

THE ART EXPLORA – ACADÉMIE DES BEAUX-ARTS EUROPEAN AWARD

The leading European Award championing new dialogues
between arts and audiences

2023 AWARD RULES

Art Explora shares arts and culture with everyone - locally, nationally and internationally - inspiring new encounters between arts and audiences. We work in partnership with artists, cultural organisations and communities, exploring all art forms, and creating unforgettable cultural experiences.

Our imaginative, contemporary approach encourages new forms of public participation and engagement, pushing boundaries with digital technology and mobile programming.

The last few years have seen significant change in the cultural and creative industries. This has been caused not only by the outbreak of COVID-19, and the rapid conversion to digital technologies, but also by the powerful impact of international social movements. Arts and cultural organisations are questioning their role within our societies, seeking new ways of engaging with audiences, and responding to the challenges of our times.

Open to all non-profit European cultural organisations, the European Award encourages new forms of audience engagement and participation in arts and culture, supporting innovative projects, across all art forms, that can be shared, replicated and scaled across Europe. Working against all social, economic and geographic barriers, the Award encourages access to arts and culture for everyone, and champions new dialogues between arts and audiences.

The European Award also offers a platform and a publication for sharing best practices imagined across Europe and annual event *Arts & Audiences Now!* for arts and cultural professional to discuss, share and celebrate new ways of connecting with audiences.

Our beliefs

- We believe in stimulating new forms of audience engagement and participation, increasing access to the arts, and supporting projects that will create a meaningful legacy across Europe.
- Innovation comes from all sectors and art forms. We encourage cultural projects that can be shared, replicated and scaled across Europe.
- We believe collaboration is the key to success, and we encourage partnerships within and beyond the cultural and artistic sector.
- We offer Awards of the same amount to reflect our view that great ideas come from all arts and cultural organisations, regardless of size, sector or location.

The Award is organized by Art Explora, a foundation located at 9 Place de la Madeleine, Paris (75008), France, in partnership with the Académie des beaux-arts.

Article 1 : The Objective and Scope of the European Award

1.1 : The Awards

3 Awards of €50,000 each and 1 Audience Choice Award of €10,000 to support and stimulate best practices.

Applicants are invited to apply to one of the 3 categories based on the organisation's annual expenditure in financial year 2022:

- Category 1 – cultural organisations up to €500,000 annual expenditure
- Category 2 – cultural organisations from €500,000 to €2 million annual expenditure
- Category 3 – cultural organisations over €2 million annual expenditure

1.2 : Application dates

The application must be completed online, via the site www.artexplora.org, from **Wednesday 3 May to Monday 11 September 2023, at 11:59p.m.**

Article 2 : Application for the European Award

2.1 : Eligibility criteria

Applicants must be registered non-profit and cultural institutions or organisations, with a venue open to the public, from the European Union, Iceland, Liechtenstein, Norway, Switzerland, and the United Kingdom. Only one application is allowed from each cultural organisation.

Applicants can submit:

- a new project proposal
- an existing project with a new dimension

The objective is to encourage innovation and experimentation to develop, diversify and encourage audience participation.

Applicants must submit an estimated project budget where the Award income is **no more than 80% of the presented budget.**

2.2 : Application file

➤ Elements to be communicated in French or English

- The project leader's contact details
- A presentation of the applicant cultural organisation
- A complete presentation of the project (max. 5 pages) or a video (max. 5 minutes) for which the application is made specifying:
 - Project objectives and summary
 - Target audience
 - Project partners
 - How the project can be replicated or scaled
 - Timeline and delivery schedule
- Photos and videos of the project (if available), which can be used for communications (free of rights)
- Total project budget – itemised. : the budget must be presented in the form of a table, to enable the jury to understand the nature and amount of the various expenses planned and the different sources of funding expected, including, potentially, the Art Explora Award.

➤ Optional elements

Additional and optional items may be added to the application: photos, videos, press review, letters, etc. French and English are not compulsory but should be preferred for these additional items.

Any incomplete application that does not meet the eligibility criteria and conditions or sent after **11 September 2023** cannot be accepted.

No participation fee is charged.

Article 3 : Assessment of the Application File

3.1 : Selection criteria

The jury will pay particular attention to the following criteria:

- **Innovation & engagement:** demonstrate innovative audience engagement, participation and access to arts and culture. We are looking for projects with clear plans for lasting impact and legacy.
- **Partnership:** ability to collaborate or develop partnerships within and beyond the cultural and artistic sector, for example education, health, etc.
- **Replicability:** ability of the project to be shared, replicated and scaled across Europe.
- **Impact & reach:** ability to assess the impact of the project in terms of the quality of the audience engagement and the numbers of people involved, and the ability to reach under-served audiences.

3.2 : Shortlist

Once applications are closed, a shortlist of 18 projects will be made by the Art Explora teams, with the help of a group of Art Explora volunteers recruited especially for this task. These 18 projects will then be sent to the jury.

3.3 : Final jury

The jury is made up of 9 people: 4 academics appointed by the Académie des beaux-arts, 4 experts appointed by Art Explora and the chairman of the jury, Frédéric Jousset.

The jury will decide the Awards winners.

Article 4 : Selection and Award Procedures

The jury will designate a winner in each of the 3 categories. The overall grant of €150,000, allocated according to category, will be distributed as follows:

- Category 1 (cultural organisations up to €500,000 annual expenditure): €50,000
- Category 2 (cultural organisations from €500,000 to €2 million annual expenditure): €50,000
- Category 3 (cultural organisations over €2 million annual expenditure): €50,000

The jury's decision is final.

The Award must fund the establishment of a new project or the expansion of an existing project with a new dimension. It can cover capital or operating expenses.

Following the Award ceremony, a subsidy agreement will be established between the winner, Art Explora and the Académie des beaux-arts. The winners will provide information on project progress and will send final evaluations to Art Explora.

The shortlisted applicants will be revealed at the end of October. The 3 winners will be publicly announced at a Award Ceremony in December 2023.

The amount of the Award will be paid in euros. Conversion into any other currency remains the responsibility of the winner, as are the costs of this conversion.

Article 5 : Communication

By participating in the Award, each of the applicants authorises Art Explora and the Académie des beaux-arts to use the elements of their application (except for budgetary and financial data or items explicitly mentioned as confidential) in its communication on the Art Explora - Académie des beaux-arts European Award.

Art Explora reserves the right to communicate the list of applicant cultural organisations or to give a few examples, beyond the 18 shortlisted applicants.

Art Explora will present the 18 shortlisted applications on its website as soon as the shortlist is announced, to give them visibility and promote an exchange of best practice. This will consist of a short presentation text of the cultural organisation and its project as well as one or more visuals, with the credits provided by the cultural organisation at the time of its application.

An annual publication presenting the major trends and best practices on audience engagement, participation and access to arts and culture will also be created and widely available via the Art Explora website at the launch of the European Award 2024. It will consist of presentation texts and illustrative visuals, with the credits provided by the cultural organisations at the time of their application

Art Explora may need to request more visuals and illustrations to complete the web presentation of the 18 shortlisted applicants and the drafting of the publication. By applying, each cultural organisation thereby agrees to permit access to image resources (photographs, videos, etc.) that are necessary to showcase the projects.

It is understood that the visuals, illustrations, images and films may possibly be cropped and edited differently from the initial shot. Art Explora and the Académie des beaux-arts refrain from using images or films that could infringe on the privacy or reputation of the persons photographed or filmed. This also covers any harmful context.

Consequently, and in accordance with the provisions relating to image and name rights, the institutions applying for the Art Explora - Académie des beaux-arts European Award authorise Art Explora and the Académie des beaux-arts to fix, reproduce and communicate to the public the visuals, illustrations, images and films provided at the time of their application, unless otherwise stated in writing. The use of these elements is intended for video production and distribution, and dissemination of content via social media, website or publication. The authorisation is valid for the legal term of literary and artistic protection and for as many publications as are necessary for their use or for the use of audio-visual work in which the elements provided may be incorporated.

This permits dissemination of materials across the whole world.

The winners are invited to communicate on the European Award 2023. These elements will be the subject of a specific article in the subsidy agreement to be signed between the Award-winners, Art Explora and the Académie des beaux-arts.

Article 6 : The Audience Choice Award

An Audience Choice Award of €10,000 will be made to one of the 18 shortlisted applicants.

The public will be asked to vote for the project of their choice. The vote will be organised online on the Art Explora website. Each person will be able to vote once, for one project only.

Votes will be open from **6 Novembre 2023 at 10a.m to 17 Novembre 2023 at 11:59 p.m**, the timestamp of your vote will be recorded through the server of the website: www.artexplora.org.

The jury will not be informed of the results of the votes being cast and the Audience Choice Award may be added to one of the three Awards of €50,000. The exact number of votes obtained by the winner and by the other applicants will not be communicated to the public.

The Audience Choice Award should allow the winner - if it is the winner of this one Award only - to launch its project or to develop a new dimension of its existing project. A subsidy agreement will be established between the winner of the Audience Choice Award, Art Explora and the Académie des beaux-arts.

Detailed voting procedures and those applicable if a tie between several applicants occurs will be described in an amendment to these regulations and published on the Art Explora website when voting opens.

Article 7 : Modification or Cancellation of the European Award

The organisers cannot be held responsible if the Award must be cancelled due to unforeseen circumstances.

Article 8 : Applicable Legislation

These rules are subject to French law. These terms and conditions are written in French and English, but only the French version will prevail in the event of a dispute.

Article 9 : Acceptance of these Rules

Any application on the Art Explora website implies tacit acceptance of these rules. These rules have been filed with SCP VENEZIA & Associés, Judicial Enforcement Officers in Neuilly-sur-Seine , France (92200) and will be available on [our website](#) during the whole time of the Award.

For all further informations, please send an email to:

prix@artexplora.org