

Press Release

“Football – Faith. Love. Hope.” or Football as Phenomenon

New international exhibition in the Museum of History, from 13th March until 16th August 2015

Basel, 11th March 2015. – **Why is the city elated whenever FC Basel wins an important match? What is it that makes tough men weep because that round leather ball just misses the goal? How come the Ceccaroni sock is a sacred object? The new interactive exhibition “Football – Faith. Love. Hope.” in the Basel Historical Museum considers these and many other questions about the fascinating social phenomenon of football and involves the public in a playful way through multimedia.**

Football is much more than just the biggest sport in the world. No other discipline is capable of bringing nations together beyond and despite geographical borders and ethnic boundaries. But football can do so much more than just inspire enthusiasm: it structures and shapes life, gives content and lends meaning. It builds bridges and is, occasionally, an expression of conflict. In many places football has become a religion, fan club instead of parish and match in place of mass. The Basel Historical Museum has, in cooperation with the Amsterdam Museum, developed this phenomenon in depth and now presents the result in the international touring exhibition “Football – Faith. Love. Hope.”

Integrated presentation according to eCulture

A new aspect is, for the first time, conveying the content in an all-encompassing way according to the museum’s new eCulture strategy. In the spirit of “*Geschichte bewegt*” (history moves and changes), the exhibition is being presented through all traditional and digital channels in a lively, vivid and comprehensible way. The museum actively addresses the public, enters into dialogue with it and involves it in depth in the exhibition activities – a novelty in the Swiss museum landscape.

In terms of conveying the content, the focus is therefore on infotainment, i.e. content about football heroes, dramatic matches and deep devotion to the sport of football are communicated in a multimedia and playful approach, for example with an interactive quiz, a goalkeeping game or the opportunity for visitors to create their own football cards and stickers. In the exhibition, photographs, films and music examples, fans’ items, personal keepsakes and historical football objects demonstrate the fascinating connections between football, religion and society.

International thanks to new media

Another main emphasis is the conscious use of new media. With this, both the public and partner museums become a part of the touring exhibition. Through Facebook, Twitter or Instagram, fans are invited to send the museum photos or selfies labelled with the hashtag #footballmoments. The personal football moments of the visitors are linked with a digital world map and published in the exhibition and on Pinterest. All participating museums can join in this appeal and thus get in touch with their visitors and with the international community, make the museum football experience go viral and turn it into a global event.

International exhibition with a local connection

Although the exhibition is organised through international cooperation, the content is developed locally from stage to stage and the topics adapted accordingly. Instead of Ajax Amsterdam, in Basel it's FC Basel; instead of national hero Johan Cruyff, it's local football legends Karli Odermatt, Massimo Ceccaroni and Marco Streller. Following the successful start last autumn in Amsterdam, the trilingual Basel exhibition can, as from 13th March, be seen at the Barfüsserkirche. Subsequently, the touring exhibition moves on to the Focke Museum Bremen (2015/16) and then to the city museums of Lyons (2016), Luxembourg (2016/17) and Barcelona (2017). The final stage of the tour takes place in Moscow on the occasion of the next World Cup in 2018.

Special events:

- **#Tweevening** on Wednesday, 18th March, After-Work from 17.00–21.00 h, Tweetup / short guided tour from 18.30 h for public and bloggers.
- **Beer-Pong championship:** Date to be published at www.hmb.ch.
- **Big football festival** on Saturday, 20th June, from 17.00–22.00 h: a festival for everyone – with poetry slam, table football, target practice goal, festival pub. Free admission.

Exhibition details:

Venue Basel Historical Museum (Museum für Geschichte), Barfüsserkirche, CH-4051 Basel
Duration 13th March – 16th August 2015
Opening hours Tuesday to Sunday, from 10.00 h till 17.00 h each day
 (Closed: Good Friday, 3rd April; Labour Day, 1st May; National Holiday, 1st August.)

Further information:

- Daniele Turini, eCulture / Communication & Marketing, Basel Hist. Museum, tel.: +41 (0)61 205 86 25
- Website Basel Historical Museum www.hmb.ch

- Exhibition photos can be downloaded from our Flickr page and may be used free of charge for editorial articles with reference to the photographer Natascha Jansen: [“Football – Faith. Love. Hope.”](#)