



## **THE NEW CONCEPT FOR THE EXHIBITION OF HISTORICAL MUSEUM-DIMITROVGRAD WAS PRESENTED TO THE PUBLIC**

Friday, 9 May 2025

A public presentation of the new concept for renewing the exhibition of the Historical Museum - Dimitrovgrad, selected after a competition announced by the America for Bulgaria Foundation, in partnership with the Municipality of Dimitrovgrad and the Historical Museum - Dimitrovgrad to create a contemporary artistic and spatial design and presentation of the museum's permanent exhibition, which will be transformed into a modern and interactive permanent exhibition, in accordance with the world's leading museum standards, evaluated by an international jury, was held this evening in the Grosseto Hall.

The presentation was attended by the mayor of Dimitrovgrad Municipality Mr Ivo Dimov, Arch. Elisaveta Georgieva - Chief Architect of Dimitrovgrad Municipality, Ms Nadezhda Zaharieva, Program Director at the "America for Bulgaria" Foundation, Ms Antoaneta Stancheva - Director of the Historical Museum-Dimitrovgrad and a member of the jury, the author's team that prepared the concept, municipal councilors, experts and curators of the museums in the city, teachers of history and literature, public figures and citizens of Dimitrovgrad.

The winning concept was presented to the public by the leaders of the team of architects from the "New Architectural Heritage" Foundation - Aneta Vasileva, Emilia Kaleva, Svetlana Kuyumdzhieva, Alexander Vezenkov, Velislava Petrova, and Ivo Dimitrov. The presentation of the concept was presented to the public by each one of the respected professionals, who emphasized the multi-layered depth of the topics they are elaborated on the project.

"Museums today are organized not as a passive showcase of the past, but as an experience for the audience. Their main mission is to involve the visitor in their story, to hold their attention, to surprise them with things they did not know, and to inspire them to learn more. The conceptual design of a new exhibition of the historical



museum in Dimitrovgrad is based on this modern function for the museum. The goal of the project is to recreate the complex and exciting history of the city with modern means, so as to make it interesting, understandable and memorable for all groups of visitors. The task is complex, but also very attractive, because Dimitrovgrad is a unique living museum in itself," emphasized architect Vasileva.

After getting acquainted with the new concept, the attendees could ask questions and express their opinions. Impressed by the modern way in which the history of the city will be presented in a multi-layered and comprehensive way with a new interactive vision that is proposed for the museum space, the speakers did not hide their admiration for the new concept. Among those who expressed their opinion was a lady who shared that she was among the skeptics, but after the discussion this evening, she was very impressed by what is about to be shown in the museum. The opportunity for the visitor to build on the information and become familiar with more artifacts and documents from the rich museum collection in line with international standards, received the general approval of the citizens that present.





