary) history, as well as the need for a federal, supra-regionally active institution such as the HHA were ascertained in 2009 through the study undertaken by Haas & Lordeurop (see Haas & Lordeurop 2009, Part I, p. 8):

There are numerous institutions in Austria that research, collect or present historical documents. However, Austria lacks a museum that mainly examines Austrian history and subsequently conveys it. In the federal states, the (contemporary) historical inventory is stored by the district, home, municipal and state museums, libraries and archives, as well as various special collections, cathedral and diocese museums, monastery museums, Jewish museums, visitor centres and memorial sites. These institutions serve an essential purpose as storages of history and memory within the mostly regional or local context of the federal states. They function as places for information and the presentation of history.

Museums such as the Arbeitswelt Museum Steyr, the Austrian National Bank's Money Museum, the Museum of Military History, the Imperial Furniture Collection, the Austrian Film Museum, the Museum for Social and Economic Affairs, the Vienna Technical Museum, the Austrian Museum of Folk Life and Folk Art, as well as the art museums Austrian Gallery in the Belvedere, the Museum of Modern Art/Stiftung Ludwig (MUMOK) and the Leopold Museums exhibit a more nationwide concentration.

Special collections with a pan-Austrian focus can also be found in the Document Archive of the Austrian Resistance, in the Austrian Film Archive, the Museum for Social and Economic Affairs, the Österreichische Mediathek (Austrian Media Library), the Austrian National Library, in the Austrian State Archives, in the Phonogram Archives of the Austrian National Academy of Sciences, in the ORF archives and in other institutions.

When viewed together, these institutions do touch upon many topics of Austrian (contemporary) history. However, they only rarely exhibit and convey (contemporary) historical aspects in a continuous manner, rather than simply for special occasions.

The following points from the 2009 Haas & Lordeurop study on the current state and needs analysis have emerged as essential (see Haas & Lordeurop 2009, Part I, p.8):

- No (exhibition) location deals with a broad spectrum of questions with a focus on the more and most recent pan-Austrian history.
- There are a sufficient number of research institutions both within and outside of the universities that deal with issues of contemporary history.

- There are new impulses in the didactics of history teaching and political education, but no suitable places for practical modules.
- The HHA has a broad base of approval, both amongst the public (with intentions to visit and willingness to contribute) and among experts.
- Additionally, there is also great interest in receiving information on the further development of the project and a willingness to actively contribute to its contents.
- A majority would like to see an easily accessible, multifunctional institution, an independent open forum that can present a variety of perspectives on national and regional history for discussion and analysis.
- There is a unanimous call for activities in the federal states – such as hiking excursions and events – as well as an interactive website, in part to meet the desire to be accessible for all Austrians.
- There is an emphasised need for international linkages, especially with neighbouring and EU countries.
- Neither the building itself, nor the interactive website, should present history in the style of a traditional museum. Instead, the museum should both function as a flexible “history storage” unit, as well as a central networking juncture for all institutions and research establishments that deal with historical documents. The public should actively participate in this process.

## 4. Market Analysis

Elisabeth Heimann, based on the 2009 study by Haas & Lordeurop

Haas & Lordeurop's market analysis, presented in 2009, deemed a central location in Vienna, which the establishment of the HHA in the Neue Burg would provide, as the ideal location for the museum. Market environment analyses, national and international comparisons, as well as demographic data have all demonstrated that metropolitan areas provide the best prerequisites to appeal to large local, national and international audiences. Vienna's cultural and educational landscape, the level of educational attainment and the consistently rising number of tourists, positively impact the potential attendance numbers.

Haas & Lordeurop's market analysis, which explores potential target audiences and serves as the basis for the attendance forecast, remains valid. The main points of the inventory survey can be summarized as follows (see Haas & Lordeurop 2009, Part I, p. 17 – 24):

- More than half of the potential visitors of the HHA are expected to come from Vienna and its surrounding area.
- A main target audience for the HHA are school children, apprentices and students. Offerings should, therefore, target both pupils and teachers.
- Visitors over the age of 60 are becoming an increasingly large target audience, as is the case with other cultural institutions.
- Vienna's ethnic minorities represent a significant target audience. This group should be kept in mind during the HHA's programming and language mediation.
- Appealing programming and a related marketing strategy are intended to draw national and international visitors to the HHA.

The following assessment can be made with regards to the current location:

- The attractive location of the HHA in the Neue Burg has the potential to attract a large number of tourists.

#### 4.1. Visitor Potential and Prognosis of Visitor Count

Haas & Lordeurop determined the visitor potential based on socio-demographic factors (age, sex, level of education etc.). The following briefly summarizes the results of Haas & Lordeurop's market environment analysis (see Haas & Lordeurop 2009, Part I, p. 17 – 24):

- The Vienna metropolitan area, the so-called primary market, has the potential to yield a large number of visitors.
- The ageing of the population and the subsequent increase in the number of older people affects the share of potential visitors over the age of 60. This target audience should therefore be considered when designing programmes, by including suitable activities and information.
- The market potential among individuals with higher education is significant. Nonetheless, the goal of the HHA must be to also appeal to people with less historical education.
- The multiethnic Viennese population structure should be kept in mind when programming. According to a figure from "Statistik Austria," 40.7% of Viennese have an immigrant background. When taken as a whole, Austria's population has an immigrant share of 20.4%.<sup>11</sup> Ethnic minorities have the potential to become a large contingent of visitors for the HHA. This target audience needs to be taken into consideration in the contextual program and through the use of multilingual exhibitions, displays and tours.
- Schools provide a significant visitor potential. There are currently about 1,134,000 pupils (school year 2013/14) across Austria. Vienna's schools, which represent the actual primary market, comprise of around 227,000 schoolchildren (school year 2013/14). Immediately behind Vienna, in terms of population of students, is Lower Austria, with about 206,200 pupils (school year 2013/14).<sup>12</sup>

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<sup>11</sup> See Statistik Austria, Population with immigrant background by federal state (annual average 2014): [http://www.statistik.at/web\\_de/statistiken/menschen\\_und\\_gesellschaft/bevoelkerung/bevoelkerungsstruktur/bevoelkerung\\_nach\\_migrationshintergrund/index.html](http://www.statistik.at/web_de/statistiken/menschen_und_gesellschaft/bevoelkerung/bevoelkerungsstruktur/bevoelkerung_nach_migrationshintergrund/index.html) (14.08.2016).

<sup>12</sup> See Statistik Austria: [http://www.statistik.at/web\\_de/statistiken/menschen\\_und\\_gesellschaft/bildung\\_und\\_](http://www.statistik.at/web_de/statistiken/menschen_und_gesellschaft/bildung_und_)

- The HHA should establish itself as an extracurricular place of learning. The primary target audience of the HHA are visitors under the age of 19. The HHA will therefore concentrate on educational programs with interactive guides and workshops for children and adolescents.<sup>13</sup>
- The HHA can establish itself as both a focal point for school groups, as well as for participants of the “Wien-Aktion” – the initiative “Austria’s Youth Gets To Know Its Capitol City”, launched by the Federal Ministry for Education and Women. Around 30,000 students from across the federal states participate in the “Wien-Aktion” each year.
- School groups can be expected to contribute 40 to 50% of all visitors. The number of visitors under the age of 19 should, therefore, be expected to be very high.<sup>14</sup>
- The tertiary education system represents an important target audience segment for the HHA. The 2014 college and university forecast estimates that 376,000 students will be attending institutes of higher education in Austria during the 2032/33 academic year (2012: 350,000).<sup>15</sup>
- The “lifelong learning” market segment holds a target audience potential that should not be underestimated. The HHA should position itself as a place of education and learning through cooperative endeavours with adult learning institutes, such as the Volkshochschulen, for example.
- Due to its diverse cultural offerings, Vienna is a major tourist attraction. The tourism industry has once again experienced significant growth between 2009 and 2014. The number of arrivals and overnight stays grew annually (2009: 4,385,529 arrivals, 9,842,827 overnight stays; 2014: 6,210,888 arrivals, 13,524,266 overnight stays).<sup>16</sup>

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kultur/formales\_bildungswesen/schulen\_schulbesuch/index.html (Table: Schoolchildren by gender in the 2013/14 school year) (August 6, 2015).

<sup>13</sup> Parliament’s “Demokratie Werkstaette (Democracy Work Shop)”, located in the Palais Epstein, annually hosts around 13,500 students in 450 four-hour workshops.

<sup>14</sup> The Museum of Natural History and the Technical Museum, for instance, draw similarly large shares of their visitors from the under-19 age group (see Kulturbericht 2012 and 2013).

<sup>15</sup> See Statistik Austria, Education in Numbers 2013/14, Key Indicators and Analyses, Vienna 2015, p. 121.

<sup>16</sup> Wien Tourismus, Arrivals & Overnight Stays, Past 15 Years, 2000 – 2014, <http://www.wientourismus.at/media/files-b2b/zeitreihe-1997-2011.pdf> (14.08.2015).

Both the domestic and foreign tourism markets have the potential to yield increasing numbers of visitors.

Comparison data from the Austrian National Library demonstrates that the interest in (contemporary) history topics is significant. The 2014 exhibition in the Prunksaal “An meine Völker! Der Erste Weltkrieg 1914–1918 (To My Peoples! World War I 1914-1918)” attracted 159,000 visitors. Overall, the Prunksaal and the museum collections of the National Library (Esperanto Museum, Globe Museum, Papyrus Collection) were visited by 268,049 people in 2014. A high percentage of international visitors (59%) confirm the attractiveness of an inner city, central location.

See Haas & Lordeurop 2009, Part I, p. 33:

- According to Haas & Lordeurop 2009, the potential audience of the HHA is made up of 52.5% local, 35/7% national and 11% international visitors.
- It is assumed that a diverse program offering will lead to a high degree of visitor retention and 40% repeat attendance.
- The HHA’s visitor numbers are most likely comparable to those of medium cultural institutions in Vienna, with the connection to the federal states and the relevance for schools exerting a positive effect on the number of visitors.
- For the first year, more than 200,000 visits are expected, about 20 to 25% more than in subsequent years.

## **4.2. Target Audiences**

The goal of the HHA is to appeal to a broad, heterogeneous audience. As an institution of the Republic of Austria, it is open to all people and invites its guests to explore the history of Austria and its pluralistic society in both the past and present.

Haas & Lordeurop’s study has a detailed description of the actual approach to appealing to each group (see Haas & Lordeurop 2009, Part I, p. 27-29):

<b>Target Audience</b>	<b>Profile</b>	<b>Needs/Expectations</b>	<b>How will the target audience be reached?</b>
<b>School children</b> Compulsory education	10 – 15 years old, in groups, exclusively on weekdays during the school year	Interactive, guided programmes, space for workshops, storage space for school bags, age-specific educational programmes, downloadable content, option to explore independently	Regular information sessions for teachers, website, mailings via city and state boards of education, school partnerships, outreach programmes, liaison teachers
<b>School children</b> High schools and vocational schools	15 – 19 years old, weekdays, visit will often be part of a workshop or a term paper	Interactive program delivery, option to explore independently, space for workshops or discussions, high-tech IT equipment	Regular information sessions for teacher, website, podcasts, mailings via city and state boards of education, school partnerships with project offerings, internships, liaison teachers
<b>Apprentices</b>	16 – 19 years old, tend to have lower levels of interest in exhibitions, museums and similar cultural institutions, limited financial resources	Interactive program delivery, democratic political education, deal with the particular situation of apprentices and their fears concerning job security, convey the importance of continuous education for job security, avoid overwhelming	Cooperation with network partners, such as advocacy groups – AK (Chamber of labour), unions, chambers and industrialists federation – and vocational schools
<b>“Wien-Aktion” Students</b>	13 – 25 years old, in larger groups, faced with time constraints	Bus lane, flexible schedule, avoid overwhelming, short thematic introduction, interactive guided tours, refreshments	Via Federal Ministry of Education and Women/“Wien-Aktion” advertising in “Wien- Aktion” brochures, part of a package deal, information
<b>University Students and Experts</b>	Over the age of 18	Research material, expert talks, exhibitions on new research findings, current scientific content on the web, possibility of online publication, provide help in searching for content	Via domestic and international university and extramural research institutes



<b>Youths</b>	12 – 18 years, summer time, weekends, evening events	Special programmes that require active participation, evening programmes, possibility to meet other youths	Partnerships with youth clubs, mailings through schools
<b>Viennese with higher levels of education</b>	High school graduates or academics, educated, culturally interested	Programmes that differentiate themselves from the city's various other cultural offerings, high quality, possibility for participation	Media partnerships with quality newspapers, website, adult education centres
<b>Viennese with lower levels of educations</b>	No high school diploma, lower income groups, little historical education	Programmes that give an overview, Everyday stories	Co-operations with city newspapers, ticket combos with other popular attractions, advertisement in stores and restaurants
<b>Migrants</b>	Large variety of nationalities, majority from Germany	Migrant stories as contextual focal points, multilingual offerings	Cooperation with various migrant centres, editorials and advertisements in migrant newspapers etc.
<b>Domestic tourists</b>	Mostly alone or in pairs, 30 – 49 years old, educated, actively interested in culture	Easy accessibility, parking spots, federal state themes and focal points	Website, cooperation with Austrian federal railways and regional railways, partnerships with federal states, cooperation with Österreich Werbung and Wiener Tourismusverband
<b>Foreign tourists</b>	Mostly alone or in pairs, 30 – 49 years old, educated, actively interested in culture, will mostly visit in the summer	Multilingualism, overview of Austrian history, attractive location, good architecture, easily accessible	Multilingual website, inclusion in tourist and travel guides, editorials in travel magazines, close cooperation with Österreich Werbung and Wiener Tourismusverband, tourist guides, marketing brochures in tourist information centres, hotels, airports etc.

<b>Foreign tourists</b> with family connections to Austria	Year-round, majority during school vacations	Consideration in the exhibits – inclusion of the Danube monarchy countries, inclusion of biographies of people from former crown states, offerings in, among others, Hungarian, Czech, Slovakian	Cooperation with cultural institutions, special advertisements in these countries, partnerships with universities, museums etc.
<b>Foreign tourists</b> with family connections to Austria (from emigrant families)	Year-round, majority during holidays	Consideration of parents' and grandparents' history, inclusion of biographies, special programmes on the website, links to topical websites	Cooperation with museums, research institutes, memorial sites, English-language tours
<b>Families</b>	Families with two or more children, multi-generational families, grandparents with their grandchildren	Kids stream – programme for the whole family, diaper changing facilities, family ticket	Participation in holiday games, website, partnerships with the ZOOM children's museum
<b>Retirees/Seniors</b>	Over 60 years old, interested in history, will partially visit with family associations or with seniors groups	Include their knowledge of historical events – active participation, inter-generational special workshops with youths, sufficient possibilities to sit down and rest, audio and visual guides for hearing impaired individuals, sufficiently large labeling	Cooperation with retirement associations and retirement homes
<b>Visitors with special needs</b>	Individuals with visual or hearing impairments or/and limited mobility	Outfitting with ramps, showcases and labels at appropriate heights and perhaps with braille, special guides, audio descriptions for visually impaired individuals	Cooperation with special needs associations

## **5. Sharing of History and Visitor Communication**

Elisabeth Heimann, Richard Hufschmied

The work of sharing history using modern methods, as well as visitor communications represents a core task of the HHA. The communications department plays a central role in the exhibition concept. It is not a subordinate entity, but instead it is established as a central agency of the HHA, which is on equal footing with the other organizational structures. The HHA aims to establish a forum that prioritizes learning and the sharing of knowledge and that allows programmes to be developed through the exchange between visitors and experts. Participation, as well as an active and reflexive examination of history, is at the centre of the educational offerings.

### **Mandate and Target Audience**

The Conveyance and Visitor Communications Department has been involved in the conception of exhibits from the beginning. In their plans for the conception of the museum they have included the variety of visitors and their respective levels of knowledge, the educational and conveyance possibilities, as well as the special considerations for group visits or younger target audiences. The department functions as a creative instigator that keeps the needs of the visitors at the core of the exhibition and programme design process and pedagogically adjusts the contents of the exhibitions. Employees are responsible for the conception and execution of accompanying and educational programmes, the creation of exhibition-specific learning material for students and youths, as well as for the publication of a visitor newspaper. They look after all target audiences of the HHA, from children and youths to more mature individuals. Additionally, they offer guidance and deeper insights into the institution and demonstrate the various perspectives on the depiction of history through interactive educational programmes, such as surveys, themed or dialogue tours, as well as workshops. They motivate visitors to get involved by sharing their own questions and topics, and engage with each target group's wishes and interests. The activities and educational programmes of the HHA should inspire independent thinking about historical topics and their narratives, as well as sharpen the critical perception of all target audiences.

The suggestion in Haas & Lordeurop's 2009 study to create a continuing education branch of "historical education" should not be pursued due to a lack of resources. The department's director will undertake these activities, which include the regular evaluation of the educators. It will be essential for the HHA to appeal to a variety of target audiences and age groups by using tailor-made programmes. In doing so, constant communication with the marketing department and the head curator of the HHA, as well as with pertinent public and private institutions and associations (e.g. Ministry of Education, Boards of Education in the federal states, association WienXtra etc.), will be essential.

### **Focus on Students and Youths**

The educational work will focus on a collaboration with students, youths and apprentices as well as on their diverse educational needs. Age appropriate concepts that take curricula into consideration and diverse thematic priorities for a range of target audiences, as well as stacked modules, will allow for repeat visits to the HHA. The main objective is to familiarize children and young people with the societal relevance of history and historical developments, and the questions and connections, as well as their effects on the present.

The educational work of the HHA will start with elementary school aged children, which is a different approach than the one suggested in the Haas & Lordeurop 2009 concept. Tailor-made educational programmes for this age group will review historical and interdisciplinary topics that can be addressed during elementary school lessons in a way that is appropriate for children. The focus of this undertaking will not just be on the sharing of knowledge, but also on a playful and creative examination of history. Joyful and exciting experiences at the HHA will contribute children becoming interested adults and future visitors. It will enable them to view their future interactions with historical topics in a positive light.

Historical content and questions will be explained in an age-appropriate manner. Information (communication of historical themes), impulses (interactive approaches and tasks, such as the analysis of historical film sequences, for instance) and reflection (critical examination and collective discussions) are the core of modern historical educational work. Alongside the educational goal of depicting Austrian history in a Central European context, the main goals of the HHA's educational work are to instill a positive general attitude towards

history, stir an interest in historical questions and topics such as freedom, human rights, minorities, history of democracy and of the republic, and to thereby strengthen the democratic consciousness and the critical examination of these topics and their contents. The opinions and interests of the youths will be incorporated in interactive programmes. The workshops and tours encourage questions and participation. The sharing of history will contribute to the museum's establishment as an extracurricular place of education and learning that invites visitors to remember, to commemorate in a conscious way and to think creatively & associatively. Workshops will help visitors to understand historical correlations, they will foster competency in dealing with (historical) sources and media and nurture independent expression. The HHA's educational programmes, which will last several hours are result-oriented. Students should work on themes and content together in small groups. Afterwards they should be able to present and take home their results in haptic form (in film or audio form on the online platform or as a poster, collage, newspaper, etc.).

Supplemental educational materials, developed by the communications department, offer educators concrete content and educational tools to sensitize children and youths to historical topics and support the critical awareness of sources and historical narratives.

### **Event Formats**

The HHA views itself as an open space for dialogue and discussion, as a place for education, encounters and events on (contemporary) historical questions. A multitude of event formats appeal to as large an audience as possible and cover a variety of thematic areas. In the study by Haas & Lordeurop 2009 the following programme offerings are suggested (see Haas & Lordeurop 2009, Part I, p. 82):

- Open club nights for friends of the House on a variety of current topics. Network partners from research, politics, cultural life or representatives of associations will also be invited.
- Supplementary programmes to special exhibitions, such as presentations, discussions, musical performances, children's programmes, readings, theatre, cabaret and music programmes,

- Presentations on new research findings and publications,
- Conversations with contemporary witnesses,
- Future workshops,
- Intergenerational dialogues,
- Activities of the “young platform”, such as development of a youth club that will encourage participation, events for young people by young people.

The communications department will develop special programmes and formats, in cooperation with long-term partner schools, and will thereby develop new perspectives on a diverse range of questions (see Haas & Lordeurop 2009, Part I, p. 53).

Alongside the suggestion for event formats, the study by Haas & Lordeurop 2009 also contains an idea pool for educational programmes (see Haas & Lordeurop 2009, Part I, p. 152 – 155), which needs to be adapted, revised and, of course, coordinated with the contextual concept of the HHA by the future communications department.

### **Facility considerations and event design**

In order to enable a pleasant visit of the exhibition and a successful communications programme, the design and the spatial structure of the museum must provide adequate space for groups and ample seating opportunities for visitors, as well as a sufficiently large coat check area. Agreements made by the head of the communications department with the team of curators and exhibition designers and artists ought to ensure that key objects are placed in a manner that ensures that they will be able to be viewed by groups (around 20 people) during a guided tour. Moreover, the exhibition design should keep the height and the possibility of a decreased limit of visibility from the younger visitors in mind. Showcases, objects, etc. should be accessible and adequately visible for children. The HHA intends to offer a variety of perception and activity options. Tablets as interactive museum guides, as well as appropriate media sources, supplement the exhibition tour and the communications programme didactically and appeal primarily to a young, more media-savvy target audience. Expandable media stations offer the option to deepen one’s knowledge through research and background information and they provide access to databases of archives and collections

(see Haas & Lordeurop 2009, Part I, p. 46). Audio and video segments enhance the exhibition experience with acoustic and visual impressions.

Apart from the regular exhibition areas the HHA should have a separate space for everyday communication and conveyance work. A space that can host activities such as workshops or meetings and allow groups to come together in a pleasant, quiet atmosphere and discuss relevant issues with a diverse range of visiting groups ought to be created. These pre or post tour discussions will be planned according to the group dynamic and will include, for example, the viewing of short historical film sequences and their collective analysis with due consideration of prepared main topics, as well as creative arts and crafts projects with the youngest visitors. The aforementioned spatial separation from the exhibition area will also ensure that other visitors of the HHA will be able to dedicate their undivided attention to the exhibits.

The creation of the “children’s path” that the Haas & Lordeurop study from 2009 proposed (see Haas & Lordeurop 2009, Part I, p. 48), which would allow young visitors to independently explore the HHA without adult supervision, is not advisable, as unaccompanied children could create disturbances in the exhibition space. Nonetheless, the HHA should consider creating interactive exhibits for young visitors that can be utilized when children are visiting with their parents or as part of an educational programme. The proposed booklet (“parental guide”, see Haas & Lordeurop 2009, Part I, p. 48) that would accompany a visit to the exhibition with children can serve as an excellent addition.

### **Languages**

A multilingual communication strategy will be necessary due to expected international visitors. In general, the focus should be on English and German when working with schoolchildren. However, it will also be essential to include the recognised minority languages in Austria (Burgenland-Croatian, Romani, Slovakian, Czech and Hungarian) in the exhibition design. Multilingualism must also be a part of the exhibit and room signage.

## **Employees**

Employees are an important part of the HHA. They will represent the institution externally and engage visitors in conversations. In order to fulfill their mandates successfully, it is essential for employees to be involved in internal processes and to be familiar with organizational structures from the inside. Regular workshops, educational sessions and evaluations will ensure that representatives have the necessary competencies and knowledge.

The “history lab” within the communications department that the 2009 Haas & Lordeurop study proposes is not currently a part of the HHA concept.



## 6. History Forum

Oliver Rathkolb, Elisabeth Heimann, Richard Hufschmied

Based on a fleshed out new conceptualization of the “history lab”<sup>17</sup> in the concept by Haas & Lordeurop from 2009, the history forum occupies a key position in the organizational structure of the HHA. It serves as an essential contact point between the institution, its cooperation partners, the academic and scientific research and the public. The department will both engage existing institutions in dialogue, as well as attempt to create synergies, strengthen cooperation and to develop diverse, exciting event formats with a range of topical focal points for various target audiences. Current questions, topics, content and controversies of scientific discourse will be presented to interested visitors in audience appropriate ways.

The history forum will guide and coordinate the working groups dedicated to the various historical disciplines and topics that represent a permanent interaction with historical research on Austria in the 19<sup>th</sup> and 20<sup>th</sup> century. The working groups will convene on a temporary basis. This procedure will give attention to a broad range of topics and resultant variety of interpretation possibilities. In cooperation with the working groups, the history forum will develop publications, events and other means of communication based on a jointly created strategy. One of its key mandates will be to foster constant contact with national and international scientific institutions and to generate presentable historical topics and current research findings from the Central European and international area of knowledge. Contacts from the scientific community serve as important sources of ideas for exhibition projects and events.

In addition, keeping in touch with cooperation partners and scientific and academic institutions will be at the centre of the history forum’s activities, as will the development of joint publications and projects. In order to undertake this task successfully, close

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<sup>17</sup> See concept by Haas & Lordeurop 2009, Part I, p. 72 – 81. The advisory board has agreed upon the term “history forum” that refers to a coordination point between interdisciplinary working groups and a connection to research.

cooperation within the organization with both the curation department and the communications department will be essential.

### **6.1. Contextual Framework for the Curation of the House of History Austria's Permanent Exhibition**

The following broad historical profiles and perspectives are primarily ideas for the foundational concept. The curators and communications teams will then solidify and expand on these by utilizing a wide range of diverse media and objects and supplementary information in texts and exhibition tablets. The communication strategies will subsequently fully develop these concepts (including tablets, QR codes, apps, platforms for digital information and interaction). Of course, historical concrete examples are used merely illustratively and interchangeably, meaning that they do not claim to be exhaustive. This text, intended for the curators, describes those topics and perspectives in a historical context in which the design of the museum could possibly take place.

#### **Overture**

The staircase of the HHA entryway, leading to the first floor of the Neue Burg and the exhibition space, represents the perfect canvas for the presentation of glimpses of the central thematic topics of the permanent exhibits. Video installations and key objects – imaginatively and engagingly displayed – will serve as both brief introductions and sources of information on important subjects which will subsequently be dealt with in more detail. The cultural and political history of the Neue Burg and Heldenplatz architecture prior to 1918, could be integrated into this undertaking. The creation of an initial connection to the present and future, however, is the most crucial aspect. This active examination of the building architecture and room design, and their context directly in the exhibits, marks a key distinguishing feature of the HHA's permanent exhibition.

Presentations should accentuate the following questions:

**A Who are “the” Austrians? Where do Austrians come from?**

The current state, as well as the fact that both immigration and emigration have consistently shaped Austrian society, serves as the starting point for this discussion. Domestic migration, the in- and outflows of people following globalization and its first modern ramifications during the mid-19<sup>th</sup> century, will be at the core of this question. However, the movement of peoples from a historical perspective and multilingualism also merits discussion. This includes migrations that took place over 1,000 years ago, starting from the Celtic and Roman settlement stages, in order to illustrate the ethnic, linguistic and cultural mixture of men and women of Allemanic, Bavarian, Avarian and Slavic, Jewish, Magyar, Croat, Italian, Polish, Ruthene, Romanian, Slovakian, Czech, Slovenian, Roma and Sinti decent that had been created by the 19<sup>th</sup> century. Following World War I, the annexation of Burgenland into Austria in 1921, led to significant changes in the population structure. In addition, the consequences of economic migration and displacement, as well as forced resettlements, should be highlighted. The economic migration into the US and South America after 1918, and into Switzerland and Germany following 1945, the expulsion and destruction of Jews, Roma and Sinti during the Nazi reign, the political flight of 130,000 to 150,000 Austrians into exile, the forced resettlement of Southern Tyrolean optants in 1939, the addition of expelled ethnic Germans from numerous Central and Eastern European countries after 1945, the Hungarian refugees of 1956, the wave of guest workers in the 1960s and 1970s from Turkey and the former Yugoslavia, refugees from former Czechoslovakia in 1968, from Poland in 1981 and the former Yugoslavia from 1990 to 1995 all illustrate this development. Additionally, attention should be paid to the frequently neglected deportation of around 250,000 Jews from the former Soviet Union, as well as to the arrival of political refugees from Iran, Iraq and Chile in the 1970s.

This area of focus should also include an exploration of the ‘delineation’ of Austria from the 996 colloquial term for the easternmost territory of Bavaria, ‘Ostarrichi’, at Mark on the

Danube between Enns and Tulln, right up to the current “border” in the EU. It should also provide an illustration of the underlying structures and constructs of dominion.<sup>18</sup>

## **B “Identity” and Symbols**

In addition to the depiction of the implementation of constructed national “identities” in the late 19<sup>th</sup> century, there should also be a focus on initial “self-identifications” and externally imposed descriptions of various neighbouring European peoples in the early 18<sup>th</sup> century, the development of “federal state” identities, as well as religious differences as an early form of differentiations (e.g. Counterreformation, Protestant pockets in Austria, elitist Protestantism on the part of entrepreneurs in Vienna around 1800). Here, the “German question” against the backdrop of national trends in the non-German speaking societies of the Habsburg monarchy and the construction of an Austrian “identity” as a project of the elites – juxtaposed with the increased dominance of the notion of a “better” “cultural” German after 1918 and after 1933, the German national integration into the National Socialist German Reich and the construction of a small-state identity after 1945 that saw its first peak in the 1960s – is important. Here, a critical reflection on the clear demarcation and even devaluation of the “others” that underlie these concepts is crucial.

Current projects on “Branding Austria” offer remarkable starting points for a reflexive historical retrospective. The concept of the “music country Austria” is a specific example of external self-identification and it was already strongly influencing the (self) perception of Austrians in urban centres of the monarchy in the late 19<sup>th</sup> century. Overall, an examination of cultural art offers a range of possibilities to illustrate these processes. In addition, art should be used as a meaningful medium in other areas of the exhibition, but not to illustrate developments in art, but instead to showcase it as a carrier of meaning in identity discourses. One example can be seen in the depictions of the countryside which have been consistently and intentionally utilized as a symbol. Today, “countryside” is the central identity code for Austrians when describing what is typically Austrian in surveys.

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<sup>18</sup> The contributions in the collection by Richard G. Plaschka, Gerald Stourzh, Jan Niederkorn (published) “Was heißt Österreich (What does Austria mean)? Inhalt und Umfang des Österreichbegriffs vom 10. Jahrhundert bis heute, Archiv für österreichische Geschichte Bd. 136, Vienna 1995.

In a statement for the scientific advisory board, Roman Sandgruber also pointed, “to the Austrian German, which is undoubtedly one of the most important, but also one of the most controversially discussed aspect of an Austrian ‘identity’: Austrian terms such as Erdäpfel (potatoes), Paradeiser (tomatoes) etc. played a surreal role during EU accession talks, Austrian pronunciation variants (Kaffée instead of Káffee) and Austrian grammatical variants have been extensively discussed. However, the intra-Austrian differences are also significant. Of equal importance are debates on ‘Austrian’ clothing (Trachten), music and ‘Austrian cuisine’, which themselves allow for a reference on diverse transfers.”

Traditional symbols in their historical-political meaning, such as the most important allegories and the historical development of colours and coat of arms, will be presented as a reflection to highlight this construction of identity. The country’s coat of arms from 1230 (red-white-red shield) or “the Austria”, for example, could be presented here alongside critical background information on form and construction, as well as reinterpretation of political symbols. Here, works of art also serve as a central means of depiction. This includes not only visual art and architecture, but also music, as the complex debate surrounding the anthem of Austria’s Second Republic demonstrates – with a preamble in the monarchy (Haydn anthem), the First Republic and the subsequent regimes, up to the debate on “großer Töchter” (great daughters) in the 21<sup>st</sup> century. Reflections on the new symbolisms and artistic examinations with the Austrian inventory of symbols compliment and update the historical and critical assessment of traditional symbols. Connecting permanent and temporary exhibition modules and elements should illustrate the dynamic fluidity in the means of depicting history.

Presentations should aim to continuously clarify that the unambiguous acceptance of the Republic of Austria’s 21<sup>st</sup> century federal borders serves as the starting point of this historical flashback. At the same time, however, they should demonstrate that today’s Austria is a product of a long historical development with numerous transfers, breaks and continuities that can still shape and influence Austrian society in the current international and European context.

### **Guidelines for all profile topics:**

Inclusion of historical developments in the areas of everyday life, culture, society, economy and politics in the international and European interactions, discontinuities, transfers and trends.

Classic institutional, political and structural history are only essential for historical understanding. Effects on people of cultural, societal, political and economic developments and transfers, with due consideration of various social positions, gender, age, religion, physicality and ethnicity, are at the heart of the portrayals. Therefore, individual case studies and narratives that are representative of broad historical topics and societal developments, are accordingly important. Attention must be paid to the stringent use of gender specific perspectives in all situations.

An imminent consideration of developments in federal states follows – including in the context of the relationships to their respective neighbouring countries, without renewing enemy stereotype myths, but instead to rationalise and decipher them. Furthermore, it is important to illustrate certain political, social and cultural developments, as well as their complex relationships with Vienna.

Open examination of various interpretations of central historical events, developments and personalities (“multiperspectivity” and historical controversies) is necessary.

Language diversity, which has shaped the history of Austria, is not only to be documented for an international audience through the use of multilingualism in texts, but should also be highlighted through the selective use of languages of historical and current migrants alongside English and German.

## **Profile topics and perspectives**

From the point of view of the “long 20th century”, those historical developments that allow for an analysis of long-term effects and comparisons with the present are at the centre of presentations and interpretations. The prehistory of the current Austrian society in the context of the respective European and international development will be illuminated.

Therefore, the comparison of circumstances in the developments of the era that was long known in Austria as the “Gründerzeit” (period of rapid industrial expansion), but which was in essence a part of modernity’s globalization process which became quite clear internationally as of 1850 (first World’s Fair)/1870, serves as the central anchor for the profiles. Economically, according to Roman Sandgruber’s statement to the scientific advisory board, “the period between 1848 and 1867 was not a period of great boom or of rapid expansion of international connections for the Habsburg Empire. Economically and politically, the decades between 1830 and 1867 were extraordinarily capricious and, in the first half of the 1860s, marked by one of the worst economic crises that this area experienced in the 19<sup>th</sup> century. It was during this period that the country clearly fell behind Western Europe and Germany, not just because of economic, but also due to political reasons (the wars, the neo-absolutism, the budget policies, etc.). The two decades between 1848 and 1866 were characterised by a series of lost wars and a slide back into neo-absolutism.” Nevertheless, first technological indicators of a delayed globalization began to emerge and became clearly visible in the Habsburg Empire starting around 1870/1880.

Without attempting to engage in a debate on the causes of globalization, the following working definition of “globalization”, along the lines of the scientific study by John Darwin, David Harvey, David Held, Anthony G. Hopkins, Jürgen Osterhammel and Niels P. Petersson<sup>19</sup>, has been proposed.

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<sup>19</sup> John Darwin, *After Tamerlane. The Rise and Fall of Global Empires, 1400–2000*, London 2008 (1. Au. 2007); David Harvey, *The Condition of Postmodernity. An Enquiry into the Origins of Cultural Change*, Cambridge 1989; David Held, *Debating Globalization*, Cambridge 2005; Anthony G. Hopkins (Hg.), *Globalization in World History*, London 2002; Jürgen Osterhammel, Niels P. Petersson, *Geschichte der Globalisierung. Dimensionen, Prozesse, Epochen*, München 2003.

“Globalization” stands for a highly ambivalent global, definitely non-linear process of economic, cultural and political transfers, entanglements and interactions of various intensities and temporal sequences that includes individuals as well as companies, governments and NGOs as actors. The radical reduction of limitations of space and time through rapid transport and communication methods is representative of phases of globalization. The consequences are profound transformations of environments through technological, economic, political, social and cultural developments – with counteractions towards renewed limitations or regulations of these trends, as well as shifts of power from nation states to markets or conflicts of nation states over hegemony within this process. However, particularly during the 19<sup>th</sup> century, the process of forming nation states takes places alongside globalization.

The distinct impact and experiences of these globalization effects should be at the centre of the presentation of objects and installations in the HHA.

The following factors are crucial determinants for this kind of epochal change: innovation density with profound changes in economic, social, political and cultural developments (e.g. steam engine, telegraph, transatlantic undersea cable, telephone, electricity) that were quickly manifested in migratory flows, booming global trade, dividend, stock and goods trading and exploding urban centres, subsequently interrupted by stock market crashes and speculative crises, shaped by the exploitation of colonies and brought to a close by World War I, the first brutally mechanized war with many million fatalities and wounded, and a subsequently completely changed geopolitical world map that was unable to produce a successful system of peace, but instead led directly into World War II.

John Darwin also identifies five globalization phenomena within the developments of the Habsburg territories and which he describes more precisely as characteristics of these developments: the creation of an international market and closer trade ties; exchanges in cultural, economic and political areas with far away states; interwoven media landscapes; large migratory and refugee movements; power political confrontations over leadership status. At this point, let us look at an example of these intensive transfer relationships facilitated by seminal innovations in the area of communications with the Habsburg



monarchy:<sup>20</sup> as early as 1846, the monarchy had begun preparations for the creation of an electric telegraph system and had undertaken a fact-finding mission to England. The Bain chemical telegraph that was used between Glasgow and Edinburgh was further developed and subsequently instituted in the Austrian monarchy as of 1850.

Starting points of globalization from the mid-18<sup>th</sup> century onward should briefly be touched upon, particularly in the case of the developments within the Habsburg Empire. According to Roman Sandgruber, “the first large-scale globalization during the 18<sup>th</sup> century was determined by the start of the Industrial Revolution (wool and silk industry with related imports of raw material and colonial products such as coffee, tea, chocolate, sugar, tobacco), as well as the great Colombian transfer that began in the 16<sup>th</sup> century and manifested itself in Austria during the second half of the 18<sup>th</sup> century (potatoes, corn, paprika, chilli, Styrian oil pumpkin, sun flowers, etc.). The so-called proto-industrialization and the beginnings of the manufacturing and factory systems of the 18<sup>th</sup> and 19<sup>th</sup> century (especially in the area beneath the Wienerwald, but also in Upper Austria/wool manufacturing in Linz, Tyrol and Vorarlberg) belong in this category, so that one can consider this period one of a consumption and effort revolution (de Vries, Pfister), but also the nascence of a global banking system (Rothschild as a ‘global house’ and bankers of the Holy Alliance). In the realm of media, these early stages of globalization are marked by a book and newspaper revolution. This also led to large social and political distortions during the Age of Metternich, monetary crises, revolutions and wars.”

Since the mid-1980s, due to the digital revolution, globalization has intensified those developments that two World Wars and the Cold War interrupted between the western system under the leadership of the United States and the communist state socialism dominated by the Soviet Union. Today, they are able to profoundly change society at a markedly faster and more intense speed. One must also present the negative consequences of this recent globalization in a clear fashion. The HHA should use developments in select,

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<sup>20</sup> Franz Pichler, Digitale Kommunikation in der k.k. Monarchie. Die Errichtung der Elektrischen Telegraphie in Österreich um 1850, in: Journal elektrotechnik und informationstechnik (e&i) 2004, p. 17 -22.

integral aspects of the efficacy of globalization to connect to the present and explain the societal consequences through a historical lens.

Since objects of everyday history have a special role to play in the depiction of the effects of globalization, they should be displayed appropriately. Roman Sandgruber names a few examples: “Everyday historical objects allow visitors to be approached in a much more concrete way and identified with them, such as with coffee, potatoes, Viennese pastries of the initial globalization phase; bicycles, telephones, margarine, beet sugar saccharine, coffee substitute, Frank & Kathreiner and PEZ of late 19<sup>th</sup> century globalization, with Red Bull or Power Horse, to name two internationally successful Austrian energy drinks of the current globalization period, with the ‘radler’ as a success story of the Austrian brewers union, etc. etc.”

The basic concept of the HHA regards the development of democracy as a decisive factor of Austrian history, and will include, not conceal, inherent fault lines and ambivalences. Overall, the demand for democratization within society became the engine for the emancipation movement of the “long 20<sup>th</sup> century” (voting rights, relationship between church and state, equal rights, etc.). The democracy axis serves, therefore, as the central anchor of the permanent exhibit. It must also deal with the range of historical developments in the federal states, for instance when addressing the connection between the right to vote and political emancipation (started much earlier in Tyrol and Vorarlberg). Gender considerations are another important factor. Here, the class system of franchise with its differentiations according to crown lands and Curiae, the right for women to vote as of 1919, and the particular voting behaviour of women in the first postwar elections of November 1945.

## **A Development of democracy and its fault lines**

The topographical circumstance that the balcony onto the Heldenplatz (known as the “Äußerer Burgplatz” until 1878) faces the Volksgarten and looks out towards Parliament and City Hall, offers a variety of possibilities to present the long and often fiercely contested path toward today’s parliamentary democracy, even if the city’s topography has so far only addressed the transversal from the Heldenplatz to the Museumsquartier.

Here, the question of treatment of gender, or gender fairness, can serve as a common thread. This does NOT suggest a system of values, as formulated below in combination with the status of women, but instead in- and exclusion based on gender that was codified in law. There are several in depth research possibilities surrounding this theme, the ABGB 1811, for instance, was not just a part of the Habsburg monarchy's integration process, but was also a present structure regarding family and marital law and was applicable to gender relations (the man is the head of the family). This was not changed until 1975 as part of the large-scale family law reform. The legal framework of gender relations and the position of women in diverse political systems means: when is "gender" the primary structural category, when is it combined or trumped by other categories of differentiation (NS regime "race", physicality)?

Other topics are, for example, the Enlightenment, state control since Maria Theresia and Joseph II, through to the Metternich system of surveillance, effects of the French Revolution, Jacobin persecution in 1806, state bankruptcy in 1811, Congress of Vienna 1814/15, causes and consequences of the failed 1848 revolution – including in its Central European context – liberalism, modernization of the legal system, educational reform and universal compulsory education, constitutional projects, neo-absolutism and liberalism, World's Fair and stock market crash of 1873, development of parties of the masses, male suffrage, parliamentary democracy November 12<sup>th</sup> 1918 to 1933, impoverishment of the state and its population after 1918, development of the competitive democracy, breach of the constitution of 1933, civil war and attempted putsch in 1934, chancellor dictatorships of Dollfuß and Schuschnigg 1933/1934-1938, "Anschluss" 1938 and national socialist reign of terror, Allied liberation in 1945 and their subsequent postwar administration until 1955, development of Grand Coalition's democracy of consensus and the party development towards a multi-party system, State Treaty (with a focus on Article 7 and minority rights) and neutrality of 1955, state-controlled economy and hindrance of liberal developments, new social movements, environmental awareness, EU ascension in 1995 and diversification of the party landscape.

Austrian development should be presented prominently within an international comparison and the influence of social, intra-Austrian developments. Austrian actors should be reflected on key decisions. Trends within civil society and the role of old and new NGOs within the decision making process should receive particular attention.

A critical factor that plays an especially important part within this context is the status of religion in society and the relationship between church and state. In Austria, this touches upon the relevance of the Catholic Church within the political culture of the monarchy (relationship to non-Catholics: clandestine Protestantism on the one hand, migration of elite artists or acceptance for non-Catholic minorities on the part of entrepreneurs) and the development towards equidistance to the political parties after 1945 following an era of political Catholicism. Of course, all current 16 influential churches and religious communities will be considered here. The development of Judaism and the status of Islam are particularly interesting thematic areas. Through the recent debates surround Islam, the theme of religion, values and its connection to politics has returned to public discourse.

In this profile, the history of buildings and the architectural design of the Heldenplatz, as well as a range of monuments, ought to be included for the implementation of the rather unwieldy topic of “history of democracy”. The area around the Heldenplatz (from the Heldenplatz to the Äußere Burgtor, the Maria-Theresien-Platz, the Ringstraße with the Parliament and City Hall, the Volksgarten and the government district with the office of the Chancellor, the presidential offices and the Neue Burg with the congress centre, the national library and museum installations on the Heldenplatz) should be included in the presentation of the exhibition and its contextual concept. In practise, this entails coordinating objects of the exhibition and installations of the permanent exhibition with objects and interventions on the Heldenplatz and its institutions. To give a little known example: the first Austrian women’s association was founded in 1848, accompanied by strong protests, in the building that today houses the Volksgartencafé, then home to the Cortisches Kaffeehaus. As an initial thesis for the starting points of globalization from the middle of the 18<sup>th</sup> century onward, one could ask if functioning and socially permeable democracies (e.g. the constitutional

monarchy in Great Britain) would have been much better suited to use the cultural and economic advantages and changes of globalization in the late 19<sup>th</sup> century.

In this chapter, the developments and changes of the societal system of values will be presented more clearly – with the status of women in society as an essential factor. An additional example is the field of ecology and environment. It was predominantly marginalised during the globalization phases before 1900, and has taken on a special significance since the mid-1970s and 1980s in Austria, as it is one of the European countries without a nuclear power plant (see the referendum on the Zwentendorf plant). This chapter will be able to clearly illustrate the importance of processes in civil society, while illuminating the background (role of the media, NGOs, etc.).

The history of the 20<sup>th</sup> century in Europe and Austria has been shaped by the conflict between democratic forces and authoritarian or even totalitarian movements that saw their most radical and inhuman political incarnations in the shape of National Socialism and Communism – not to defend the thoughtless equation of one with the other. This development is, however, a history of violence after 1914. Only those that know this history of Europe and Austria can locate the history of democracy accordingly critically.

Charles Maier, the Harvard University professor and member of the advisory board of the HHA, summarizes central guiding principles for the critical examination of recent Austrian history as follows:

“At the centre of depictions are the Austrians with their multidimensional history and society, as a part of the Habsburg Empire, as a part of the local (municipal and federal state), ethnic and religious traditions and as a part of changing societal structures from the empire to the republic.

The differences between developments and experiences in the urban and rural areas, particularly in the late 19<sup>th</sup> century, should be examined. Special attention ought to be paid to the theme of migration from the pastoral areas of the monarchy into the city of empire and dynastic residency, Vienna. In this context, the intra-societal tensions connected to the population increases and dynamic political developments, such as the crystallization of

modern parties of the masses under Victor Adler and Karl Lueger, need to be captured. Furthermore, the contradictions inherent in the history of Viennese Jews should be depicted: cultural assimilation was juxtaposed with latent to open anti-Semitism.

The political dependency of external forces such as the League of Nations and relationship with Germany cannot remain unmentioned in the depiction of the history of the First Republic.

The contradictions of Austrian history are visible even in the memorials in the Äußeres Burgtor that commemorate the fallen of the two World Wars on the one hand and the victims within the Austrian resistance against National Socialism on the other.

Moreover, the enthusiasm with which large parts of the Austrian population welcomed the 'Anschluss' of Austria to National Socialist Germany needs to be clearly illustrated, as does the difficult confrontation of Austrian society with its National Socialist past and the defeat of the victim doctrine after 1945."

## **B Wars, violent experiences and peace movements**

This topic will also delve into the bloody wars after the Congress of Vienna 1815 (e.g. the Battle of Solferino or Königgrätz, conflicts during the revolution of 1848/49), in order to question the myth of the long peaceful period in Europe, apart from the Crimean War, bloody colonial struggles or the civil war in China. At this stage, the perspectives of individual soldiers and the affected civilians, as well as the gender aspect, will be highlighted much more strongly, as opposed to the perspective of military staff historians. This "other" military history will then provide the basis upon which to carve out the distinguishing factors to World War I or to explain the catastrophic miscalculation regarding the duration of the war in 1914.

The history of Austria in the first half of the 20<sup>th</sup> century is, just as that of Europe, shaped by the two World Wars. The resultant crises of gender relations, massive amounts of violence, fatalities and injuries during the foundation of the state on November 12<sup>th</sup> 1918- that found its negative climax in a series of bloody conflicts within the politically split society- finally,

tore Austrians into three irreconcilable groups following the February battles in 1934 and a NS putsch attempt in July. Christian-socialists and conservatives became the ruling party against social democrats and communists, as well as National Socialists, first in opposition, subsequently banned as parties.

An examination of the causes of the two World Wars and the interwar period is an important topic for the political cultures of the First and Second Republics, particularly with regard to the formation of political camps and massive, pervasive conflict zones after 1920. Only in the initial years following the establishment of the state was a highly efficient cooperation with shared governmental responsibilities possible.

Additionally, the small minority that worked within the peace and anti-war movements will also be addressed, such as Bertha von Suttner and Alfred Hermann Fried, the Pan-Europa movement following amongst others, Richard Coudenhove-Kalergi. This movement was active in the fight against anti-Semitism and National Socialism (e.g. Irene Harand, Margarete Schütte-Lihotzky, Hedy Lamarr). Many draft resisters and deserters are among this group and will be remembered here as well (with reference to the respective Heldenplatz memorial).

The experiences and influences of Austrian soldiers in both wars will be analysed – including against the backdrop of the newest research on both World Wars, with a focus on the experienced horrors of war, but also on war crimes for which responsibility is shared.

## **C Austrians in the Holocaust and the National Socialist politics of persecution and destruction – Victims and perpetrators**

Over the past few years, research on the victims of the NS terror of persecution, exploitation and destruction has made great strides in both quality and quantity. The field of museum presentation has also developed many new methods to approach and present this history, as can be seen, for instance, in the exhibitions of the documentary archive of the Austrian resistance or the memorials in Mauthausen, Hartheim and several concentration satellite camps (such as Ebensee and its engaging small museum of contemporary history 1918 – 1945), as well as at “[www.erinnern.at](http://www.erinnern.at)”. New insights on Holocaust research will be used in

the design of this area, in close cooperation with the aforementioned institutions, the Vienna Wiesenthal Institute for Holocaust Studies, as well as the team around Albert Lichtblau and Hannes Sulzenbacher at the new Austria exhibition in the memorial of the former NS death camp Auschwitz-Birkenau. Results from the historians' commission of the Republic of Austria will also enrich this aspect.

Those victims of National Socialism that survived in exile – between 130,00 and 150,00 – will receive a clearly defined commemorative space, as will the fragmented, but individually quite active resistance, without offsetting these two areas with the examination of perpetrators and accomplices and thereby neutralizing them.

In doing so, the perpetrators from Austria will be addressed in their roles within the Holocaust terror structurally, as well as through significant individual examples – with due consideration for the participation of Austrians in the occupation regimes in the National Socialist dominions of Europe.

Furthermore, it will be essential to reflect and question the nationalistic and even racist marginalization and persecution. A dedicated space will – in close cooperation with the Jewish Museum Vienna – be provided to the Jewish migration, the highly creative phase of interactions around 1900, and the concurrent but nascent racist anti-Semitic campaign of bias and traditional religious anti-Semitism. Here, counter movements will be addressed, as will the developments after 1918 and that National Socialist policies of persecution and destruction from 1938 to 1945. The postwar period, however, will not be omitted at this point, as the long path to a self-critical examination of Austrian responsibility for the National Socialist terror needs to be dealt with without shying away (e.g. the background of the Kreisky-Peter-Wiesenthal conflict in 1975 or the debate surrounding Kurt Waldheim's wartime past). Recent debates, such as the rehabilitation of Wehrmacht deserters, will not be excluded.

Below are the dominant areas, from 1900 and today that shaped, and continue to shape, the surges of globalization, but are also part of the history of violence. These “perspectives” are meant to illustrate the effects of these profound changes on Austrian society.



## **Perspective 1:**

### **Migration as the driving force and point of conflict within Austrian society: immigration, emigration, interior and labour migration since 1850 between assimilation, conflicts, affiliation and multiple identities in the phases of globalization**

Currently, the most contentious “place of remembering” is migration, just as it was around 1900. While pre-1914 migration is now marketed globally in a highly positive manner – with the slogan “Vienna in 1900” – and the conflicts surrounding the migratory patterns within the Habsburg Monarchy are often sugarcoated or pushed aside, this topic has become highly emotionally charged and politically debated since the 1990s in Austria, as in many other European and international states. The gender dimension plays a part in this issue: families, or women and men, are welcome, large groups of men engender fear.

Precisely because of this history of migration, an unemotional and sober museum examination of the topic of migration can offer increased enlightened orienting knowledge.

In connection with these efforts, all migratory waves up to the present will be illuminated against the backdrop of fears, exclusions and successful integration (e.g. Hungary 1956), as will the consequences of delayed (e.g. ethnic Germans in the 1950s) or largely absent integration.

Societal and state minority politics of recognised Austrian ethnic groups (Slovenians, Croats, Hungarians, Czechs, Slovaks, as well as Roma) will also be the subject of a present-focused profile.

Additionally, the common dichotomy in Austria between the so-called native ethnic groups and the so-called migrants, most of whom came to Austria during guest worker recruitment from Turkey or the former Yugoslavia, and whose legal and social situation is markedly different than that of the recognized ethnic groups, will also be addressed.

## **Perspective 2:**

### **Media and communication in the public sphere**

Neither the modern (e.g. through the telegraph, telephone) nor the current stage of globalization (e.g. through e-mail, the internet) would have produced such lasting changes without profound alterations of the communication structures.

In this chapter, the specifics of adapting in Austria are essential, as print media (before and after 1848), radio broadcast (with the radio broadcasting corporation, RAVAG, since 1924 or the National Socialist propaganda via "Volksempfänger") and television (from 1955 onward), as well as respective individual cultural and political communication behaviour will be addressed. Here, the developments from Metternich's censorship and the precursors of state surveillance under Joseph II. (with a window of freedom of the press), via the newspaper and magazine boom during the censorship-less months in 1848, through to the referendum on radio broadcasting in 1964 and the broadsheet press, as well as the various interactions between governments and media since the late stages of the monarchy will be highlighted. In doing so, particular attention will be paid to the effects of the digital revolution on the specific communicative behaviours of individuals (i.e. internet and new social media) and what these developments mean in Austria.

The flyer collection of the Austrian National Library from 1848 and other objects, as well as the current collaboration with the ORF and the ORF archives, serve as an important foundation that can be strengthened and extended through cooperation with media historians and other institutions, such as the Technical Museum and Mediathek. This includes the area of film with film archives and the film museum. It is of particular importance for the HHA to explain and question the media's role as a conveyor of meaning and significance. This aspect constitutes a differentiation in approach to that of other museums.

### **Perspective 3:**

#### **Between innovation, crises, destruction and sustainable growth: from the Ringstraße to the socialist market economy in the EU's fifth-largest industrial state. Economic trends, industry, economic and financial policies and the search for a path between the stages of globalization**

Apart from the economic history research by Herbert Matis, Roman Sandgruber, Dieter Stiefel and others, there is an absence in Austria of a museum examination of the background of the creation and the societal and economic consequences of the Gründerzeit and the first crises – earlier in the state bankruptcy 1811, and the stock market crash of 1873. Subsequently, the economic consequences of World War I, the postwar era and the global economic crisis in 1929, and the consequences of the National Socialist armament and exploitation policies (including the use of forced labour and concentration camp prisoners) are key. Additional factors are: the successful economic transformation process after 1945 with a high degree of industrial nationalisations and international influence through the Marshall-Plan assistance (social partnership, Raab-Kamitz-course, through to Austro-Keynesianism and the transformation after the middle of the 1980s) – to the first deep postwar crisis via the second oil shock in 1978 – in the late 1970s and 1980s with a high budget deficit and structural deficiencies in the state-owned industries and the state banking system, as well as the subsequent step-by-step stages of privatization and consolidation, the specific consequences of the EU accession and the EU expansion in Eastern and South Eastern Europe and the effects of the financial and economic crisis after 2008. Here, producers, reproductive work and its structural meaning for gender relations will be included.

In this chapter, it will be necessary to translate complex macro- and microeconomic developments into the world of consumers and tax payers, and make them tangible, as well as to address the social consequences of these sometimes extreme cyclical fluctuations, crises and periods of growth.

## **Inequality as a central theme**

The perspective on income and wealth distribution will not solely focus on poverty, but will also address its counterpart, excessive and incendiary wealth.

Regional income distribution (Vienna-federal states) and personal income and wealth inequality are topics that manifested themselves particularly clearly during the apex of the 18<sup>th</sup> century waves of globalization, in the age of Metternich prior to the revolution of 1848, and then in the massive peak of inequality before World War I, both between Vienna and other regions, as well as within Vienna and individual groups. Today, at the height of contemporary globalization, inequality is once again one of the central current topics, much more prevalent than migration, because this inequality is simultaneously cause and effect of migration.

This could be illustrated using inflation, illness and plagues, urbanization and settlement patterns, etc., to name just a few examples.

## **Perspective 4:**

### **Art, culture and science from the first to the second age of modernity: Creativity and explosiveness of the first modernity before 1918 and continuities and breaks in 20<sup>th</sup> century history of culture on the path to the second modernity after the 1980s**

Ulrich Beck has described the “epochal break” following the late 1980s and the 1990s, in likely the most pronounced fashion by defining it as a “second modernity” or “reflexive modernity”: “Self-transformation of the industrial society; so the dissolution and then replacement of the first modernity by a second, the contours and principles of which now need to be discovered and shaped. This means: the large structures and semantics of nation-state industrial societies are – through processes of individualization and globalization, for example - transformed, moved and reworked in a radical sense; not necessarily consciously or intentionally, but more without thinking, unintentionally, with the power of hidden

consequences.”<sup>21</sup> He distinguishes this from the first “industrial” modernity – based on the Enlightenment – that ultimately shaped the early phase of globalization in the late 19<sup>th</sup> century, with linear beliefs of progress, development of state and national structures.

A critical look back at the 18<sup>th</sup> century should be undertaken here, which will shift very central points of the Austrian “identity” and history into view: not only the Kaiser Empire, and the classical age of Austrian musical culture, but also central elements of Austrian “every day identity”.

The reasons and central reactions to the first two central epochal breaks in forms of expression after the second half of the 19<sup>th</sup> century ought to be at the centre of this sophisticated examination of the political transformation of art and culture, for instance in painting and architecture or music and literature. The multi-perspective point of view is orientated according to theoretical reflection: does the Carl Schorske’s theory still hold, that the “Viennese modernity” was primarily a protest by the younger generation against the conservative-authoritarian circumstances of the Habsburg elites and liberalism? Or is the multiethnic component that Moritz Cásky emphasized, the central element for the epochal creativity of modernity and avant-garde’s representatives around 1900? Or are the young artists and intellectuals of Jewish origin, who strive for recognition and acceptance in the German-dominated assimilation society, those that must primarily produce exceptional contributions? Here, the relevance of this awakening for gender relations will be dealt with, as will the implementation and concurrent fragility of the bourgeois gender arrangement. At the same time, it is representatives of precisely this creative potential that call out nationalistic slogans in the loudest and most aggressive voices in support of the war in 1914. The question of how far along the development at this point of a cosmopolitan, non-national elite was, is another research thesis that Malachi Haim Hacoheh recently presented for discussion. The fact that representatives of the first modernity were still very much a part of the nationalistic cultural discourse is demonstrated by the enthusiasm at the beginning of the war that people such as Arnold Schönberg or Oskar Kokoschka, to name two members

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<sup>21</sup> Ulrich Beck, *Das Zeitalter der Nebenfolgen und die Politisierung der Moderne*, in: Ulrich Beck, Anthony Giddens, Scott Lash (publ.), *Reflexive Modernisierung*, Frankfurt a. M. 1996, p. 19–112, here p. 27.

of this group, articulated and publicly advocated. Technological-scientific innovations are additional key preconditions for the exceptional brutality and extended duration of the war. These ambivalences and modernity's backslide after 1914, as well as the perversion of modernistic trends through National Socialism, should be a part of this topical area.

Another area is the examination of modernity outside of Vienna – in Graz, Linz, Salzburg or Innsbruck – as well as the interactions within these state capitols, but also with European centres of modernity. The goal should be to exemplify and present these transfers and networks.

The reshaping of educational policy is a critical prerequisite for this development – starting at the initial efforts at reform under Maria Theresia and Emperor Joseph II are the educational innovations after 1848 – that sees its highpoint in the Reichsvolksschulgesetzes (compulsory education law) in 1869.

Typical for this period of high – but also ambivalently operating – creativity was the fact that the University of Vienna was among the world's leading universities before 1914 – despite a clear marginalisation of women – but, as was the case with art, increasingly lost its international prestige in the interwar period – accompanied by increasingly strengthened anti-Semitism that was clearly present during the monarchy, but had been politically suppressed. Against the backdrop of the disastrous economic situation after 1918, and the increasingly rabid anti-Semitism, the state interventions in the area of science between 1934 and 1938, which were partially aimed against protagonists of National Socialism, need to be considered when looking at the process of the erosion of scientific excellence. At this point, the “fight for school” also needs to be factored in.

Racist National Socialism finally destroyed the last vestiges of artistic and scientific modernity, but also utilized the results of the modernization of knowledge in many areas of its politics of destruction and annihilation. Science and research indicate progress, develop new methods of communication, but simultaneously also radical new forms of warfare – a process that is clearly visible in the present. Here, it would be important to include the examination of the traditions of the early youth movement before World War I along the

lines of the “invention of youth” – and correspondences with the international movement, e.g. Wandervogel, as well as its uniqueness in questioning all possible authorities etc.

Just as with the other areas, each topic should receive an appropriate depth in its discussion which can clearly illustrate developments up to the present – including the “cultural graveside silence” of the postwar decades, that did, however, include innovative niches – and into the current development of the second modernity. Additionally, the acceptance of the first modernity in the 1980s, long delayed in many areas in spite of niche developments, ought to be discussed. Moreover, the development of youth culture and its special iteration in Austria against the backdrop of global popular culture is another aspect that will be included in the exhibition.

Precisely due to this specific contextualization of the first and second modernity, the meaning and function of “people’s culture”, will be integrated as a part of the Austrian construct, a term and field of study that must be reflected comprehensively due to its significance for everyday culture and its political utility (e.g. in National Socialism).

### **Perspective 5:**

#### **International politics and transfers viewed differently**

The metaphor of Austria as a “bridge between the East and the West” was not only used frequently during the Cold War. The unverified quote attributed to Metternich that the Balkan begins at the Rennweg or the Landstraße, and the bridge metaphor, with regards to the cultural, political and economic transmission function of individual territories of the Habsburg monarchy, flow into this chapter. Moreover, this connecting attribute also attaches itself to the foundation of today’s Diplomatic Academy as a language training institute for individuals interested in the Ottoman region, then known as the Oriental Academy, under Maria Theresia. Other countries such as Hungary or Poland have taken up this mantle as well. Here, intensive research and retrospectives on the time of the Congress of Vienna 1814/15 will demonstrate the developments towards a “male space”, as opposed to the gender mixed earlier diplomatic spaces (e.g. Fanny von Arnstein).

As this bridge function took up an important role in Austria's foreign policy, with direct implications for the construction of a neutral, non-German small state "identity", a focused look, guided by this principle, will be taken at this self as well as external awareness – in a retrospective based in history. The academic assessment of the actual function of Austria in international politics after 1814/15 up to the present as part of a common foreign policy of Europe appears central to this undertaking. Key initiator events are, for example, the Balkan policies before 1914, the international entrenchment after 1918/19, the state treaty and neutrality in 1955, the internationalization of the South Tyrolean issue in 1960, Austria's engagement in international organizations and the third UN headquarter in Vienna, as well as countless international activities from the Commission on Security and Cooperation in Europe (CSCE) to the Middle East in the 1970s up to the present (e.g. the Ukrainian crisis). Furthermore, key international actors such as Leopold Figl and Julius Raab (1945 – 1955) or Bruno Kreisky (1970s) will be presented here in an international context.

## **Perspective 6:**

### **Permanent negotiations of the social question**

The question of winners and losers is a central element of the globalization debates before 1914 and remains so today. Which answers politics and society have found to this question is an equally important area in the examination of profound transformations. Here, the starting points under Minister President Eduard Taaffe need to be considered, as is the coverage for invalids, widows and orphans "forced" by the war economy from 1914 to 1918 and 1939 to 1945. For example, today's unemployment services date back to a directive designed to regulate job searches during World War I (1917). Women were especially affected by these developments. The commission for women's labour, for instance, initiated the return of women from areas of production to reproductive sectors after World War I. Another example is the regulation to protect tenants from 1917/18 that was subsequently anchored in the Renter's Law of 1922 in the form of limits on rent.



Negative effects of high and persistent rates of unemployment (see Marienthal study by Paul Lazarsfeld and his team) in the interwar period are of equal importance as precarious working and living conditions today.

However, it is not intended for institutional histories to be recreated here, but rather for the lived experiences of people to be reflected. A depiction of the developments of individual values and societal structures is also planned (e.g. status of women, role of work and leisure, handling of ageing and the old against the backdrop of the pension debate, status of youth).

### **Perspective 7:**

#### **Austrian places of remembrance – Heroes, myths, key events and their “blank spaces” in the European perspective**

In this perspective, central historical places of reference will be reconstructed and discussed, using the recent scholarly and public debates. In doing so, the pioneering work of a group of authors around the publishers Emil Brix, Ernst Bruckmüller and Hannes Steckl<sup>22</sup> “*Memoria Austriae*” (3 volumes) will be taken as a starting point. Additionally, “*Inszenierungen. Stichwörter zu Österreich*” by Susanne Breuss, Karin Liebhart, Andreas Pribersky and Anton Pelinka<sup>23</sup> will be utilized. This will involve a questioning of the concept of “national” places of remembrance, along the lines of the theoretical groundwork done by Maurice Halbwachs and Pierre Nora. The blank spaces of these kinds of historical hero and myth constructs must be addressed and subsequently brought to mind through the perspective of an international view of Austria and the generation-specific changes to these places of remembrance. Here, thanks to the hero and warrior memorials on the Heldenplatz, an examination of and interaction with the Äußere Burgtor, the Imperial Crypt and the hero monuments would make sense. At the same time, this process offers the chance to question and critically fill the blank space regarding “heroines”, without propagating new mythologies. In this context, the

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<sup>22</sup> Emil Brix, Ernst Bruckmüller, Hannes Steckl (publ.), *Memoria Austriae*, 3 volumes. (Menschen, Mythen Zeiten, 2004; Bauten, Orte, Regionen, 2005; Unternehmer, Firmen, Produkte, 2005), Vienna 2004/05.

<sup>23</sup> Susanne Breuss, Karin Liebhart, Andreas Pribersky, *Inszenierungen. Stichwörter zu Österreich*, Vienna 1995; Anton Pelinka, *Nationale Identität*, in: Ruth Wodak, *Projekt-Team Identitätswandel Österreichs im Veränderten Europa* (publ.), *Nationale und kulturelle Identitäten Österreichs. Theorien, Methoden und Probleme der Forschung zu kollektiver Identität*, Vienna 1995, p. 28–33.

development of the “Gesamtraum” (whole area), with its various territorial scopes and terms, surrounding Austria can once again be dealt with – along the lines of “mapping Austria”.

### **Perspective 8:**

#### **Futuristic utopias from the mid-19<sup>th</sup> century to the present**

Museums of (contemporary) history should increasingly deal with a historical evaluation of earlier future prognoses, in order to introduce a project and discussion platform, based on these historical retrospectives, for central utopias and visions, as well as future prognostications for the development of Austrian society in the European and international arenas. This includes the great social utopias of political movements as “competing visions”, as well as Theodor Herzl’s Zionist utopia on the novel “Altneuland” (The Old New Land), which has become a reality with the founding of the state of Israel. Other literary prognostications for the future did not materialize. The history of literature, as well as science and technology, offer highly interesting starting points for historical depictions of societal utopias and concrete future prognoses. Media’s development perspective plays an especially important part in this context. Even though these sources, individual desires and notions, as well as projections of the present onto the future, impressively reflect the social and political developments, they have thus far only rarely been used for the depiction of futuristic utopias. Hugo Bettauer’s contested novel “Die Stadt ohne Juden” (The City without Jews) (1922), which became the brutal, inhuman reality between 1938 and 1941, has achieved particular renown. Far lesser known is the novel by the chief of staff to the president, Josef von Löwenthal, “Die unsterbliche Stadt” (The Immortal City) (1936), which deals with a Christian corporative state in the year 2000, and delivers important insights into the mindscape during the years between 1933/34 and 1936. The novel “Eine Ehe in Wien” (A Marriage in Vienna) (1929/1930) will be examined as a counterpoint to the Viennese imagination in the late 1920s and early 1930s, in which gender roles are reversed, the woman provides the financial stability and the husband takes care of the household and children. The satire “1. April 2000” by Ernst Marboe and Rudolf Brunngraber also belongs in this category – an “Austria movie” that is today frequently presented and serves as a mirror

for the self-image of Austrians as victims of National Socialism. The “Central European” concepts of Erhard Busek, Emil Brix, György Konrád, Milan Kundera etc. are cross border examples. In the end, constantly changing futuristic utopias that symbolize current discussions and depict long-term future perspectives (e.g. the ecology movement) will be at the centre of this endeavour.

### **Initial activities and special exhibits:**

#### **2018: March 12<sup>th</sup>, 1938**

On this date of commemoration, the first large-scale activity of the House of History Austria is scheduled to take place, even if the museum is not yet completed. Using tools of museums and series of events, a place and an internationally clearly visible mode must be found to critically grapple with this date and the causes and consequences of the “Anschluss”. However, this activity will not serve as a “dry run” for the actual permanent exhibition.

#### **2018: November 12<sup>th</sup>, 1918 – Turning point and begin of the First Republic**

##### **(1. Special exhibition)**

For the first time, an attempt will be made, together with all the federal state museums, libraries and archives, as well as municipal archives and numerous historical associations and cooperation partners in all current neighbouring states (Czech Republic, Slovakia, Hungary, Slovenia, Italy, Switzerland and Germany), to reconstruct the central social, cultural and political developments of the last World War I year 1918 and to discuss the background and consequences of the new foundation of the state, as well as the reactions to the Bolshevik revolution 1917 and the demise of the Austro-Hungarian monarchy. The “(Austrian) Revolution” or peaceful system transformation with breaks and continuities, will serve as a key guiding principle of this exhibition, which will not only encapsulate the area of present-day Austria, but also its Central European surrounding and special cases such as Burgenland and Southern Tyrol, as well as German speaking minorities in Bohemia and Moravia, later Czechoslovakia.

## 6.2. “Conceptualising a Museum Together” – Series of Events

Oliver Rathkolb, Heidemarie Uhl

Taskforce-like groups will be used as early as the first implementation phase in 2016 to bring aspects, content and perspectives of Austrian history that have not received adequate or sometimes any attention, into the tangible, contextual work of curating the permanent and special exhibitions, over the next two years. An initial coordination meeting will take place on September 23<sup>rd</sup>, 2015, to develop common working goals and structures. These working groups will also serve as the nucleus of an intensive network of contacts of the HHA, based on concrete cooperation, with university and non-university research institutions, archives and museums.

Results of the working groups could be, for instance, virtual exhibitions published on the web – based on the model of narrating history with and through objects that has been used successfully in numerous works of historiography.<sup>24</sup> These kinds of “objects” can be works of literature, artefacts of graphic art, technical developments, everyday culture, buildings, monuments, etc. In doing this, the emphasis is not on nailing down a canon, but rather on depicting and critically examining the creation of a canon and breaking open traditional notions of canons.

The areas of literature, art and music would be especially suitable for a virtual museum – “Contemplation space Austria” – as indicated in b) and c) of the agenda. A presentation of the history of Austrian society and culture in

- 100 key pictures or scenes (working group e),
- central works of historiography (working group f, using not only foreign, but also Austrian historiography),

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<sup>24</sup> A small sample of similarly conceived works include for instance: Neil MacGregor, *A History of the World in 100 Objects*, 2011; Gareth Glover, *Waterloo in 100 Objects*, 2015; Jerry Brotton, *A History of the World in Twelve Maps*, 2013, German 2014, nominated for the award of science book of the year; Gerhard Paul (publ.), *Das Jahrhundert der Bilder. 1900–1949*, Göttingen 2009. A BBC podcast was also devoted to this topic: <http://www.bbc.co.uk/programmes/b00nrtd2/episodes/downloads>.

- 100 objects (working group h, including use of the federal state archives and (other) museums),
- central exhibitions and museums (even those that were not completed, working group j),
- 100 structures – monuments – places (working group public spaces),
- central sporting events (working group l),
- central milestones, places etc. (working group k)

would also be conceivable.

Cross-sectional topics that cut through all areas can be drawn from the guidelines: migration (working group i could contribute to all topics), gender, emancipation movement, development of the legal system etc.

### **Process**

The inclusion of as many colleagues as possible from universities, museums, archives etc. is important. One could, for instance, task the core working group with developing an initial concept and then distribute it broadly to experts in order to receive feedback. The responses can then be included as counter voices or modifications of the proposed core works of art etc. A series of experts outside of the working groups will be asked to write the descriptions of paintings, pieces of music, structures etc.

The content that the working groups will develop could also serve as the basis for the future HHA website. Structurally, a heading such as “My HHA” (or something similar) could be created, in which celebrities and other Austrians introduce an object that they believe should be included in the HHA.

The following working groups are proposed and, in some cases, already have proponents:

- a Cooperation with “Wiener Vorlesungen” (Prof. Dr. Hubert Christian Ehalt) on a joint series “Key events of Austrian history” (e.g. 1814/15; 1848 Prof. Dr. Wolfgang Häusler and Prof. Dr. Gabriella Hauch up to 1995).

- b “100 core literary texts on the history of Austria from the 19<sup>th</sup> century to the present”: this could also include literary texts from other areas, e.g. by Ludwig Boltzmann, Ernst Mach or Erwin Schrödinger (HHA in conjunction with the literary archives of the Austrian National Library, the Exile Library and the Burgtheater and the casino on the Schwarzenbergplatz, where selected texts could be read and discussed publicly). The start should be in the second half of 2016, if possible. Proponents are Mag. Rita Czapka, Burgtheater; Univ.-Doz. Dr. Bernhard Fetz, Museum of Literature, Austrian National Library; Mag. Hans Mrak, Burgtheater; Mag. Dr. Hannes Schweiger, Museum of Literature, Austrian National Library; Dr. Ursula Seeber, Austrian Exile Library.
- c “Art and modernity since the 19<sup>th</sup> century”: in conjunction with the Belvedere and Prof. Dr. Matthias Böckl, University of Applied Arts Vienna.
- d “Music and the history of Austria since 1800” (avant-garde, modern, classical and popular music up to the present): coordinated by Prof. Dr. Christian Glanz (University for Music and Performing Arts Vienna) and Vice Chancellor Dr. Univ.-Doz. Barbara Boisits (Austrian Academy of Sciences and Art University Graz).
- e “Visual history of Austria in pictures, film and television”: work shop and series of events, curated by Mag. Herbert Hayduck, ORF, and Mag. Michaela Pfundner, Austrian National Library; Univ.-Doz. Hannes Leidinger in cooperation with the Film Archives and the Film Museum, as well as the Film and Television Archives (FIAT/IFTA, President Herbert Hayduck).
- f “International historiography of the history of Austria since the 19<sup>th</sup> century, a change of perspectives”: curated by Prof. Dr. Günter Bischof, New Orleans (for the United States), Prof. Dr. Michael Gehler, Hildesheim, and Austrian Academy of Sciences, Vienna (for Europe), and Dr. Berthold Molden (for global/extra-European history). There have already been concrete discussions with the cultural section of the Ministry for Europe, Integration and Foreign Affairs (Ambassador Dr. Wolfgang Waldner), in order to include Austrian cultural forums abroad into this cooperation.

- g “Museum options for Austrian history from the globalization phases starting at the first modernity in the 19<sup>th</sup> century”: curated by Mag. Dr. Monika Sommer, Mag. Elisabeth Heimann, MA, Mag. Dr. Richard Hufschmied – includes examination of projects and studies that were not completed.
- h Workshop series of the Austrian federal state museums, archives and libraries and municipal archives: “The federal state perspective of Austrian history since the 19<sup>th</sup> century – differences and commonalities”: concrete project for 2018: joint temporary (and perhaps also touring) exhibition on 1918, together with neighbouring institutions from Slovenia, Slovakia, Hungary, Czech Republic, Germany, Switzerland and Italy, with a focus on the entirety 1918. The next coordination meeting, after the initial meeting in June 2015, will take place on October 5<sup>th</sup>, 2015, in the Ferdinandeum in Innsbruck.
- i “Migration and Austrian history, a complex history of development after the globalization in the late 19<sup>th</sup> century”, curated by Univ.-Prof. Dirk Rupnow, Univ.-Prof. Maria Stassinopoulou and Dr. Werner Hanak-Lettner.

Austrian history is not conceivable nor understandable at all without migration. Migration and diversity are not just presently, but have also historically always been a part of Austria. This must be demonstrated and brought to mind – and simultaneously depict the various historical implementations and circumstances.

Migration and pluralism are also meant to be understood as cross-sections that touch upon a range of sectors (politics, society, economy, culture). They become a perspective on society and its development.

- j “Public history and historical space. Austria in the 19<sup>th</sup> and 20<sup>th</sup> century”, curated by Dr. Hans Petschar in cooperation with projects of the Austrian Academy of Science (Univ.-Doz. Dr. Heidemarie Uhl et al.) and the FWF Austrian Science Fund (history of the Hofburg, Heldenplatz, history of the Habsburg-Lothringen fideicommissum library), coordination and exchange of projects, preparation of international

workshops and conferences on the history of public space, nationalism and supranationalism, democratisation.

k Pilotproject HHA: "Contemplation space Austria": coordinated by Univ.-Prof. DDr. Oliver Rathkolb and Dr. Hans Petschar: milestones of history 1814/15 to the present, key periods, key places, thematic courses in the past and future. Concept workshop by and for members of the advisory board on the theoretical and contextual immersion of the timeline, topics and objects of the HHA and its mission.

l Sports and the historic-cultural development in Austria, group of proponents:

Univ.-Doz. Dr. Matthias Marschik, Cultural Historian, University of Vienna and Klagenfurt (among others), Mag.a Agnes Meisinger, Historian, Institute for Contemporary History, University of Vienna, Mag. Johann Skocek, Journalist and Author, Dr. Georg Spitaler, Political Scientist, Historian, University of Vienna und Association for the History of the Labour Movement, Dr. Rudolf Müllner, Sports Scientist, Historian, Institute for Sports Sciences, University of Vienna

The history of sports and their function in society are to be contemplated. What are the characteristics of sports? This group should ascertain the changing functions and horizons of meaning of sports and make them clear. The Heldenplatz as a starting point opens national, transnational and especially socio-political perspectives. Key events could be, for instance:

1931 Worker's Olympics, 1936 Carrying of the Olympic Torch, 1972 Karl Schranz, Finish line of the Vienna Marathon, 2008 Euro Fan Zones, "Day of Sports"



## **7. Collection**

The presented concept, as the study by Haas & Lordeurop 2009, requires close co-operations with already existing establishments (archives, libraries, museums, documentation centers etc.). The HHA should function as the center of a large museum network, force a good collaboration between the cooperation partners and utilize the stock of already existing contemporary history collections to its advantage. To do so, the strengths of available institutions must be pooled and existing collections brought together into a virtual network.

### **7.1. Collecting Contemporary History**

Elisabeth Heimann

Different from the concept of 2009, the permanent and special exhibitions should not only be overlaid by collection objects (testimonials, archives, video and audio documentations) of the partner institutions, but also be based on its own holdings. The International Scientific Advisory board and the Austrian Museum Association support a targeted collecting of works in agreements with the already existing institutions. The items on loan alone, set an insecure basis for projects. Even if the HHA should fulfill far more than museum tasks, it will not meet the requirements of a presentation location of history and the function of a "History Data Base of Austria" (see Haas & Lordeurop 2009, Part 1, p. 39) as Haas & Lordeurop 2009 proclaimed without the appropriate objects. To establish itself as an equal networking partner, the HHA also needs to devote itself to the core task of museums - "collecting". Although the traditional doings of museums have somewhat changed and "mediating" and "displaying" have become significant basic tasks, the exhibition itself is still the central basis and point of reference for museum work. The significance of originals, documents and witness recounts of history is unabated, and thus, also the relevance to preserve and develop these collections.

Only a few institutions continually, and not only on occasion, deal with more contemporary Austrian history. The HHA should become a place, where questions on modern history and its prerequisites find a permanent home. The need for a comprehensive collection on contemporary Austrian history is undeniable. Besides federal institutions such as the

Austrian National Library, the Austrian State Archives and the Historic Military Museum, (contemporary) historic objects can especially be found in city or provincial archives and museums as well as in memorials. The Documentation Archive of the Austrian resistance is home to a collection of great relevance, regarding the time of National Socialism and the resistance. Austrian contemporary history has also been presented and discussed during various temporary exhibitions. One can easily find items in stock and initiatives, but a central collection of contemporary history that considers an Austrian-wide perspective with over-regional connections, one which goes beyond regional history collections, does not yet exist and is therefore still a desirable project."

No museum in Austria is designated by its collection guidelines to collect exhibits of comprehensive contemporary Austrian history. A future-oriented collecting activity in the HHA and the documentation of the present should assure that contemporary history can be displayed for a long time.

### **Objective**

The collecting activity should commence at the same time as the core team begins work as of 2016. The main goal is to develop a permanent exhibition with exhibits of historic relevance and high presentation value - especially leading and key objects that explain historic happenings and important questions in an exemplary way. Another goal is to force the targeted collection development, even without the permanent exhibition, considering future special exhibitions in connection with projects.

A contextual guideline and a thus diverted collecting strategy form the basis of the accumulation. Following the contextual concept, a collection focus area must be defined and objects of materialistic culture acquired, which are embedded, questioned and presented in the HHA in their historical context. The goal is to develop a clear profile, set personal emphases and to periodically check and update a defined strategy for collecting. The permanent exhibition's thematic emphasis concentrates on Austrian history after the mid-19th century, whereas the collecting strategies will especially focus on objects from the 20th century and the present.

The HHA's collection should not duplicate existing collections, nor stand in any competition with them, but rather complement them as best as possible. The objective is to create a multimedia compilation of "national character" and objects from the central European area. Temporary objects on loan from state archives, libraries and museums should reflect the provinces' history and intensify the own collection contextually. Ultimately, the collection activities and generation of loan objects should intensify and/or establish contacts between the HHA and its networking partners over the long-term.

### **Parameters**

The creation of a collection fund requires the definition of its thematic, chronological and geographical reach as well as clarification about the circumstances for its upkeep, management and application. As the basis for a successful and professional collection activity, an appropriate infrastructure is to be established (staff and spatial resources such as a collection department, deposits, a restoration department, workshops etc.) and the stock's financing and upkeep of the objects to be secured. Until the planned opening of the HHA in 2018, the Austrian National Library's capacity will allow the HHA's newly won collection items to be stored in their on-site warehouses. To properly realize a future-oriented collection policy, the prospective warehouse locations and infrastructure measures must already be kept in mind during the first phase of planning.

## **7.2. On the Collection Concept of the House of History Austria**

Manfried Rauchensteiner

### **Basics**

When it comes to collecting, the HHA faces many challenges. Periodization, emphasis, thematic variety and modernism play as much of a role in it as the effort to avoid bias and provinciality as well as to win the fight against time and especially space. The HHA should help even out the neglect of the last years and decades. The expectations are definitely high and the competition cannot be denied.

The HHA's collection is guided by its policy statement as it is by its spatial circumstances and the necessity to find and gain access to the most informative to nearly indispensable objects within a short time.

In conclusion the collection is to be arranged in two steps:

1. The part that allows a coherent and convincing permanent exhibition, where the content can best possibly be seen, and
2. the part that allows the permanent exhibition room for expansion and enhancement through special exhibitions in the medium to long-term.

The question about content of a probably mainly contemporary history museum should take into consideration the fact that those visitors who witnessed 1989 even as infants, will be at least 30 years old when they visit the HHA a year after its opening. This should not only be considered in content and texts, but especially when selecting the objects.

While visualizing historic processes one should not forget that exhibitions can only be educational to a certain degree. They primarily must be interesting and contextually as well as graphically captivating. A superfluity of content should be avoided.

To implement its content, the HHA can develop its own collection concept or it could take a sort of temporal shortcut and use the House of History's collection concept in Bonn as a reference point and adjust it to fit Austrian circumstances. This can be done very quickly and would be just since in Bonn they built a museum without having a collection either. A policy should definitely be that the collected material be multi-perspective. Current and especially international scientific research must be used as an evaluation criterion as must the effort to pick up on current topics.

### **The collection possibilities**

To resort to the existing objects cannot be the only way to success, unless (not outsourced) federal institutions yield parts or at least individual items from their collections. Aside from that, the attention should be drawn to pieces that are not being used in museums yet.

A possibility for exhibit acquisition that should not be overlooked is to ask ministries, interest groups, the Austrian National Library, the State Archive, churches and religious communities and private people to name objects. As to the federation's central agencies, efforts should be made to have respective contact persons. One or the other minister's quarters, office or ballroom might lose a treasure, like it or not, paintings of the Austrian Independence Treaty in the chancellery's marble corner parlor for instance. Certain items that should be taken into consideration for acquisition - to digress a bit - are as much the large medical collections, auditorium furnishings and personal estates, such as the ones that can be assigned to the Vienna Medical School (Böhler, Schönbauer, Fellingner) as well as private estates that would be worthwhile to acquire.

Appeals via electronic or printed media could possibly be successful, but could always lead to competition with other institutions or projects or only being able to get objects from living environments or second rate ones. For the "federation" and several provinces (Vienna) the priority treatment of loan requests from the HHA should go without saying.

### **The collection's structure**

Although a concrete concept to fill the museum can only be worked on once a decision about its contextual breakdown has been made, the inquiry to find potential objects should begin immediately. One must consider the danger that exists with having objects available. Specifically, these objects could tempt those involved in the formation of exhibitions to plan a contextual emphasis around them. However this threat is minimal in comparison to the risk of not being able to visualize an exhibition due to a lack of items.

A decision to try to lead chronologically through the house has already been made. This should not however be seen as an obstacle to display items that share contextual similarities separately. Accordingly, the search for suitable objects must move on a timeline and consider structural historic aspects, as well as focus on single incidences as well as individual people.

In order to avoid losing a reference to the present, the gathering of objects should begin as soon as possible, meaning that items on the tragedy in Parndorf could be gathered in connection with migration. The ORF's, or rather the radio broadcasting's, closure of its

location in Argentinierstraße affords possibilities to acquire objects from the history of communication. With this current collection an important moment in contemporary museum history must be made clear: Everyday life is history!

The ability to quickly begin gathering and a collecting in full agreement with the project team and their scientific advisory board require a swift formation of an exhibit team.<sup>25</sup>

A point of reference for a rough structure of the collection could be the breakdown by Sabine Fuchs in the research paper "Conservation of Contemporary Austrian History after 1945" until a consented contextual concept is developed.<sup>26</sup>

### **Visualization**

The physical items are generally not problematic in terms of the exhibition. Obstacles are usually just the dimensions or especially the conservation requirements. The height of the staircases and approach in the Corps de Logis invite the presentation of objects of large dimensions. Currently objects at the parliament would be available for acquisition, even if it could be seen as copying the style from the House of History in Bonn. Parliamentarianism could be an emphasis anyhow. Since democracy is to be the most important guideline for the collection and exhibition, the staircases could mark the Imperial Assembly's or rather the National Assembly's boardroom too. The staircases would also be suited to display a topic such as mobility. The mezzobalcony of the Corps de Logis faces its own challenges that will need to be dealt with accordingly.

The presentation of (sensitive) posters, flyers or other objects from the "flat" category is just as indispensable, especially because these original artifacts will only be displayed for a limited amount of time before being offered in copies after about a year. Additionally, objects from the previously mentioned category will be offered via touchscreen and respective programs. Video and audio on endless loop call for isolated rooms or individually used technological furnishings. This area needs special attention though and the most modern

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<sup>25</sup> Freelance collaborators that research artifacts as "object scouts" all over Austria.

<sup>26</sup> Sabine Fuchs, *Musealisierung der österreichischen Geschichte nach 1945, Überlegungen, Möglichkeiten und Probleme*, Dr.-Winfried-Haslauer-Library, Salzburg 1999.

technology is barely good enough. Expandable media stations should be planned in by all means and not too stingily. The naming of media options is also a responsibility of the exhibit team.

The development of graphic visual material (maps, graphic overviews) should most definitely be thought about. A localization of history - in the literal sense - should be made possible by doing so.

### **Scientific conclusions and exhibition texts**

From the beginning of the collection development, proper documentation is required. The gathering activity must thusly accompany inventory measures. It should not matter if the items are part of the permanent collection or on loan. Traceability and documentation are key.

The utilization of the Austrian National Library's inventory interface should be aimed for.

During the documentation it makes sense to create a label text for every object that is placed in inventory. While doing so, information and space requirements are to be taken into consideration. The texts are to be labeled bilingually (Ger./Engl.). The texts are structured hierarchically in form of exhibition texts, so A-, B- and C-texts.

### **The storage question**

The HHA's advisory board has unmistakably decided on a physically existing collection and clarified that the HHA aims toward a private collection. It can therefore be expected that the commencement of collection process will bring commodities that need storing. The collection's growth is to be expected over time, even under the assumption that larger parts of accumulated property will be in the permanent exhibition as soon as the exhibition is stocked. The necessity to house 500 to 800 objects of different dimensions is accompanied by the fact that loaners hand over their items ahead of time. This especially makes sense in cases where restoration is needed. Arrangements regarding the required specialists for the work should be made rather sooner than later (textile, leather, metal, paper, painting restoration).

The storage requirements will not diminish when the HHA opens, but rather continually grow.

### **Staff and material requirements**

The accommodation of a small exhibit team in suitable locations is a prerequisite for smooth work. Part of the object research will have to be done electronically. The employees in the exhibit team are also responsible for analyzing items in the collection.

The development of digitally used media (media stations) should be handed over to companies. The material costs that are thus added to staff expenses can be seen as marginal, as long as no rent has to be paid. Travel expenses, however, will need to be planned.

The material requirements for exhibit acquisition are oriented by the possibility to possess collection items and not just lend them out. If financial expenditures result from this, their costs will need to be granted in the total budget.



## **8. Co-Operations and Loan Partners**

Elisabeth Heimann

The HHA's goal is to strengthen the exchange and cooperation of existing culture and research institutions for the benefit of a diverse and wide audience. As an institution of the Austrian Republic, the HHA covers the requirement of a networking unit between federal institutions and regional collections and initiatives. Through co-operations and over-regional projects the HHA presents itself as an Austrian-wide institution and shows presence in the provinces. The content and programs of the HHA are mainly developed in cooperation and exchange with the networking partners.

A comprehensive inventory analysis of institutions that conduct contemporary history research or rather mediate material and immaterial witness reports of contemporary history, can already be found in the study by Haas & Lordeurop 2009. During interviews with experts and opinion leaders, demands concerning the HHA were discussed, possible cooperation partners evaluated, and the potential readiness for a future cooperation was determined. Many of the questioned establishments have a positive opinion towards the cooperation. During the project realization one will need to contact these and other cooperation partners to newly form and if need be continue any work groups, such as an informal group from the archives of audiovisual medias that formed during the concept development through Haas & Lordeurop 2009.

The study by Haas & Lordeurop 2009 assumes that objects (evidences, documents from archives, video and audio documents) can be organized for the HHA through co-operations with various federal institutions, relevant museums, archives and libraries. In order to develop the exhibition at least partly without the help of items on loan, the International Scientific Advisory supports the gathering of objects through an independent, on an intelligent collection strategy based gathering activity.

There is also a lot of willingness to cooperate from the federal archives, federal libraries and federal museums in the areas of virtual collection and digital presentation. A digitalization initiative for (contemporary) historic and for the exhibition presentation significant objects,

is to be aimed for. Ideally digitizing projects should start before the HHA's opening and proceed continuously. A precise concept to digitalize is to be worked on by the project team in agreement with the cooperation partners. The goal is a joint setup of a large digital data base on (contemporary) Austrian history and a consolidation of existing digital collections.

**Offers and requests from cooperation partners** (see Haas & Lordeurop 2009, Part III, p. 8-9):

- Assistance with the execution concept for exhibition areas,
- Mediation of target group representatives (i.e. students, young people, migrants) to contribute to concept development or as a multipliers,
- Suggestions for objects, documents, video, audio and film material,
- Lending objects and documents for semi-permanent areas and special exhibitions,
- Providing digitalized or streamed material or rather material that needs to specially be digitalized according to agreed-upon conditions for media installations and the website,
- Execution of joint exhibition projects that are shown in the HHA and in the respective institutions of the networking partners,
- Take-overs of the HHA's exhibitions,
- Presentation of own exhibitions or projects by schools, universities and non-university research establishments in the HHA,
- Joint conception of events and further training programs,
- Execution of own events in the HHA.

### **Prerequisites for initiating co-operations**

In order to transform the initiated co-operations into concrete forms of collaboration, the future project office or rather the core team will need to take the following steps (see Haas & Lordeurop 2009, Part III, p. 9-10):

1. Founding a workgroup made up of representatives from the cooperating institutions or networking partners.

2. Development of organizational guidelines for working with the networking partners, such as

- regular meetings with networking partners,
- Pool of specialists that can be asked for advice on particular topics, such as film experts, archivists or historians with special expertise.

3. Clarification of technical questions

- Preparation of materials for the website (i.e. streaming),
- Restoration and object care.

4. Resolution of legal questions

- Insurance for the objects - state liability,
- Copyright questions,
- Naming the loan partners.

5. Resolution of financial questions

- Development of cheap cooperation agreements in exchange for return services by the HHA or the Austrian National Library in their function as the carrier organization,
- Compensation for the staff and resource assignments (research and technical preparation, restoration, digitalization) of networking partners.

## 9. Special Exhibitions

Elisabeth Heimann

Besides a permanent exhibition, the HHA will regularly conceptualize and present temporary special exhibitions. Exhibition formats that are diverse and catered to different target groups draw media attention and the audience's interest towards the institutions and sharpen the HHA's profile. The special exhibitions complement the (contemporary) historic permanent one, intensify particular topic areas and contexts, but certainly still leave room for other content and side issues.

The special exhibitions' planning should involve different federal institutions (archives, libraries and museums) and other cooperation partners and strengthen the collaboration of all involved institutions. Through special exhibitions that the HHA conceptualizes itself, the institution can be present outside of Vienna through a kind of "display window" as well and can show historic content by cooperating with the provinces. Besides this model "HHA on tour", a format of temporary exhibitions can be an offer for federal institutions too, to present temporary exhibitions in Vienna to a large audience. In the area of special exhibitions, the HHA's function as a networking hub becomes especially visible.

The different task forces of the HHA function as initiators and idea generators for special exhibitions. Current research conclusions, issues and inventories of the respective disciplines with perspectives and analyses of the 19th and 20th century shall be further developed as concepts for special exhibitions and negotiated and mediated in form of temporary presentations.

Smaller special exhibitions will be worked on in cooperation with schools and other groups that have been under the care of the mediating agencies for a longer time. This form of special exhibitions makes room for the visitor's perspective and the individual's historic awareness in the HHA and complements the exhibition programs in a further way.

The study by Haas & Lordeurop 2009 already defined special exhibitions as a significant part of the HHA's display activity. It has been suggested that there is a large demand in Austria

for a place exclusively dedicated to historic special exhibitions, one that has the exhibition requirements and is anchored in the community as such. The HHA will thusly on the one hand cover an obvious demand, and on the other fulfill certain standards like high scientific quality, special albeit provocative issues, a good educational editing, reflexivity and discursivity with a claim to sustainability through accompanying events, web forums and publications (see Haas & Lordeurop 2009, Part I, p. 52-53).

The benefits of temporary or special exhibitions have already been impressively shown in the study by Haas & Lordeurop 2009 (see Haas & Lordeurop 2009, Part I, p. 53):

1. They increase audience interest and promote visitor loyalty:

- The audience is inspired to multiple visits.
- They increase media presence and presence in public discussions.

2. They support the contextual positioning:

- Flexibility: New topics are brought into the discussion and perspectives are introduced.
- Immersion: Topics that are only brought up shortly in the permanent exhibition can be advanced and newly contextualized.
- Close connection to research: New research conclusions are made available to a wide audience.

3. They strengthen the connection to networking partners:

- Networking partners can display exhibitions in the HHA or contribute to special exhibitions.
- Visitors and (school) groups work on small special exhibitions with employees from the HHA.

4. They offer a field to experiment:

- Special exhibitions allow a more unconventional approach to topics than permanent exhibitions. They can provoke, irritate and trigger debates.
- With changing curators and/or exhibition designers, other perspectives and new issues are evoked.

5. They can react swiftly to current matters:

- Current topics and thusly parallels and differences to previous events and up-to-date topics can be explored.

In the study by Haas & Lordeurop 2009 different exhibition formats are recommended. These distinguish themselves contextually as well as in the way the target groups are appealed to (see Haas & Lordeurop 2009, p. 54-56):

- Large special exhibitions

These exhibitions of a larger scale should speak to a wide audience and also aid school classes in learning outside of school. Due to this the exhibitions are accompanied by a diverse mediation and event program.

- Special exhibitions with a current point of reference

The contextual spectrum covers heavily discussed social or political or economic topics, the roots of which are traced back into history, to be able to intensify the understanding for current events. The topics go as far as pop culture.

- Exhibitions on research work/conclusions

Here the HHA offers the possibility to showcase new research conclusions and sources. These exhibitions could also accompany congresses or symposiums and build a framework for special events.

- Exhibitions from the area of history mediation

These exhibitions will first and foremost show the results of the projects that developed during mediation work. They carry the views of different target groups from the completed workshop area into the public space of the HHA, making them visible.

## 10. Website

Elisabeth Heimann

The website's requirement profile was explored in depth during the study by Haas & Lordeurop 2009. The concrete concept, which still remains valid (see Haas & Lordeurop 2009, Part I, p. 57-71), was preceded by a benchmark analysis in which the pros and cons of different web portals with roughly the same contextual direction were determined (see Haas & Lordeurop 2009, Part III, p. 133-145). Insights from this analysis influenced the considerations about an interactive information and communication platform that as such will be realized along with the establishment of the HHA in the Neue Burg.

The HHA-website (see Haas & Lordeurop 2009, Part I, p. 57)

- is informative - interactive - current,
- is divided into an entry, a knowledge and a service area,
- creates access to the content and activities of the "real" HHA,
- is an archive of the results worked on during exhibitions,
- facilitates contributions to the HHA's growing history stock,
- offers a scientifically founded mediation of history,
- delivers current information,
- is a platform for the target groups defined in the outline,
- is a moderated forum for "ProUsers",<sup>27</sup>
- offers orientation in the world of history portals and websites,
- is a networking hub of international history research and mediation.

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<sup>27</sup> Users that independently take on the role of producers and actively contribute to the website.



## **Central Themes**

The HHA's website is far more than a representation of the institution on the internet. It forms a second focus in the area of history mediation next to the real institute in the Neue Burg. The website will call attention to the project and awaken public interest before the HHA's opening, during the building and implementation phase. It acts as the HHA's primary communication platform and provides potential visitors with all the essential information.

The website is targeted towards all age and ethnic groups and mirrors the target group candor of the real house. Its content will not be exclusively directed towards people interested in history. The HHA particularly tries to motivate a younger target group and those less historically interested to deal with history and to establish a platform for society on the whole.

The virtual platform distinguishes itself with its density and depth of information. It presents individual topics, eras or collections, invites the user to an interactive experience and generation of knowledge. The website will be much more than a historic online encyclopedia. Overtime virtual exhibition rooms will be filled with content, for example anecdotes, facts, archives, map and photo material along with a multitude of digitalized inventory. The website is an Austrian wide networking platform of all institutions dealing with history.

It references archives, libraries, research establishments, museums, clubs and initiatives, offers an overview of several research proposals and guarantees a regional distribution of the HHA's offerings. Virtual collections and content, that are actively made available by cooperation partners, flow into the presentation and are connected to each other. The website's modules and contents can be expanded at will and are supplemented with new information and source materials regularly. Study and lesson materials are made available over the website as an offer for teachers and students. These are suited for preparation and follow-up of the museum visit as well as for independent didactic units in school lessons.

The website is conceptualized to be an interactive, dialogical interface between institutions, experts and visitors.<sup>28</sup> It intensifies the public dialogue and invites the audience to register themselves over the portal and actively contribute. Comments allow the visitors to contribute their own views and personal perspectives (family histories, etc.) regarding historic events and thus encourage discussions. Via targeted appeals users are motivated to present their own objects and memorabilia on the platform and consequently to actively cooperate on the virtual collection. The goal is to animate people to share parts of stories and memories and to develop the platform with the help of citizens to a virtual memory data base, with which connections between collections, research establishments as well as interested people and their individual memories are made. Another goal is to especially educate a younger audience, often with an affinity for media, to examine their critical dealings with media and the presented content. For example, the module "A Matter of Opinion History", thought up by Haas & Lordeurop in collaboration with possible cooperation partners, invites users to comment on historic photos, film clips, bring in personal experiences and to critically analyze the presented sources. Questions such as, "What is being presented?", "What is happening?", "How is history staged?" and "What did my family witness at that time?" should act as an incentive to actively recount and participate. Significant thereof is the professional supervision of the website as well as the moderation of its forums. The HHA's web-team curates its own content, that of its partner institutions and contributions by users as well. The website thusly takes on the dual function of a connection hub for co-operations and a user oriented exchange platform.

Oral history contributions are shown in form of video content. A special focus here should lie in a change of perspectives, which could for example be presented in the form of interview clips. The direct inclusion of visitors could happen through a video series conceptualized in the HHA, where people tell their personal or rather their own stories (i.e. "How did you experience this and that experience?"). Short reports of this kind expand the topic spectrum

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<sup>28</sup> The representative online survey done during the study by Haas & Lordeurop 2009 clearly showed the wish of those questioned to have an interactive website with a participating character: 86% think an interactive website is important (compare Haas & Lordeurop 2009, Part I, p. 63).

of the virtual platform and complement historic facts and impressions from famous celebrities with individual views and perceptions of the population.

To add a range to its own content potential viewers, especially a young target group, are addressed via diverse social media channels such as Facebook, Twitter, YouTube and Instagram. The goal is to create incentives so users and visitors take over a multiplier function and share and distribute the HHA's content or rather their experiences with it in their own networks. At the same time, with the help of the HHA's social media channels, a linkage to institutions, initiatives and communities that are specialized in historic content should follow.

An appealing graphic design, user friendliness, a good clarity and structure of topics, accessibility, multilingualism and various media use distinguish the website. Photo databases, graphics, timelines, video and audio galleries, online lexicons and learning modules (in form of quiz questions among other things) are embedded in the multimedia platform.

### **Content and structure**

The following remarks on content, structure and the entry-level module "A Matter of Opinion History" are borrowed from the study by Haas & Lordeurop 2009 as a basis for the realization of the website by an appointed core-team (see Haas & Lordeurop, 2009, Part I, p. 65-71).

The website is committed to the content, values and target groups defined in the policy statement. Policy requirements are accessibility, multilingualism, scientific reliability and the exclusion of radical, fundamental values and interventions and commentators contradicting human rights.<sup>29</sup> The structure of the website is modular and implemented step by step. Key is the active integration of users, the inclusion of their own topics, contributions,

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<sup>29</sup> The DÖW assured Haas & Lordeurop support for technical measures to defend against radical right-wing interventions.

documents and objects as well as a possibility for discussion and exchange (see Haas & Lordeurop 2009, Part I, p. 65-71):

The central ambition of the project is at first a limited, but expandable interactive integration of users. In the website's knowledge section users can freely choose between basic information and advanced information and pick media matching their interests. A central feature of the HHA-website should be the topic and occasion-oriented discussion forums. They are to be arranged according to the HHA's program and the presented topics, but also to current events of social importance. Moderators should assure that quality standards and netiquette in the forums and interactive areas are stuck to.

The HHA's general character as a platform of offers from mediation institutions of Austrian history also attempts to do the website justice. As partners of the HHA the audiovisual collections and archives are not just providers of materials, but also prominently represented on the website. To mediate the main features of the HHA's interactive website and as a kind of "teaser" for the future offerings, a workgroup elaborated the module "A Matter of Opinion".<sup>30</sup>

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<sup>30</sup> To exemplify the concept, pictorial sources for two predefined topics "Event history by example of the year 1918" and "Everyday life on the streets from 1918 to 1938" (compare Haas & Lordeurop 2009, Part I, p. 66, and Part III, Appendix, p. 141 f).

## **11. Organizational Form**

Oliver Rathkolb

The HHA is an independent museum establishment of the Austrian Republic together with the Austrian National Library, of which the legal status in the federal museum law will be defined. Despite its close connection to the Austrian National Library, the HHA acts as an independent establishment. The Austrian National Library functions as a parent organization of the HHA, but gives it budgetary, scientific and contextual independence, which is guaranteed by ordering an advisory board.

Latching onto the Austrian National Library brings organizational advantages and a synergy-effect. Organizational structures such as administration and internal services as well as any spatial resources such as office, backup or event areas are used collectively.

## **12. Implementation Plan**

For the planned realization of the HHA until November 2018 the following implementation plan is being proposed. Based on the execution steps worked on in the study by Haas & Lordeurop 2009 (Part III, Appendix, p. 13-15), significant stages were adapted to fit the current concept and are as followed:

### **12.1. Implementation Steps**

1. Take-over of the contextual concept by the commissioner.
2. Organizational furnishing of the HHA  
Establishment of the HHA as a scientific and budgetary independent museum of the Austrian National Library: Amendment of the federal museum law.
3. Creation of a communication concept to inform the press and media and development of an information platform (preliminary website) to document the project progression and to publicly announce the project.
4. Establishment of a constant workgroup of the International Scientific Advisory Board and founding of an audience advisory board.

The constant workgroup of the International Scientific Advisory Board consists not only of historians, but also of museologists and experts from other disciplines.

The audience advisory board consists of different representatives of society. It guarantees the integration of the audience as defined in the outline. The workgroup acts as a crucial representation of the visitors' interests and stands by the HHA's scientific management in any counseling matters.

5. Founding of a project office and appointment of an employee team and museum management (chief curator).

The manager of the HHA's project office, in agreement with the Austrian National Library, is responsible for all steps until the house's opening.

6. A press conference at the beginning of the execution phase.
7. Compilation of a core team to develop the website.

The core team establishes a task force of networking partners that will be incorporated into the conception of the website. During the study by Haas & Lordeurop 2009 a group of networking partners already contributed diversely to the idea and concept finding for the website.

The workgroup HHA-website, consisting of project management, a web curator and an educational employee, develops a founded concept, a teaser and the announcement of the website.

The development, that is to say the technical and graphic execution by the appointed web designer team and the web curator, comes afterwards.

Online publication of the website with a teaser - integration of a Web-2.0 application tool, establishment of a discussion platform, setup of a community.

8. Revision of the contextual concept and the outline based on the implementation strategy.

Adaptation of the contextual concept to the spaces defined as exhibition areas. The core team creates object and documentation lists and researches video, audio and film material.

9. Preparation of tender documents for the structural adaptations and the exhibition design based on a space and function allocation plan.
10. Organization and execution of an architectural contest by invitation.

11. Development of scripts for the exhibition areas and preparation of the respective mediation program.
12. Setup of co-operations and negotiation of loan agreements.
13. Human resource development.

The staff that will be needed for permanent operation should be recruited during the project planning phase until the opening.

14. Development of a brand such as a CI and a CD (continuous integration & continuous development).

Together with external marketing and branding experts, the project office develops a brand based on the outline and the values of such.

15. Development of a decentralized exhibition concept to promote the HHA.  
The goal is to promote the HHA not only in Vienna but in the other provinces too.
16. Development of an opening exhibition and an opening program.
17. Longer-term program and exhibition planning.
18. Staff training.
19. Preparation of the opening.



## **12.2. Timeline**

The decision phase until the solicitation of the staff by the ÖNB should be concluded in the winter 2015/16. Until then the HHA's organization form should be legally fixed, according to the HHA's now finally assigned quarters. Later a precise construction cost appraisal should be revised. The core team's work begin is to be expected as of the beginning of 2016. The founding of a constant workgroup of the scientific advisory board as well as the audience advisory board should also happen at the beginning of the year 2016.

Parallel to this the tender documents must be devised. The staff should develop the website as of the official start-up phase so that it can possibly go online by autumn 2016 to promote and publicize the HHA for a longer period before its opening. At the same time the exhibition concept will be further developed and its execution realized.

For the architecture bidding until the structural realization a time period from November 2015 until summer 2017 must be accounted for. The creation of the tender design should be announced, planned and executed between the end of 2015 and summer 2018. After this, a phase of object acquisition and exhibition design begins, which must be completed until November 2018.

The temporal frame until the opening of the HHA in November 2018 is quite concise. It demands a fairly quick decision on certain parameters after having a concept. Any bigger delays, for example during the decision phase, in determining the definitive rooms and during the organization founding, make the planned execution until the 100th anniversary of the founding of the republic unlikely.

The timeline shows the significant project stages from the decision phase to the HHA's planned opening in November 2018. The detailed time and implementation plan by Haas & Lordeurop 2009, Part III, Appendix, p. 22, was used as a basis and adapted to the new circumstances accordingly.

The schedule requires quick and clear decisions.

Footnotes and symbol legend for the following schedule:

- (1) “Parameters” refers to those performance steps that make up the foundation for a completion and implementation of the construction and exhibition steps
- (2) Three colleagues complete the project leadership.
- (3) “Construction measures” refers to all those accomplishments that are necessary for the use of the exhibition, for instance fire protection, electrical and IT cables, lighting, elevator expansion, elevator renovation, structural separation from other exhibition areas, wardrobes, sanitary areas and office spaces, etc.
- (4) The term “exhibition” refers to the exhibition architecture, exhibition design, as well as the entire on-site implementation.
- (5) Designers, curators, and communicators will develop the exhibition concept together.

Abbreviation BHO: Austrian county capitols

 Milestone

HOUSE OF HISTORY AUSTRIA	2015				2016								2017				2018				2019					
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Qr 1	Qr 2	Qr 3	Qr 4	Qr 1	Qr 2	Qr 3	Qr 4	Q1	
<b>Decision Phase</b>																										
<b>Decision makers / Parameters (1)</b>																										
	Confirmation of the contentual concept																									
	Definition of the space available in the HGO				until 9.9.																					
	Securing the budgetary means				until 3.11.																					
	Spatial and functional program establishment				until 3.11.																					
	Determination of the costs of renovating the Museum of Art History Collection				until 3.11.																					
	Coordination with the current fire protection concepts of the BHO				until 3.11.																					
	Coordination of leadership on construction measures (BHO or Austrian National Library)				until 3.11.																					
	Renovation of the current collections to clear the way for construction				until 9.8.																					
	Virtual platform to update the public consistently																									
	Development of a communication strategy																									
	Securing the relevant internet domain				already completed																					
<b>Implementation Phase</b>																										
<b>Project Organization</b>																										
	Begin of work of employee team (2)																									
<b>Organization Foundation</b>																										
	Preparations for the founding of the organization																									
	Change of the federal museum law/paragraph on Austrian National Library																									
	Formation of the standing working group of the scientific advisory board																									
	Formation of the audience advisory board																									
<b>Marketing and Branding (before the opening)</b>																										
	Logo design & brand development																									
	PR strategy with CI & CD																									
	Market positioning																									
<b>Web presence</b>																										
	Founding of the working group																									
	Specification of the website																									
	Development of the teaser																									
	Tendering																									
	Design & Production																									
	Website launch with teaser																									
	HGO Online live																									
<b>Construction measures (3)</b>																										
	Search for construction planners (architect, construction engineer, construction physicist, lighting planner, structural engineer)				4.11.-26.1																					
	Construction planning																									
	Granting of construction permit (e.g. elevators)																									
	Tendering construction trades																									
	Start of construction																									
	Construction phase																									
<b>Exhibition (4)</b>																										
	Creation of the exhibition concept (5)																									
	Search for the exhibition designer																									
	Planning for the exhibition design																									
	Tender for exhibition design																									
	Setup of exhibition design																									
	Bringing in of objects, design of exhibition																									
	Opening																									
<b>Content and programme development</b>																										
	Revision of the content concept																									
	Revision of the guiding principles																									
	Contracts with cooperation partners																									
	Development of a temporary exhibition																									
	Development of the opening exhibition																									
	Development of the supplementary programme																									

House of History Austria OPEN

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