



The 'Development of Fat Margaret into a Modern Family-focussed Museum and Visitor Centre' Project. The Fact Sheet

As at 3 January 2019

I General information

Purpose of the project: Development of the building complex of Fat Margaret into a modern family-focussed museum and visitor centre.

Scheduled opening: Late 2019.

Space Net surface area: 1,600 m²
Area under the exhibition: 1,260 m² (incl. the area on three levels in the artillery tower, on two levels in the gate building, in the cog hall, and in the building in the courtyard)

Architecture: KOKO Architects (winner of the idea competition held in 2016 with the 'Laine' design)

Interior design: Inphysica Technology (winner of the idea competition held in 2017 with the '[Vetemaa](#)' design).

Leading partner of the construction works: Acres OÜ

Cost: Total cost of the project: **6.9 MEUR**, incl.:
reconstruction of the attractions: 4.8 MEUR
construction of the exhibition: 1.8 MEUR

Sources of financing: 1) Enterprise Estonia (from the 'Support for international family tourism attractions', the European Regional Development Fund): 2.07 MEUR
2) The state (co-financing): 2.07 MEUR
3) The Estonian Maritime Museum (own contribution): 2.76 MEUR

Supporters of providing equal access to the attractions for visitors with special needs:
1) The National Foundation of Civil Society and Estonia 100;
2) Participation in the international TANDEM project in 2016–2019.

The Commissioning of Artworks Act is applicable to the project: [results of the competition](#).

Project managers: Heinu Klaas, General Manager of the Project
Hene-Riin Lõhmus, Project Manager for Construction and Administration
Karen Jagodin, Project Manager for the Exhibition

The team: Urmas Dresen, Head Curator
Gerly Heinsoo, Project Manager of the Programme
Kristina Milbach, Service Manager

Marge Rahu, Project Manager for Marketing
Küllli Vainsalu, Financial Manager
Raissa Tross, Auditor
Maie Tooming, Procurement Specialist

II The exhibition

Head Curator: Urmas Dresen (The Estonian Maritime Museum)
Curators: Priit Lätti, Feliks Gornischeff, Teele Saar, Mihkel Karu (The Estonian Maritime Museum)
Co-curators: Juhan Kreem (The City Archives of Tallinn), Maili Roio (The Estonian National Heritage Board), Anatoli Alop (The Estonian Maritime Academy), Erki Tammiksaar (The Estonian University of Life Sciences)
Consultants: Enn Küng, Jaak Valge (The University of Tartu), Heino Punab (The Estonian Maritime Academy of TUT), Hannes Vinnal, Peedu Sammalsoo, Marie Kõiver.

Project manager for the exhibition: Karen Jagodin (The Estonian Maritime Museum)

The message: Estonia is a maritime country and Estonians are a seafaring people. Tallinn has been an international port with heavy maritime traffic and fancy vessels since the Middle Ages. The exciting and educational exhibition tells the story of maritime trade, shipbuilding, and seafarers from the Middle Ages to the modern time.

Star exhibits: 1) The Great Coastal Gate (Suur Rannavärav) and the Fat Margaret artillery tower which are UNESCO World Heritage sites;
2) The wreck of a medieval cog which was discovered in Kadriorg in 2015.

Exhibits

A collection of ship models: almost 70 models, incl. 17 specially ordered models, 1 purchased, and 2 deposited models.

Items: approximately 700 items

Digital and 'hands on' solutions: almost 50

Archaeological finds: 1) Double-layer cobblestone pavement from the 16th or 17th century.
2) A long passage with slate walls and paved bottom which passes through from under the front wall, dates from the same period of time;
3) A wall with embrasures of the front gate which was built in the second half of the 14th century;
4) A channel covered with slate slabs;
5) A fragment of the city wall from the middle of the 15th century on which Fat Margaret was built.

Background: The exhibition of the Maritime Museum in Fat Margaret was first opened in April 1981.

III Marketing

CVI: Polaar Studio

Channels: paksmargareeta.ee
facebook.com/eestimeremuuseum
twitter.com/meremuuseum
vk.com/meremuuseum

The slogan: Meri tornis / Towering Tales of the Sea / Meri tornissa / Море в башне

Marking:



Kodanikuühiskonna
Sihtkapital



Contact: Õne Mets, Communications Specialist, tel. 5330 6653, onne@meremuuseum.ee