Reopening of the MEG on 31 October 2014.

After four years of renovation work, the Musée d'ethnographie de Genève (MEG) is opening its doors to the public again with three days of festivities: performances, visits to the building, exhibitions, concerts and workshops. The official opening ceremony will begin at 6 pm on Friday, 31 October 2014 and the program will continue throughout the weekend.

The new MEG is the result of shared will to propose ambitious, contemporary museum facilities and to give the ethnographic collections and the ethnomusicology department a setting worthy of their value and make them accessible to the widest possible audience.

The new MEG is the fruit of a major investment programme (68 million Swiss francs) undertaken by the City of Geneva, the Canton of Geneva, and the Association des Communes Genevoises, complemented by the generous Marie Madeleine Lancoux bequest. It offers the general public all the facilities and services that are expected of a contemporary museum.

Designed by Graber Pulver Architekten AG, in partnership with the civil engineers Weber + Brönnimann AG, the new MEG has a spacious 2000 m² exhibition area that offers countless possibilities. The building above ground is a strikingly bold design. The esplanade in front of the museum has been landscaped by Hager Partner AG as a garden open to the public.

The original Museum building has been renovated and now houses staff offices, workshops, and technical facilities as well as the Ateliers d’Ethnomusicologie (ADEM - Ethnomusicology Workshops).

The new MEG is anchored in the city centre, in the lively Jonction district. In its new building, it promises to be a new cultural scene in Geneva with a permanent exhibition, temporary exhibitions, concerts, films, shows, workshops and encounters. The Marie Madeleine Lancoux library under the soaring roof has a collection of over 45,000 books and audio-visual documents on the cultures of the five continents.

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The permanent exhibition, aptly named “The Archives of Human Diversity”, presents over a thousand objects from the five continents. Two installations by the artist Ange Leccia complete the display designed by Atelier Brückner.

In the temporary exhibition “The Mohica Kings. Divinity and Power in Ancient Peru” designed by mcbd architectes, the MEG shows the public the treasures of a tomb unearthed on the north coast of Peru in 2008. A world premiere, thanks to an exceptional loan from the Peruvian Ministry of Culture.

The new MEG now has a café with an outdoor terrace, a shop, and a public library where visitors can also listen to music and watch videos. It also has spaces for cultural and scientific education, and an auditorium equipped for shows and digital projection.

Located in a developing part of the city, next to Radio Télévision Suisse, the Université de Genève, and the Bains district, the MEG offers an increasingly enthusiastic and curious public a window onto the world’s cultures.
The MEG holds a collection of over 80,000 objects from the five continents, as well as a collection of photographs and sound archives with 15,000 phonograms.

In a spacious lower gallery it presents one or two major temporary exhibitions a year, organised in collaboration with other museums; it also holds two photo exhibitions outside the walls. Each exhibition is complemented by a full cultural and scientific educational program, guided visits adapted to all audiences, in several languages, and a program of events, shows, meetings, conferences and film projections aimed at a large audience.

The Marie Madeleine Lancoux Library is a specialised public library where members can expand their knowledge but also use the Music Lounge to listen to unique recordings and the Pocket Theatre to view ethnographic films.

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ARCHITECTURE

Designed by Graber Pulver Architekten AG, in partnership with the design office ACAU, the new MEG is a striking building in the city centre. Above ground it has an eye-catching concrete roof covered with a mosaic of aluminium lozenges. The rest of the extension is underground, especially the spacious exhibition area, a 2020-square-metre gallery free of pillars.

In 2008, the City of Geneva launched an architectural competition to extend and renovate the MEG. The winning project, designed by Graber Pulver Architekten AG and the civil engineering firm Weber + Brönnimann AG, proposed to use the area under the esplanade in front of the original building for exhibition galleries and an auditorium. The new above-ground reception area was placed at right angles to the old building, facing the rue des Bains. Its bold design in the urban district of the Jonction evokes the shape of buildings and objects from other cultures. The three buildings — the old museum, the new MEG and the Carl Vogt school — enclose a space which is at once a public garden, the entrance to the museum and the playground of the school. The garden landscaped by Hager Partner AG is a welcome green space in a densely built-up district.

Spatial arrangement

The new MEG is laid out over 5 levels. In the second basement, the large exhibition area covers 2020 square metres, rising to a height of 10 metres in one part of the gallery. The space can be subdivided by partitions and is designed like a black box ready to take a range of exhibition scenarios. The suspended ceiling is supported from above so the exhibition space is unencumbered by pillars. The first basement houses the lobby, a 250-seat auditorium, two seminar rooms, technical and storage areas. The walls of the main stairwell are lined with metal sheets with jutting projections in two different colours, creating a dual atmosphere: luminous white on the way down, darkly mysterious on the way up.

On the ground floor, the reception hall, the MEG café and the shop open on to the esplanade. The stairs to the lobby on the first basement has lozenge-shaped openings recalling the roof pattern, creating a play of light that changes as the day wears on. Restoration workshops and cultural mediation areas occupy the first floor. The second floor houses the Marie Madeleine Lancoux Library, named after the museum’s main private sponsor. Its windows emphasise the steep roof, soaring like a majestic nave.

The original building has been renovated and is now used for the MEG’s scientific and administrative activities and the Ethnomusicology Workshops.

Energy design

Because of its size and scope, the project addresses major energy and environmental challenges and takes Geneva’s objectives for “100% renewable energies by 2050” into account.

The new museum meets the Minergie standard. The building is centrally heated by a system of three air/water heat pumps and a gas-fired boiler. Using 75% renewable energy sources, the project has permitted the MEG to make its energy transition.

Architecture prize

The work on renovating and extending the MEG lasted four years and involved over five hundred workers. On 16 September 2014, Bilan magazine awarded the MEG the 2014 construction prize in the public buildings section, along with eight other projects in French-speaking Switzerland.
Figures
7000 m²: total area of the new building
2020 m²: area of the gallery in the second basement
250 seats: capacity of the auditorium in the first basement

Contracting authority
City of Geneva, Construction Department

Contractors
Architects: Graber Pulver Architekten AG, Zürich / Bern
Works manager: ACAU, Carouge
Civil engineers: Weber + Brönnimann AG, Bern
Civil engineers: AB ingénieurs civils SA
Heating, ventilation, plumbing, electricity: Tecnoservice Engineering SA
Facade: Mebatech AG
Quantity surveyor: HKD Géomatique SA
Waste management: Ecoservices SA
Geotechnical engineers: GADZ géotechnique appliquée
Security: Protectas SA
Landscape architects: Hager Partner AG
Acoustics: Grolimund & Partner AG
Sanitation: IBS
SPACES

Library

Tucked under the soaring roof, the Marie Madeleine Lancoux Library specialises in social and cultural anthropology. Its main focus is the societies of the five continents, but it also has the Georges Amoudruz collection on the Alpine arc and the Rhodanian valley. It houses the library of the Société Suisse des Américanistes (SSA) and organises exchanges with partner institutions. About 50,000 documents, including 4,700 in open access, and 1500 periodicals (including 220 current subscriptions) are available in the library.

With the new MEG, the library is expanding its collection of multimedia documents. It now has DVDs, CDs, comic books and children’s books.

The library has three main missions:

- **Scientific and educational**
  It acquires and holds documents for research, teaching and preparing exhibitions.

- **Preservation and restoration**
  The library has a collection of valuable rare books, which are the memory of the museum and the discipline. It works to enhance them through digitisation and restoration.

- **Public service**
  The library's collections are accessible to all audiences, including children, and the staff are available to answer questions in their field. The library is an active member of InterroGE, an interactive information service.

An attractive, lively reading room awaits members, along with The Bowl, a closed room for researchers only, the Pocket Theatre for viewing ethnographic films and the Music Lounge for listening to recordings of world music from the AIMP (Archives internationales de musique populaire) kept in the MEG.

Archives internationales de musique populaire
Access to the AIMP folk music recordings (16,000 hours) in the Music Lounge in the Marie Madeleine Lancoux Library.
Café

The MEG Café, a peaceful place to eat in the heart of Plainpalais
The MEG has launched gaily into the hospitality business with its new Café. Bring your friends or family for lunch, brunch or afternoon tea and taste a few of our treats. The staff will do everything it can to please you. With its warm, relaxed atmosphere, the MEG Café is a new meeting spot in Geneva. From Tuesday to Sunday, the staff welcomes visitors and Genevans of all generations. Visitors can enjoy a range of dishes, outside on the terrace in a delightful garden in the heart of Plainpalais, or cosily inside, in summer or winter.

Enjoying and learning
Locally grown seasonal products are used to make dishes with a Mediterranean flavour. Try our inventive light lunch menu with the dish of the day, or quiches, salads, sandwiches, soups, etc. For afternoon tea, let yourself be tempted by our homemade cakes, fruit tarts and a wide selection of teas. On Sundays, the MEG café changes its style to offer a simple brunch. A savoury buffet with eggs cooked your favourite way, quiches and salads, and a sweet buffet with cakes, yogurts, bircher muesli and jams, without forgetting pancakes with maple syrup, all made on the spot. Children have not been forgotten with a special buffet and a cupcake decoration contest.

A dish is designed for each exhibition. The MEG invites visitors on a journey and the MEG Café takes your taste buds into unknown territory. Come and try our new dish whenever you like.

Open on Tuesdays from 8.30 am to 7.30 pm, Wednesday to Friday from 8.30 am to 6.15 pm, Saturdays and Sundays from 9 am to 6.15 pm.

Rikke Willandsen
Manager of the MEG Café
T +41 76 558 20 35
E megcafegeneve@icloud.com

Shop

After your visit to the MEG, step into the shop for a wide range of books, curios, gifts, souvenirs, games and treasures from all over the world. All objects are made to demanding ethical and work standards. The shop stands at the crossroads of quality, originality, surprise and magic. A great place to go at the entrance to the MEG.

Jean-Marie Gerber
Shop manager
T +41 22 320 00 33
EDUCATIONAL AND OUTREACH PROGRAMMES

Visitors are at the heart of the new MEG. Its program, both highly specialised and widely accessible, is designed to arouse interest and stimulate questioning. The new facilities permit the museum to offer a wide range of activities. The Auditorium is used for shows, concerts, performances, films, conferences and encounters; the Workshop is an activity area designed for children, school groups and other specific audiences; the galleries can be used for activities focused on particular exhibits.

Wanting to make the MEG a place of contact between cultures and audiences of all ages, the education team organises federating activities: on the first Sunday of the month, when admission to the museum is free, the Grand Bazar invites the public to see the museum in a festive light; Coups de projecteur spotlights a particular community through living traditions; Regards croisés takes an anthropological look at current events; the Nuits fauves are astonishing and interesting evening events. Focus is a cross disciplinary film program; MEGnomade borrows traditional rickshaws for a sensory jaunt in the permanent exhibition on a particular theme; l'envers du décor tells the story of the objects before they came to the MEG.

Specific audiences are catered for: Mardis à palabres chat sessions on Tuesdays for seniors; Saturdays and Sundays for families; the best birthday parties in the city for 6-12 year-olds are back with even more surprises in store. A whole range of other activities: the eMEG, an interactive platform for learning more about a topic after a visit, discovery booklets and guided tours, and a full program for school children of all ages.

Alongside the exhibitions, the MEG’s cultural and scientific program targets local, regional or international audiences: school groups, families, disadvantaged groups, the disabled, seniors and so on. The MEG upholds a multicultural society giving a major place to the various diasporas installed in the vicinity of Geneva, especially though living traditions. It also builds partnerships with local sociocultural players working with socially fragile and/or culturally less visible groups.

Through the educational and outreach program, the public discovers the formidable suggestive power of the museum’s objects, collected locally or from distant lands, but all witnesses to living or past cultures, practices and traditions.

Program available on www.meg-geneve.ch
TOTEM
The MEG’s magazine

Focused on the museum’s basic missions: research, consultation and publication, the new Totem brings together the functions of communication, information and distribution. Its main objective is to create and maintain a special link with the institution’s audiences, to inform them on events at the MEG and to explore subjects which concern the institution, its collections and its program.

Designed in three parts, the magazine does not segment its audiences and responds to the various needs, desires and types of visitors: individuals, families, adults, associations, school groups, and socially disadvantaged groups.

- Articles on current events at the MEG (exhibitions, research, conservation, focus on programs…)
- A diary setting out the entire program and cultural and scientific events chronologically over four months (a double page for each week). The diary gives an overview of the program making it easy to plan visits.
- A practical section with information about the MEG including an access map. Information about partners and advertisements are included in this section.

Print run of 15,000 copies. Three issues a year (January, May, September). Available free at the MEG.

eMEG | meg.ch

The eMEG is an interactive tool giving visitors access to information about exhibitions (notices, texts, photos, room texts, maps) and in-depth knowledge (archives, itineraries, cross-disciplinary themes, films, articles, conferences); it can be accessed from any smartphone or touch pad by Wi-Fi at the museum or elsewhere. Languages: French, English. Touch pads can also be borrowed at the ticket office.

AUDIOGUIDE

Linked to the eMEG, the audioguide gives commentaries on certain objects in the permanent exhibition, masterpieces from the MEG’s collections. Audioguides can be borrowed at the ticket office. Visitors are advised to use their own earphones but earphones can be bought at the reception hall.

DISCOVERY BOOKLETS

Discovery booklets — visits for adults and children
A discovery booklet will take you into the very heart of the Mochica tomb of the Lord of Ucupe. A globetrotter backpack is also available in the reception hall to take you around the world within the permanent exhibition. Designed for children who can read or are accompanied by adults, these itineraries offer a different, fun experience of the exhibitions. The discovery booklets are free, and the globetrotter backpacks can be borrowed at the reception hall.

ACCESSIBILITY

Ramps and lifts make the new MEG building easily accessible for pushchairs and mobility impaired visitors. The MEG Auditorium is equipped with a magnetic hearing loop for people with impaired hearing. Guided tours and other activities are available for disabled visitors.

Information/bookings
T +41 22 418 45 58
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SCHOOL GROUPS

Free tours for teachers and teachers’ guides (preschool, primary, secondary). For each new exhibition and at the start of the school year, free guided tours are organised for teachers so they can prepare visits to the MEG with their classes. The hour-long tour is followed by a discussion.

Bookings on the website: www.meg-geneve.ch
Teachers’ guides with themes and suggested itineraries are available on www.meg-geneve.ch
Free for all institutions in the Canton of Geneva. Registration on www.meg-geneve.ch

GROUPS

Payment, registration and bookings on www.meg-geneve.ch
Guided tours (fr/en/de/it/es/LSF/audiodescription): 1hr, 120 CHF
Tours of the permanent or temporary exhibitions are available in several languages for various audiences.

Introductory tour (fr/en/de/it/es): 2hrs, 220 CHF
An introduction to the new MEG, its buildings, exhibition and activity areas, library and garden.

SPACE HIRE

The MEG is a new space in the heart of Geneva and its facilities can be hired for functions: a 250-seat auditorium, two conference rooms each seating 40 people, a lobby with standing room for 300 people.

The Auditorium
250 seats
The Auditorium is a modular space suitable for conferences, colloquia, private concerts or press conferences.
The adjacent Lobby is an ideal area for receptions. Private use of the facilities can be combined with a visit to the exhibitions.

The Lobby
Standing room for 300 people
This area can be used for breakfasts or cocktails. Private use of the lobby can be combined with a visit to the exhibitions.

Eugène Pittard Room and Marguerite Lobsiger-Dellenbach Room
40 seats in each room
Smaller rooms suitable for events such as seminars, professional workshops, or courses.

Conditions and rates on request.

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PHILANTHROPY

Supporting the MEG is a way of participating in the success of one of Geneva’s star museums and contributing to the cultural development of an institution turned to the world’s societies and cultures. In exchange for your commitment, the MEG offers you special status and many benefits.

Benefits
- associating your image with that of a dynamic institution in Geneva’s international centre;
- participating in the influence of a developing territory;
- developing a commitment to the city.

The MEG offers partner foundations and companies many benefits such as printing their logos on its communication material, but also tickets to temporary exhibitions, organisation of events, private visits or workshops for the children of the staff and many more activities. Each partnership is unique and the MEG develops a project tailored to each partner.

A people-centred commitment
The MEG is a place of transmission and discovery, open to the world. It embraces the cultures of the five continents and runs mediation programs to foster dialogue between audiences of all kinds.

The museum develops a solidarity program, supporting actions to favour equitable access to its services and activities.

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SAMEG

If you wish to **support the MEG**, why not join the Friends of the MEG (SAMEG)?
The SAMEG’s main aims are:
- to bring together people interested in world cultures and organise meetings between them and specialists
- to encourage people to come to the museum by supporting its activities
- to give its members exclusive benefits

**Membership**
By joining the Friends, you help:
- finance some of the museum’s activities
- enrich the collections
- publish, translate and circulate some MEG publications

As members of SAMEG, you benefit from:
- unlimited free entries to permanent and temporary exhibitions at the MEG
- guided tours of the exhibitions with commentaries by the curators
- exchange visits with other Friends of museums in Switzerland or abroad
- invitations to scientific colloquia and conferences organised by the MEG and the SAMEG
- personal invitations to opening events
- participation in trips on ethnographic themes accompanied by curators or specialists
- free subscription to the SAMEG bulletins and to Totem, the MEG magazine
- priority email information on a selection of cultural events
- preferential prices for events (concerts, activities, films) at the MEG and the Ethnomusicology Workshops
- discounts on MEG publications.

To join the SAMEG, write to the address below or fill in the form on-line at:
www.sameg.ch/devenir-membre/

Société des Amis du Musée d’ethnographie
Boulevard Carl-Vogt 65-67
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T +41 22 418 45 80
F +41 22 418 45 51
E sameg@sameg.ch
CCP: 12-5606-8

Under 25 single annual subscription: 30 CHF
Single annual subscription: 50 CHF
Double annual subscription: 80 CHF
Single life membership: 600 CHF
USEFUL INFORMATION

MEG
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Open Tuesday to Sunday, 11 am to 6 pm
Closed on Mondays, 25 December and 1 January
Bus 1 2 10 62 | Tram 12 13

Permanent exhibition
Free
Temporary exhibition
15/10 CHF
Free on the first Sunday of the month and for visitors under 18

For more information:
Join us on Facebook
Register for the newsletter InfoMEG on www.meg-geneve.ch
Consult the interactive platform, eMEG
MEG: CAPTIONS AND PHOTO CREDITS

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The images are available in high definition from:
www.ville-ge.ch/meg/presse.php

01. Maquette / Graber Puiver Architekten

02. Chantier: exécution des murs et dalles en béton / Alain Grandchamp - Ville de Genève

03. Chantier: renforcement de la dalle sur 2ème sous-sol / Alain Grandchamp - Ville de Genève

04. Chantier: exécution de la toiture de la bibliothèque / Alain Grandchamp - Ville de Genève

05. Chantier: salle d’exposition du 2ème sous-sol / Alain Grandchamp - Ville de Genève

06. Extérieur / Nicole Zermatten – Ville de Genève
07.
Entrée / Nicole Zermatten – Ville de Genève

08.
Mur extérieur / Nicole Zermatten – Ville de Genève

09.
Bibliothèque / Nicole Zermatten – Ville de Genève

10.
Escalier direction Foyer / Nicole Zermatten – Ville de Genève
11. Foyer / Nicole Zermatten – Ville de Genève

12. Escalier direction exposition / Nicole Zermatten – Ville de Genève

13. Salle d’exposition temporaire / Nicole Zermatten – Ville de Genève
14. Plan de situation / Graber Pulver Architekten

15. Plan 2ème sous-sol / Graber Pulver Architekten

16. Plan 1er sous-sol / Graber Pulver Architekten

17. Plan rez-de-chaussée / Graber Pulver Architekten

18. Plan 1er étage / Graber Pulver Architekten
19. Plan 2ème étage / Graber Pulver Architekten

20. Plan 3ème étage / Graber Pulver Architekten

21. Élévation / Graber Pulver Architekten

22. Coupe longitudinale / Graber Pulver Architekten
EXTÉRIEUR

23. Vue extérieure du MEG / Photo: MEG, B. Glauser

24. Vue extérieure du MEG / Photo: MEG, B. Glauser

25. Détail de la toiture du MEG / Photo: MEG, B. Glauser

26. Détail de la toiture du MEG / Photo: MEG, B. Glauser

27. Détail de la toiture du MEG / Photo: MEG, B. Glauser
28. Jardin du MEG / Photo: MEG, B. Glauser

29. Porte d’entrée du MEG / Photo: MEG, B. Glauser

30. Extérieur / Photo: MEG, B. Glauser
31. Escalier, intérieur / Photo: MEG, B. Glauser

32. Intérieur / Photo: MEG, B. Glauser

33. Escalier, intérieur / Photo: MEG, B. Glauser

34. Bibliothèque Marie Madeleine Lancoux / Photo: MEG, B. Glauser

35. Détail, Bibliothèque Marie Madeleine Lancoux / Photo: MEG, B. Glauser