



*Under the auspices of the Council of Europe*

## **Call for Applications for the 2012 European Museum of the Year Award**

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### **THE EUROPEAN MUSEUM FORUM**

The European Museum Forum (EMF) is an independent not-for-profit organisation which is a charitable company registered in the UK<sup>1</sup> and dedicated to promoting innovation in museum practice and encouraging exchange of best practice and ideas across Europe.

- EMF organises workshops and networks to foster exchange of information and good relations between museum professionals and museum volunteers and supporters.
- EMF works through dialogue and consultation with internationally experienced and respected members of the European museum sector and operates under a system of regular renewal and succession-planning to ensure that the organization always reflects the needs and aspirations of the contemporary European museum community.
- EMF recognises the value of public engagement of museums and recognises excellence through a scheme of annual awards, The European Museum of the Year Award is the main award.
- Museums considered for awards are judged in accordance with clear criteria set by EMF in a process of independent peer review.

### **THE PURPOSE OF THE EUROPEAN MUSEUM OF THE YEAR AWARD SCHEME**

The European Museum of the Year Award (EMYA) was founded in 1977 under the auspices of the Council of Europe, with the aim of recognising excellence in the European museum scene and encouraging innovative processes in a museum world which still took the more traditional view to focus exclusively on collections rather than on their use for the benefit of society.

It was an adventurous initiative, with the founders generously investing their prestige and their expertise, together with a lot of time and energy for something never experienced before on this European scale.

EMYA has had a positive influence on the lives of a number of museum professionals and has brought to centre stage small museums with highly innovative contents, which otherwise would not have received recognition at the European level. EMYA through the work of EMF has also directed the attention of public authorities to initiatives originating in their own countries, which previously were almost neglected and not recognised at the level they deserved.

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<sup>1</sup> European Museum Forum is a Charitable Company Limited by guarantee, registered in England and Wales, registration no 07243034, charity no 1136790, registered office World Museum Liverpool, William Brown Street, Liverpool L3 8EN. Web site: [www.europeanmuseumforum.org](http://www.europeanmuseumforum.org)

Within the EMYA scheme all museums are equal whether public or private, small or large. Whatever their subject or their nationality, they are assessed on the basis of what is considered outstanding public quality.

In 2012 EMYA will celebrate its 35<sup>th</sup> anniversary. EMYA has proved to be the longest running and most prestigious museum award in Europe and is an important occasion for promoting innovative approaches in the museum sector throughout the whole continent.

## **THE AWARDS**

The EMF Judging Panel is looking for enterprise and innovation that enhances the public quality of the museum. The judges seek to identify new developments which are likely to have a significant influence in the national and international museum field.

### **The European Museum of the Year Award**

This is the main award, and goes to a museum which contributes most directly to attracting audiences and satisfying its visitors with unique atmosphere, imaginative interpretation and presentation, a creative approach to education and social responsibility.

Past winners have been both large and small museums, but all developed something which was special and changed the standards of quality in museums within Europe.

### **The Kenneth Hudson Award**

This is an award in honour of the founder of EMYA. The award goes to a museum, person, project or a group of people who have demonstrated the most unusual, daring and, perhaps, controversial achievement that challenges common perceptions of the role of museum in the society and carries forward the spirit of Kenneth Hudson. The Kenneth Hudson Award winner will be chosen by the EMF Board of Trustees, and will not necessarily be selected from the pool of the EMYA 2012 applicants.

### **The Silletto Prize**

This prize goes to a museum which has in the past two years demonstrated excellence in involving its local community in planning and developing museum and heritage projects or has attracted outstanding support from its work with volunteers with the goal to enhance the public quality of the museum.

### **Special Awards**

A number of special awards will also be given to museums that have developed a new and innovative aspect of their public service and from which other European museums can learn.

# Guidance notes for the application process and participation in the EMYA 2012 Competition

## GENERAL INFORMATION AND ELIGIBILITY

- Museums of any size, type or legal constitution can apply for the competition.
- Museums must be based in one of the 47 countries that are currently members of the Council of Europe
- The applying museum can be an established museum that has completed a substantial programme of modernisation, extension, reorganisation or re-interpretation during the past two years;
- The applying museum can be a new museum first opened to the public in the past two years.

## EMYA 2012 APPLICATION FORM

This is a two stage process:

### **1. Online form**

The EMYA 2012 Application Form is provided in a separate file that should be completed electronically.

Please make sure that you also provide a two-page supporting statement in support of your application in a separate document and submit this in conjunction with the application form.

The application should be submitted in English.

### **2. Supporting material**

Supporting material should be sent separately by post to the EMF Office. Please carefully read the guidelines below.

## SUPPORTING MATERIAL TO ACCOMPANY THE APPLICATION

All candidates should provide the following information:

1. Illustrations: (Please note that we accept only digital images)
  - A maximum of 15 digital images, 300 dpi in JPEG format. These should include one exterior of the museum and general views of the galleries and activities. We do not require images of individual items.
  - A DVD film presentation may be provided, but this must be no more than ten minutes in length and without any accompanying sound (it does not have to be an expensively produced DVD – the main objective is to give a good overview of the facilities provided by the museum – it will be used to show-case your museum during a ten minute interview at the EMYA Assembly.)
  - Each package of information must be identified with the name of the museum and the year (2012) and each image must be named. The images must be free of copyright and available for use in the EMYA publication and on the EMF web site.

2. One copy of the museum's leaflet, brochure or catalogue
3. A poster advertising the museum (if available)
4. A small selection of relevant press cuttings
5. A copy of the bank transfer instructions for the entry fee
6. A content list of accompanying material

Please note: All material will be retained in the EMF Archive after the judging has taken place.

### **THE JUDGING PROCESS**

Museums applying to enter the competition will be judged in the following way:

1. A careful assessment of the application form and supporting material
2. A visit by judges from the EMYA Judging Panel during summer/autumn 2011. The Judging Panel is represented by some of the most experienced and knowledgeable cultural professionals in Europe. Full criteria for the judging visit can be obtained once your application form has been accepted.
3. The Judging Panel meets at the end of November 2011 and shortlists nominated museums.
4. Nominated museums are expected to attend a short public interview during the EMF Assembly and EMYA Ceremony in May 2012. (Venue and dates to be confirmed).
5. Winners are announced on the last day of the Assembly in a formal Ceremony and gala celebration.

### **COMPETITION ENTRY FEE**

The completed application form should be accompanied by **an entry fee of 325 EURO**.

Payments should be made by **bank transfer**. Please note that the applicant carries the bank charges. Please make sure that your payment is identifiable, by including the name of the museum and the town in which it is situated as a payment reference. (A copy of transfer instructions should also be included in the supporting material.)

### **BANK DETAILS**

**Bank:** HSBC

**Branch:** Grosvenor Court, 149 Whiteladies Road, Clifton, Bristol BS8 2RR, UK

#### **For EURO Payments**

IBAN: GB22 MIDL 4005 1557 8485 43

BIC: MIDLGB22

ACCOUNT NO: 57848543

#### **For GBP Payments**

IBAN: GB69 MIDL 4014 0931 3439 47

BIC: MIDLGB2115H

SORT CODE: 40-14-09 ACCOUNT NO: 31343947

## **SUBMITTING YOUR APPLICATION**

The EMYA 2012 Application Form should be submitted no later than **15 March 2011**.

### **For the application form and supporting statement by e-mail to:**

[emf@liverpoolmuseums.org.uk](mailto:emf@liverpoolmuseums.org.uk)

### **For the supporting material by post to:**

Doric McMillan, EMF Administrator  
European Museum Forum  
World Museum  
William Brown Street  
Liverpool L3 8EN  
UK

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### **For further information, please contact:**

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