



Under the auspices of the Council of Europe

Call for Applications for the 2012 European Museum of the Year Award and the Council of Europe Museum Prize

THE EUROPEAN MUSEUM FORUM

The European Museum Forum (EMF) is an independent not-for-profit organisation which is a charitable company registered in the UK¹, dedicated to promoting innovation in museum practice and encouraging exchange of best practice and ideas across Europe.

- EMF recognises the value of public engagement of museums and fosters excellence through a scheme of annual awards of which the European Museum of the Year Award and the Council of Europe Museum Prize are the main awards.
- Museums considered for awards are judged in accordance with clear criteria set by EMF in a process of independent peer review.
- EMF stimulates networking and develops projects 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 organisation always reflects the needs and aspirations of the contemporary European museum community.

THE PURPOSE OF THE EUROPEAN MUSEUM OF THE YEAR AWARD AND COUNCIL OF EUROPE MUSEUM PRIZE SCHEME

The European Museum of the Year Award (EMYA) and the Council of Europe Museum Prize were launched 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. In 2012, the scheme will celebrate its 35th anniversary.

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.

The scheme 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. It has served to establish connections between museums of the East and West, North and South of Europe. Through the work of EMF, the scheme has also directed the attention of public authorities to initiatives originating in their

¹ 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

own countries, which previously were almost neglected and not recognised at the level they deserved.

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

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

EMYA has proven to be the longest running and most prestigious museum award in Europe and continues to be the most important occasion for promoting innovative museum practice and public quality in the European museum sector.

This award 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 Council of Europe Museum Prize

The Council of Europe Museum Prize is a unique award intended to highlight the need to preserve and promote the European cultural heritage as a factor uniting the Council of Europe's 47 member states. It involves recognition of the excellence displayed by the winning museums in the approach they take to museum work, while complying fully with the EMYA criteria, and helps to give added dynamism and variety to the European museum sector.

This prestigious prize is awarded, based on the suggestions of the EMYA Judging Panel, by the Committee on Culture, Science and Education of the Parliamentary Assembly of the Council of Europe to a museum which puts particular emphasis on a clearly understandable presentation of a European perspective, showing initiative in presenting themes of European relevance and adherence to the key values and priorities of the Council of Europe.

The Kenneth Hudson Award

This is an award in honour of the founder of EMYA, Kenneth Hudson. 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 museums 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 EMYA and Council of Europe 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.

NEW SPECIFIC CRITERIA FOR THE COUNCIL OF EUROPE MUSEUM PRIZE

During the past year, EMF and the Parliamentary Assembly of the Council of Europe have been working closely on reinforcing the European dimension of the Prize. The revised criteria reflect key priorities of the Council of Europe to:

- promote respect for human rights and democratic institutions;
- maintain an open and inclusive policy aimed at bridging cultures, overcoming social and political borders;
- introduce innovative schemes of governance and management that enhance cultural democracy;
- present a European perspective, which may provide a dramatic interplay between a local identity and the European identity;
- establish conditions to ensure access by the widest possible public;
- use cutting-edge information and communication technology and provide a space for new cultural creation and mediation technologies;
- coach visitors towards new knowledge and ideas of good and responsible citizenship;
- promote heritage-based creativity and the development of the heritage sector of cultural industries.

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 ceremony.)
 - 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, which is to be held in Penafiel, Portugal, in May 2012. (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 Bank plc

Branch: 99-101 Lord Street, Liverpool, United Kingdom, L2 6PG

Location: GB

For EURO Payments

Account name: European Museum Forum

Account number: 71141039

IBAN: GB11MIDL40051571141039

BIC: MIDLGB22

For GBP Payments

Account name: European Museum Forum

Account number: 33916561

IBAN: GB23MIDL40290833916561

BIC: MIDLGB22

SUBMITTING YOUR APPLICATION

The EMYA 2012 Application Form should be submitted no later than 16 June 2011.

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

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

For further information, please contact:

Doric McMillan, EMF Administrator

European Museum Forum

World Museum

William Brown Street

Liverpool L3 8EN, UK

Tel: +44 151 478 4984

Fax: +44 151 478 4321

emf@liverpoolmuseums.org.uk