

Press information

Pin it! Social Media of the Middle Ages #PIEHM

New exhibition in the European Hanseum Lübeck
19 May to 6 August 2017
in the 'Changes' workshop in the Castle Friary
Opening: Thursday, 18 May at 7 p.m.

Second temporary exhibition at the European Hanseum – many exhibits in Germany for the first time – interactive photobox and contemporary artworks complement the show – varied support programme – hashtag #PIEHM encourages people to get involved on social networks

Lübeck, 18 May 2017. The European Hanseum is presenting over 250 unique medieval badges, from the sacred to the obscene, and juxtaposing them with the emojis and emoticons of today's visual communication culture in a refreshing new exhibition concept. Badges were the first mass-market images in western Europe that could be produced cheaply and in large quantities – people pinned them to their clothes like they do today. These diminutive pictograms precede both woodcuts and copperplate etching, as well as the invention of movable type in the 15th century. The centuries-old badges, made from an alloy of lead and tin, are arranged according to their function and characteristics and presented in some twenty themed cabinets in the Changes workshop of the Castle Friary. Subjects such as Material, Pilgrim Badges, Courtly Love, Outsiders and Genitals are available and are explained in an accompanying brochure. The managing director, Dr Felicia Sternfeld, is delighted that cooperation with the lenders and other partners went so smoothly again for this second temporary exhibition at the European Hanseum, and that she was able to bring the exhibition to Lübeck in this expanded form: 'I am proud that thanks to our international cooperation with the Zeeuws Museum in Middelburg we are able to show these badges from important Dutch collections in Germany, most of them for the first time. We also managed to obtain pilgrim badges on loan from the St. Annen Museum and the Lübeck Archaeological Department, so we have a reference back to Lübeck as a Hanseatic city of pilgrims.' This special exhibition is also particularly suitable for families and children, because the education and teaching team at the European Hanseum has developed a free activity sheet to accompany the visit. The support programme for the exhibition includes a guided tour by the curator, an Instawalk city tour and a series of special films. The highlight of the programme for 'Pin it! Social Media of the Middle Ages #PIEHM' is certainly the scientific colloquium, which is open both to academics and interested amateurs and is intended to provide background information and

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explanations of the context in which these rarely exhibited and under-researched profane badges were worn. André Dubisch, the project manager behind the exhibition and scientific assistant at the European Hanseum, emphasises the importance of the colloquium in Lübeck: 'I am confident that with our colloquium, we as a research institution can contribute to closing a large gap in the literature. High-calibre, interdisciplinary researchers will be sharing their knowledge of medieval badges in June and taking part in debates.' The colloquium takes place on Friday, 2 June; it is open to everyone and attendance is free. Please register beforehand with the Hanseum.

Two contemporary artworks by Roel Roscam Abbing and Dennis de Bel and John Michael Boling complement the show and give the museum guests a surprising point of access to the world of emojis and badges.

As an interactive element, visitors are encouraged to dress up as an emoji in a photobox and appear in the exhibition with their photo. The most creative entry posted under the hashtag #PIEHM in social media or sent to presse@hansemuseum.eu will win a prize. Various activities in the social web also create a bridge from the Middle Ages to the modern day, like the #PilgerPussy campaign, in which a pink replica badge representing a female pilgrim is sent on a real and virtual journey.

Entrance to the Castle Friary costs €7 (€3.50 for concessions) and the temporary exhibition is included in this normal entrance fee.