



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

As at 19 September 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 29 November 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: 7.4 MEUR**, incl.:
reconstruction of the attractions: 5.3 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): 2,070,209.47 EUR
2) The state (co-financing): 3.28 MEUR
3) The Estonian Maritime Museum (own contribution): 2.05 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 Männik, Project Manager for Construction and Administration

Karen Jagodin, Project Manager for the Exhibition

Development team:

- Urmas Dresen, Head Curator
- Gerly Heinsoo, Head of Research, Collections, and Content
- Ruth Ristmägi, Head of Collections
- Kristina Milbach, Head of Corporate Services
- Herman Miller, Service Manager
- Marge Rahu, Project Manager for Marketing
- Õnne Mets, Communications Specialist
- Küllli Vainsalu, Financial Manager
- Raissa Tross, Auditor
- Maie Tooming, Procurement Specialist

II The exhibition

Head Curator	Urmas Dresen (Estonian Maritime Museum)
Curators	Priit Lätti, Feliks Gornischeff, Teele Saar, Mihkel Karu (Estonian Maritime Museum)
Co-curators	Juhan Kreem (The City Archives of Tallinn), Maili Roio (Estonian National Heritage Board), Anatoli Alop (Estonian Maritime Academy, TalTech), Erki Tammiksaar (Estonian University of Life Sciences)
Consultants	Enn Küng, Jaak Valge (University of Tartu), Heino Punab (Estonian Maritime Academy, TalTech), Hannes Vinnal, Peedu Sammalsoo, Marie Köiver; Heikki Häyhä and Eero Ehanti (FOG, Finland)
Execution	Digital solutions – Platvorm OÜ Graphic design of the exhibition – Polaar OÜ Hands-on special solutions – OÜ Produktsioonigrupp Special solutions for visitors with visual disabilities – Joonprojekt OÜ Multimedia devices of the exhibition – Atea AS
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	The Great Coastal Gate (Suur Rannavärav) and the Fat Margaret artillery tower which are UNESCO World Heritage sites; The wreck of a medieval cog which was discovered in Kadriorg in 2015.
Exhibits	Almost 70 ship models, incl. 17 specially ordered models, 1 purchased, and 2 deposited models.

Approximately 700 items.
Almost 50 digital and hands-on solutions.

Archaeological finds	<ol style="list-style-type: none">1) Double-layer cobblestone pavement from the sixteenth or seventeenth 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 fourteenth century;4) A channel covered with slate slabs;5) A fragment of the city wall from the middle of the fifteenth 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	<p>paxsmargareeta.ee facebook.com/eestimeremuuseum twitter.com/meremuuseum instagram.com/paxsmargareeta vk.com/meremuuseum</p>
The slogan	Meri tornis / Towering Tales of the Sea / Meri tornissa / Море в башне

Marking:



visit estonia

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