



ACADÉMIE  
DES BEAUX-ARTS  
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## THE ART EXPLORA & ACADEMIE DES BEAUX-ARTS AWARD

### Regulations for the 2020 award-giving

Art Explora is a non-profit organisation (with an endowment fund) whose vocation is to share culture with as many people as possible, notably relying on digital technologies and mobile devices.

For this award, Art Explora has joined forces with the Académie des Beaux-Arts who aims to support and sponsor creative projects in various ways, both in France and abroad.

#### Article 1: The aim of the award

The Art Explora & Académie des Beaux-Arts European Award aims to help speed up projects carried out by public or private European cultural institutions.

These initiatives should aim to promote and increase awareness of art and culture amongst every echelon of society. In particular, audiences less familiar with cultural institutions.

#### Article 2: Participation conditions

The candidates must be public or private cultural institutions from the European Union (including the United Kingdom, Switzerland and Norway). This award is open to all European cultural institutions, whatever their size.

To be eligible, the project must be either:

- a new project scheduled to be up and running between September 2020 and September 2021
- or an existing project that can be duplicated or scaled up

Applications are open from March 9th 2020 midnight to September 25<sup>th</sup> 2020 and must be submitted online on [www.artexplora.org](http://www.artexplora.org). The application form must include:

- A detailed presentation of the applicant institution (including legal status, governance, operating budget and website)
- A comprehensive presentation of the project being submitted for the award (including a provisional budget and project partners)
- The number of (recorded or anticipated) beneficiaries of the submitted project
- The anticipated plan of action if granted the award and/or an estimation of how the project will develop and be scaled up thanks to the award
- Contact details of the project manager



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Any application which is incomplete or sent after September 25<sup>th</sup> 2020 will not be considered.

There is no application fee.

### **Article 3: Examining the application**

The jury will pay particularly close attention to the following criteria:

- Importance given to digital technologies
- Ability to build partnerships with other institutions such as charities, NGOs, other cultural institutions, etc.
- How specific audiences are taken into account (people with disabilities, the young generation or those being reintegrated into society, etc.)
- The project's environmental impact
- The potential for the project to be scaled up and duplicated (by the museum itself or by other cultural, educational or social institutions)

#### **3.1 Pre-selection**

The Art Explora and the Académie des Beaux-Arts teams will select a minimum of 15 projects which will be subsequently passed onto the jury.

#### **3.2 The jury**

The jury is chaired by the President of Art Explora.

It is made up of 12 individuals: 6 academicians selected by the Académie des Beaux-Arts and 6 experts selected by Art Explora.

The jury will select the award winners.

### **Article 4: Stipulations on awarding the grant**

The jury will reward 3 winners. The total grant of €150,000 will be split up into 3 categories:

- 1st Prize: € 80,000
- 2nd Prize: € 50,000
- 3rd Prize: € 20,000

The decision of the jury is final.

The award received must either go towards setting up a new project or developing and scaling up an existing project. It can be used to help cover investment or operational costs.

The winners should report to Art Explora on the project's development and give a final assessment of the outcome.

The award will be received at a ceremony held by Art Explora at the Académie des Beaux-Arts in the Fall of 2020.



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Awarding the grant will be formalised by a triple-party agreement between Art Explora, the Académie des Beaux-Arts and the award winners.

#### **Article 5: Communication**

By receiving the award, the winners authorise Art Explora and the Académie des Beaux-Arts to use their first name, surname, image, voice, statements given, corporate name and elements from their application form (apart from financial information or anything specifically expressed as being confidential) for any communication purpose.

The award winners must agree to facilitate implementing supporting projects to create media (photographs, film clips). The rights over this media will be the exclusive property of Art Explora and the Académie des Beaux-Arts. This media will be accessible on all platforms and via all mediums of communication.

Art Explora will unveil the official selection of the best projects and give them visibility. Once the price is awarded, and for the exchange of best practices, Art Explora will feature the selected projects on its website and ensure a communication through the European press.

#### **Article 6: Modification or cancellation of the award**

If a force majeure leads to the competition being cancelled, the organisers are not held responsible.

#### **Article 7: Agreeing to these terms and conditions**

Any applicant on the Art Explora site must tacitly agree to these terms and conditions.

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*For any additional information, please send an email to: [prix@artexplora.org](mailto:prix@artexplora.org)*