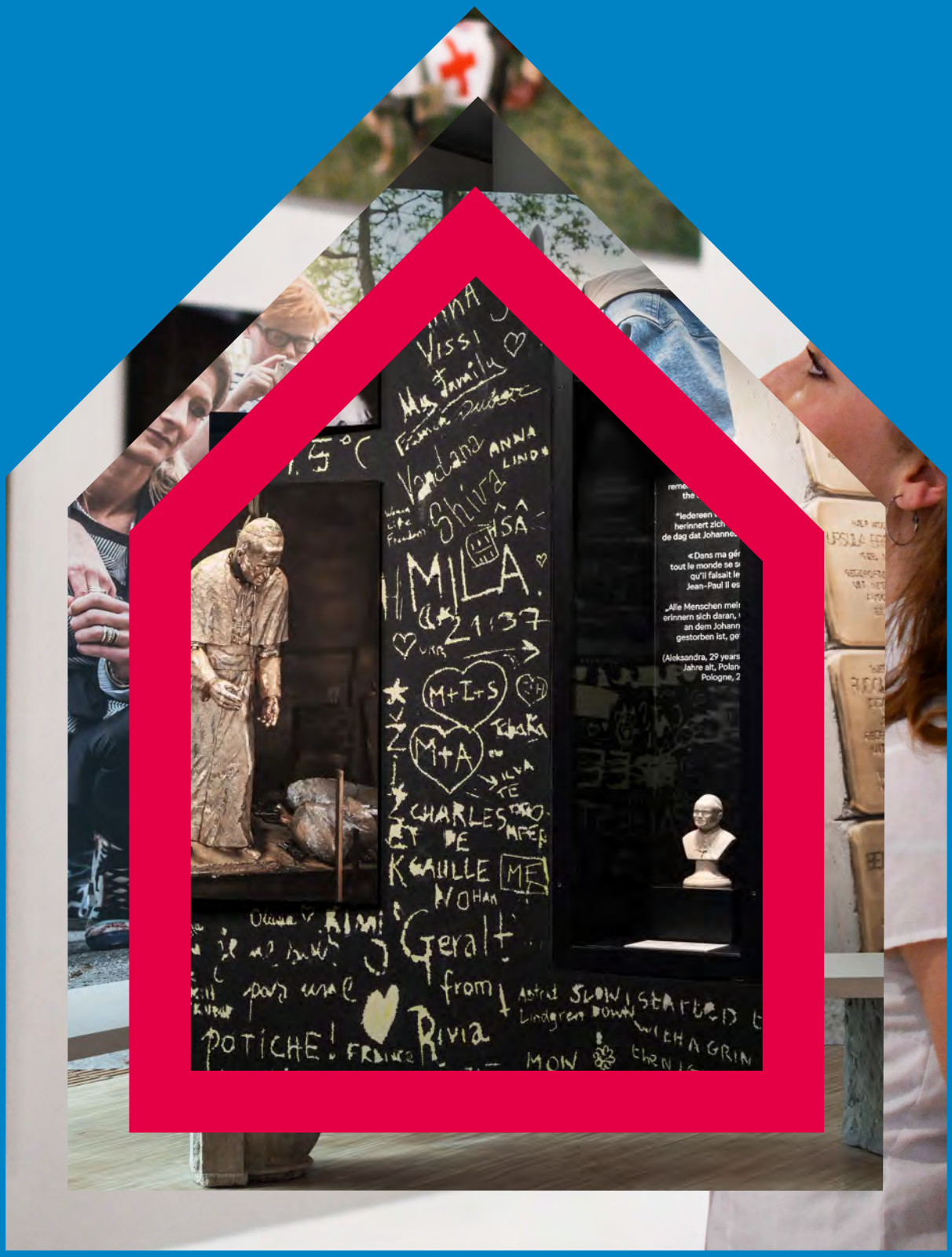


Annual Activity Report 2025

HOUSE OF EUROPEAN HISTORY

An initiative of the European Parliament

Foreword



Meeting of the museum's Board of Trustees.

The year 2025 has been one of growth, creativity and engagement for the *House of European History*. Using a wide array of tools, the museum managed to further strengthen its role as a hub for dialogue, reflection and learning across Europe.

The temporary photo exhibition *Presence of the Past*, opened in March, offered powerful visual stories that linked memory and identity. Visitors explored how our history shapes our shared European experience today. The museum's touring exhibition continued the journey it embarked on in February 2024 in Greece, and later in that same year in Bulgaria and Hungary, by reaching – in 2025 – audiences in Poland and Sweden. Each stop nurtured new partnerships and inspired fresh perspectives on Europe's intertwined past.

Digital innovation also marked the year. The launch of *HistoriCall* made history more accessible to young Europeans. Through free online content, students and teachers can now connect historical events to today's social and global challenges.

At the same time, participation remained at the heart of the museum's mission. The completion of the Echoes project gave voice to citizens, who contributed their own reflections on the past and visions for the future. Initiatives, like this one, reaffirm the House's commitment to inclusion and collaboration.

Eight years after its opening, the *House of European History* continued to expand its reach and relevance. Its exhibitions, research and educational work invite Europeans to think critically about the past and act responsibly for the future.

The Board of Trustees warmly thanks the museum's staff, partners and visitors for their trust and enthusiasm. Together, they ensure that Europe's history remains a living and evolving conversation.

Hans-Gert Pöttering

Chair, Board of Trustees, House of European History; former President, European Parliament

Diana Wallis

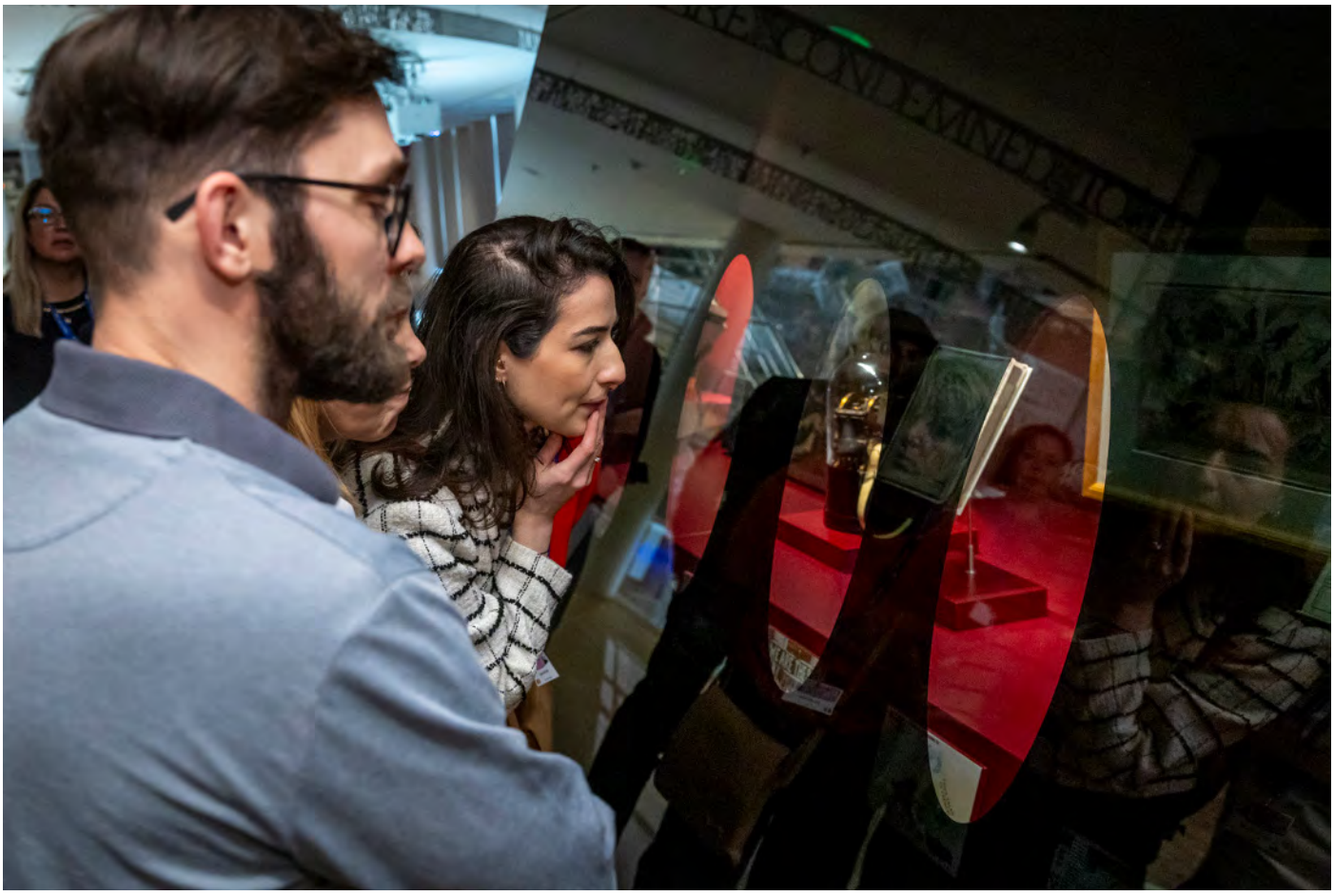
Vice-Chair, Board of Trustees, House of European History; former Vice-President, European Parliament

A year of outreach and visitor engagement

Even though 2025 turned out to be a difficult year with reduced resources that affected adversely the museum's staff, it was also one of success and continuous growth. Objectives were fully met, and outreach and enhanced visitor engagement perhaps described best the museum's performance during the year.

The touring exhibition *Fake (f)or Real* continued its European journey and visited Gdańsk in Poland and Kristianstad in Sweden. Closer to home, the museum launched its first ever digital platform for teachers, *HistoriCall*, with contents about European integration history, tailored to the needs of teachers across Europe. Meanwhile, the temporary exhibition *Presence of the Past* allowed photography students from the *École Nationale Supérieure des Arts Visuels de La Cambre* to contribute their work to an array of photographic views on how Europeans have been engaging with history. The museum also completed its first fully co-creation project with a group of youngsters, resulting in the exhibition *Raising our roots* about Brussels-related migration stories.

Press reviews echoed the museum's varied offer in different countries, and social media follower numbers soared to new heights. It was not coincidental that the museum lent its first object overseas, to the Metropolitan Museum in New York—a symbol of its collection's growth catching the eye of museum peers.



Over the years, the museum has become more audience-centred and has reached out to new audiences.



The museum looks into the future with audiences at the core of its priorities.

All these outreach projects bear testimony to the efforts of the museum to become more audience-centred, to reach out to new audiences both locally and in other parts of Europe and to engage audiences in participatory and co-creation activities. These objectives also nurtured strategic reflections on future audience development.

In the museum itself, efforts continued to enhance the quality of the visitor offer. Based on a comprehensive study into visitor reactions, a working group started reflecting on a future revision of the permanent exhibition. The aesthetic quality of the visitor areas was improved, the museum storage further equipped, and a newly furbished learning room, the *History Studio*, was completed. Museum operations continued with the usual high professionalism of welcoming and guiding visitors, maintaining the installations, and managing day-to-day activities.

Building on these accomplishments and looking into the future, the Board of Trustees approved the museum's new strategic plan for 2026-2030 in October 2025. The plan identifies the following strategic priorities:

1. Expanding & Engaging Audiences
2. Enhancing Exhibitions & Learning on Transnational History
3. Strengthening Collections & Accessibility
4. Expanding Digital & European Outreach
5. Improvements of museum facilities and visitors' experience
6. Resource Management & Governance

Coming into force in 2026, each of these strategic objectives is comprised of several sub-objectives, which will be followed by concrete actions during each of the plan's five years. It is worth noting some of the highlights for the year to come, namely the opening of the museum's temporary exhibition *Postcolonial?,* the further development of the permanent exhibition review project and a big conference, in partnership with *EuroClio*, with 250 history teachers.

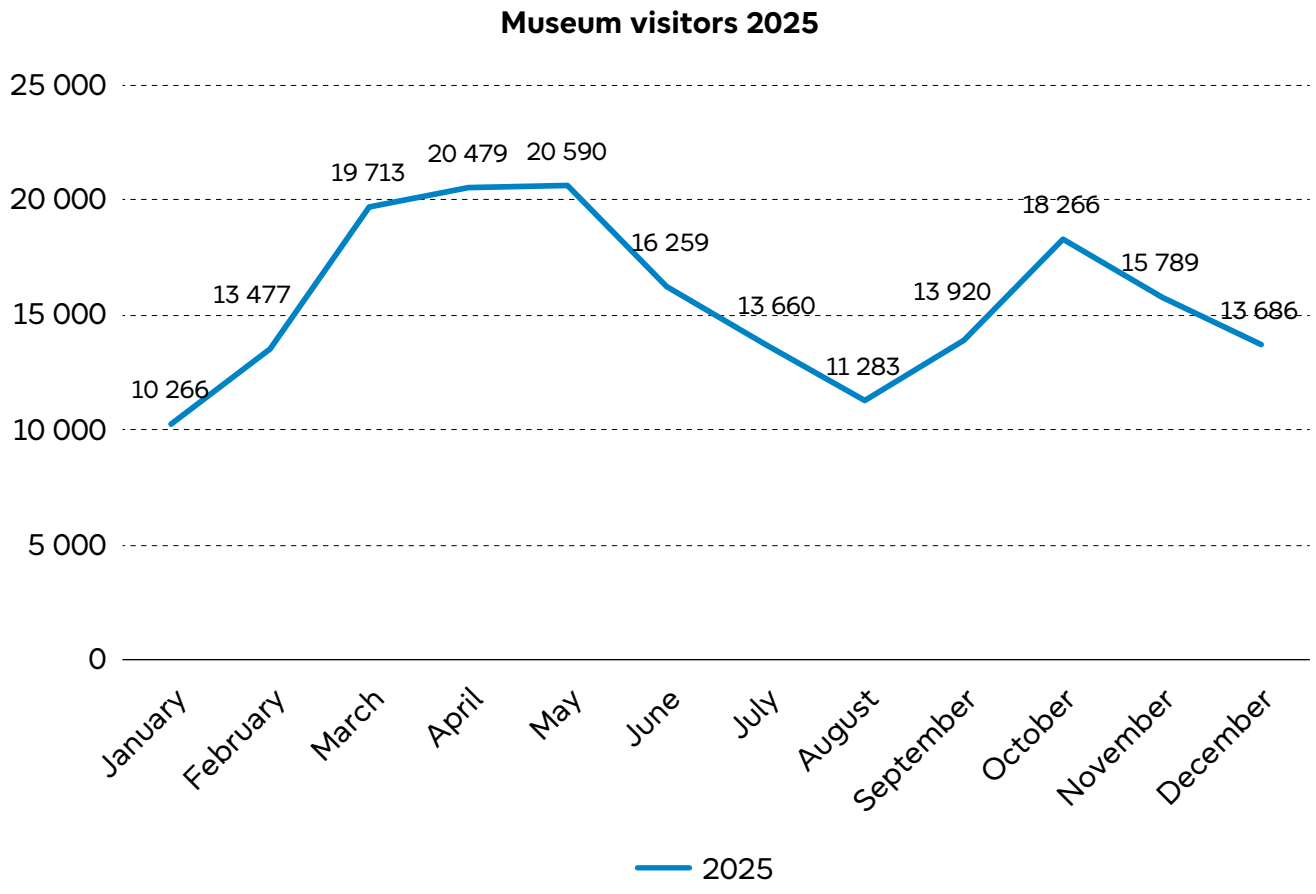
Visitor numbers

General table–2025

ONSITE AUDIENCE			
Individuals	Group Visitors	On Tour (*)	**TOTAL**
91 654	95 734	9 504	**196 892**

(*) Figure concerns visitors to the touring exhibition *Fake (f)or Real* in Hungary, Poland and Sweden over a six-month period.

ONLINE AUDIENCE		
Websites	Social Media	**TOTAL**
158 292	1 757 929	**1 916 221**



Curatorial

Curatorial work is remarkably diverse. The curators at the *House of European History* constantly update the permanent exhibition, develop temporary ones, strengthen and document the collection – including its digital presence – prepare publications, and represent the institution at conferences.

In 2025, the team sought replacements for numerous loaned exhibits that had to be returned. March saw the opening of the temporary exhibition *Presence of the Past* while *Postcolonial?* was being prepared for 2026. The touring exhibition *Fake (f)or Real* began the year at the Open Society Archive in Budapest, moved to the Museum of the Second World War in Gdańsk, and opened in December at the *Regional Museum Skåne* in Kristianstad.

Finally, the innovative participatory project *History Lab Europe* was launched to bring fresh ideas into the permanent exhibition. It will create a platform for engagement across Europe, which will promote participation and enhance the museum's inclusivity.

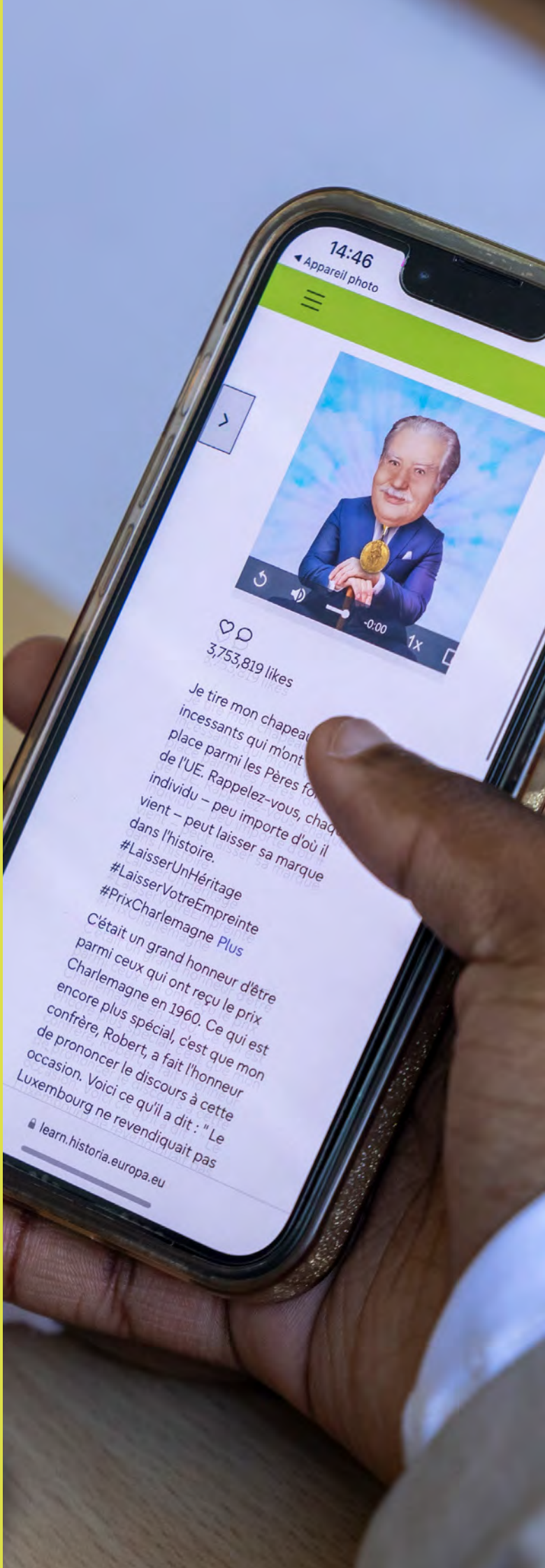


Learning

The Learning and Outreach team offers educational programs, events, guided tours, and learning materials for the museum's diverse audiences and stakeholders. In 2025, through each activity, the team created for event participants opportunities to remember, reflect, and respond to social developments past and present, making learning in the museum engaging and relevant.

Alongside its daily activities, the team opened the *History Studio*, a fully refurbished and modern learning room, as a welcoming space for workshops and dialogue and presented a small cocreated exhibition with the youth group *Echoes*. It also introduced *HistoriCall*, a digital resource designed for schools and classrooms to support teachers and students in connecting with history through interactive storytelling.

Furthermore, in 2025 the Learning and Outreach team deepened networks, built new partnerships, and coorganized stakeholder events, reaffirming its shared commitment to democracy education and inclusive civic learning.



Communications

To create awareness of the *House of European History* offer, the Communication and Partnerships team conceives, executes, and furthers promotional strategies and activities.

It is a creative force that makes an essential contribution to the museum's ambition to champion a European perspective in museum practice and be the place where European history is examined and debated from different viewpoints. Throughout its work, the team applies the museum's principles on academic independence, inclusion, and sustainability.

In 2025, the team further developed a solid profile for the museum through traditional media coverage, social media growth and multi-channel dissemination of information. It also managed to reach out to a variety of stakeholders, from tourist trip organisers to social media influencers.

The highlights of the year's work include offering again the museum website in 24 languages and a strengthened Europe-wide communication and outreach towards teachers.



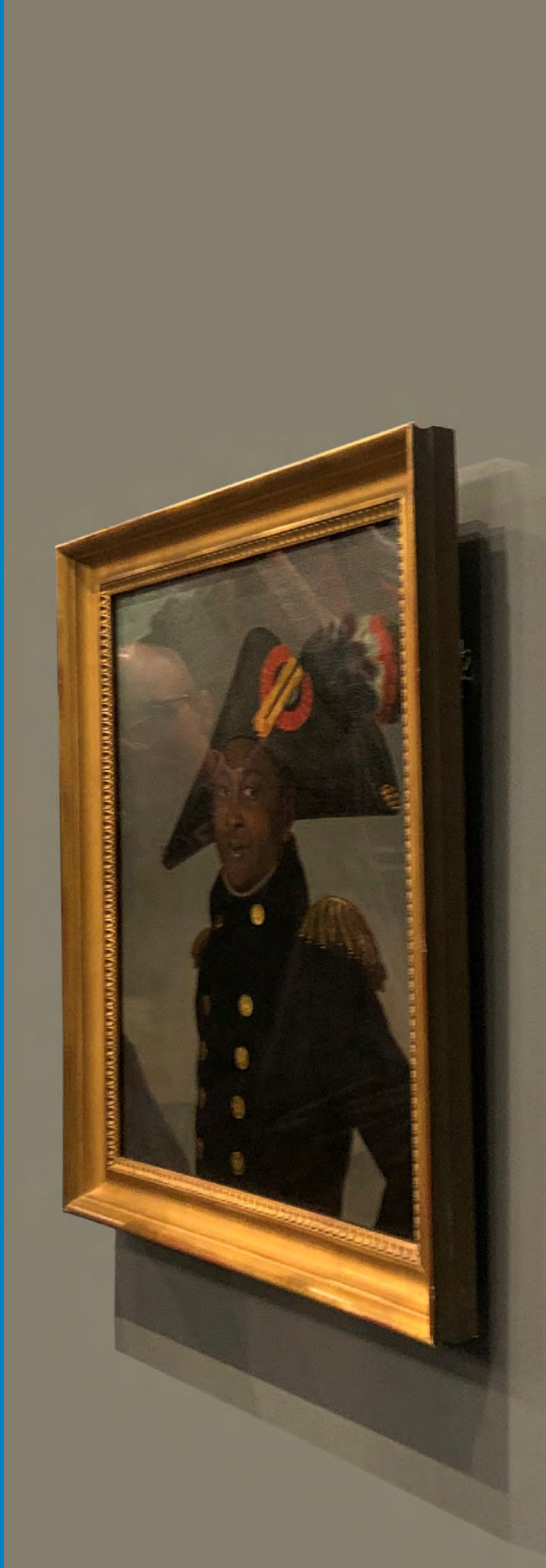
Collections

The Collections department's work is linked to core museum activities, such as exhibitions, object loans, procurement, legal support and the handling of images and data.

In 2025, the team set up and dismantled the touring exhibition, *Fake F(or) Real* in Budapest, Gdańsk and Kristianstad. It deinstalled the temporary exhibition *Bellum et Artes* in January and installed *Presence of the Past* in March and contributed to the design and production of the upcoming exhibition *Postcolonial?*.

It was also a busy year in terms of photography and handling of digital assets, including the launching of a Digital Assets Management system, while the museum database continued to be improved. The team organised a training session for DG COMM staff on the database and trained colleagues from the European Investment Bank and the European Commission on collection management.

Finally, the museum's external storage was fitted with a new mobile shelving unit in 2025.



Facilities

The Facilities, Visitors' Services & IT team is the main contact for several technical tasks and activities relating to the Eastman building, which is the home of the *House of European History* (HEH).

The Eastman hosts a vast art collection and welcomes an average of 16 000 visitors per month, while it also offers office space and meeting rooms.

Despite its small size, the Facilities team cooperates efficiently with the specialised technical services of the European Parliament's (EP) Directorate Generals (DGs) for Infrastructure and Logistics (INLO), Security and Safety (SAFE), Logistics and Interpretation for Conferences (LINC), and Information Technologies and Cybersecurity (ITEC).

The cooperation concerns regular operations or maintenance tasks and ad-hoc projects. In 2025, the team contributed to several projects and activities. A few, such as the refurbishment of the now called *History Studio* and the technical support for events and exhibitions, stood out.

