

Terezín Ghetto Museum: a powerful visitor experience in a modern exhibition

Through a competitive dialogue, the Terezín Memorial is looking for a modern exhibition space and comfortable facilities for visitors that will stimulate their interest in history and leave a strong impression.

Architects, landscape architects and designers can apply for the competitive dialogue until 10 December 2021, after which they will have a month to present their conceptual thinking about the task against the background of their existing projects. The jury will select 5 of them to begin work on the transformation of the Ghetto Museum - they will visit the site during January, consult with the jury in March on their work in progress, and submit their proposals in May 2022, from which the jury will select a winner.

The new exhibition is intended to present in detail the history of the Terezín ghetto between 1941 and 1945 and the facts that led to its creation and the decimation of the Jewish population in general. The final part of the exhibition will reflect the themes of the post-war period, which will place the existence of the Terezín ghetto in a broader historical context.

The jury is composed of representatives of the Terezín Memorial (Ivana Rapavá - Head of the Historical Department, Stanislav Krejtný - Head of the Technical Department, Petra Husáková - Economic Specialist for Subsidy Programs), the Ministry of Culture of the Czech Republic (Pavel Hynčica - Separate Department of Museums) and the Ústí Region (Tomáš Rieger - Councilor for Property and Investment). As usual, the majority of the voting members are independent experts - architects Ondřej Synek, Markéta Bromová, Petr Hájek, Jan Harciník and Jiří Bíza.

Competitive dialogue is an increasingly widespread form of architectural competition. It produces the best results in complicated assignments, where the benefit is that the competitors can show the jury how they think when designing. It is the discussion between the competitors and the jury that not only shapes the best solution put forward by the competitors, but more importantly offers the commissioning body the opportunity to better understand and specify the brief.

For example, the design of Prague's Charles Square was solved through a competitive dialogue. The CCEA MOBA team, which organizes this dialogue for the Terezín Memorial, has already successfully carried out this dialogue not only in Neratovice or the Brno district of Jundrov, but also in Zlín (reconstruction of the Bata Great Cinema), České Budějovice (reconstruction of the Slavia Cultural House) or Přerov (reconstruction of the Municipality building). The winning proposals from these dialogues, as well as from other competitions organized by CCEA MOBA, are on the cceamoba.cz website, where you can also find more information on the current dialogue "Terezín Ghetto Museum".