

Press Release, April 09, 2025

## **Basel Historical Museum launches “ESC Memory Box” - A participatory collection project on the Eurovision Song Contest**

The Eurovision Song Contest (ESC) is coming to Basel in 2025 – and with it a wealth of emotions, stories, and memories. To preserve these, the Basel Historical Museum has launched the “ESC Memory Box”. In collaboration with the general public and local associations, it is collecting personal ESC objects and their stories from April to June 2025, in line with the motto: "Donate an object. Share your story. Let's make Eurovision history!".

### **Collect ESC history together**

Starting April 9, ESC fans from the Basel area are invited to submit their memories and objects using an online form on the museum's website ([hmb.ch/submissionform](https://hmb.ch/submissionform)). From April 29, the contributions received will be published and continuously expanded in the digital Memory Box ([hmb.ch/esc](https://hmb.ch/esc)). At the heart of the project is the physical Memory Box on Theaterplatz, which will serve as a growing exhibition and vibrant meeting space in the center of Basel from May 10 to 25. The objects already collected will be on display, and visitors are invited to bring along their own Eurovision memorabilia and personal stories.

With the “ESC Memory Box”, the Basel Historical Museum is realising a participatory project in which the public is actively involved in deciding which objects and memories are collected and preserved for future generations. The project began in early April with representatives of local associations – including a carnival clique with an ESC theme and the Eurovision Club Switzerland – who donated objects with personal stories about the ESC.

Another highlight is the coat that was presented to Basel by Malmö in January 2025. It has since become part of the collection of the Basel Historical Museum and will be on display in the Barfüsserkirche until June 29. Admission to view the coat is free.

### **Participatory museum practice**

The project will conclude in June: museum staff, together with representatives of the local associations, will decide which objects will be permanently included in the collection. With the “ESC Memory Box”, the Basel Historical Museum is realising a pilot project for participatory collecting. The results and experience gained will be incorporated into future projects.

### **ESC Memory Box**

Donate an object. Share your story. Let's make Eurovision history!

On-site                      Container next to the Tinguely Fountain, May 10 – 25, 2025, 11am – 7pm  
                                    May 19 closed

Submission form         [hmb.ch/submissionform](https://hmb.ch/submissionform)

Digital Memory Box     from April 29, 2025 at [hmb.ch/esc](https://hmb.ch/esc)

The project is made possible thanks to the generous support of:  
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Federal Office of Culture FOC

### **Media information**

Press material             [hmb.ch/service/presse/](https://hmb.ch/service/presse/)

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