

INTERNATIONAL MUSEUM COMMUNICATION **AWARDS**



PRESS INFORMATION - AUGUST 2007

IMCA: CREATIVE EXCELLENCE IN THE MUSEUMS WORLD TO BE REWARDED FOR THE FIRST TIME IN BRUSSELS NOVEMBER 29, 2007

Brussels, November 29, 2007

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PRESS RELEASE

On November 29, 2007, the first edition of IMCA - the first International Museum Communication Awards for art institutions, museums and galleries – will be held in Brussels.

This new award aims to assess creative excellence in the museum industry as well as to encourage arts organisations to find original and inventive ways to communicate.

IMCA wishes to provide a new networking forum for professionals and offers a great opportunity to increase awareness of how museums, art institutions and galleries use design to communicate their brand values at local, national and international levels.

All non-commercial, non-profit museums, art institutions and galleries are invited to apply. Private museums and foundations may also participate. Biennales and art centres which do not have a permanent collection may also enter. Commercial organisations, art fairs, and commercial galleries cannot participate. Advertising and design agencies can only enter under the name of the museum of the institution with whom they have worked for. The deadline for the receipt of entries is 28 September 2007 and cost of each entry is 250 Euros.

Corporate Design, Exhibition Campaign, Integration and Innovation are the four main categories recognised by IMCA. A fifth award - the Peers Award – will be voted for by the attendees at the awards ceremony.

For the four main categories, the winners will be chosen based on a result of discussions and deliberations by a jury of experts and professionals, highly recognised in their fields. A Pre-selection Jury will submit a short list of nominees in each category to an International Grand Jury made up of museum professionals, creative directors and graphic designers. The Grand Jury will be chaired by Mr Damien Whitmore, Director of Programming at the Victoria and Albert Museum in London. He says: "The IMCA's have been created to reward creative flair and innovation in branding within the cultural and design world. They will showcase the very best in graphics, advertising, branding and print from museums and cultural organisations from across the world. The awards will only be as good as the work submitted. Good luck to all the competitors."

All attendees will receive the IMCA book featuring a collection of essays from experts in the world of design and communication, the nominations and the winning projects. This will be published in March 2008.

IMCA is organised at the initiative of Agenda, public relations agency based in Paris (www.agenda.com) and Bizart, graphic design agency based in Luxembourg (www.bizart.lu) in partnership with Thalys, Victor Buck, The Art Newspaper and Indigo Studios. Visit www.imca-awards.com.

THE GRAND JURY

The Grand jury of the award will be presided by **Damien Whitmore**, Director of Programming at the **Victoria and Albert Museum**, London. He will be assisted by sixteen top professionals and experts in their field:

Chus Martinez (Germany), Director of the **Frankfurter Kunstverein**

Boz Temple-Morris (UK), **Artist**, Co-founder and marketing director of the brand of cigarettes 'Death'

Clemens Schedler (Austria) from **Büro für konkrete Gestaltung**

Su-Mei Tse (Luxembourg), **Artist**, winner of the Golden Lion at the 2003 Venice Biennale

Irma Boom (The Netherlands), **Book designer** and winner of the Gutenberg-Preis 2001, Leipzig

Adrian van den Eynde (Belgium), Creative Director, **McCann Erickson**

Anna Somers Cocks (UK), Director, **The Art Newspaper**

Miriam Garcia Armesto (Spain), Director of communication, **Museo Nacional Centro de Arte Reina Sofia**

Emily King (UK), Writer and curator specialising in graphic design, Design editor of Frieze magazine

Mike Koedinger (Luxembourg), Independent publisher and Co-curator of **Colophon 2007**

Leen Gysen (Belgium), Director Marketing and Communication of the **Palais des Beaux-Arts**, Brussels

Jean-Michel Dancoisne (Belgium), Managing Director, **Thalys International**

Françoise Serralta (France), Trend research manager of the international trend-forecasting agency, **Peclers Paris**

Edward Rozzo (Italy), **Photographer-artist-teacher**

Edelbert Köb (Austria), Director, **Museum Moderner Kunst Stiftung Ludwig Wien**

Douglas Fogle (USA), Curator at the **Carnegie Museum of Art**

THE CATEGORIES

The IMCA recognises best practice in four categories, awarding a trophy and certificate to each winner. Each nominee will receive a certificate.

1. Corporate Design

Any design or campaign including logos, posters, corporate design, online communication, mixed media, advertising campaigns (for corporate identity), catalogues as well as business cards, letter head and all relevant communication tool.

2. Exhibition Campaign

Any design or campaign developed for the promotion of a temporary exhibition. This includes logos, posters, corporate design, online communication, mixed media, advertising campaigns and all communication tools related to the exhibition campaign. You are also invited to submit a campaign for an opening or a reopening of an exhibition space, gallery and museum in this category.

3. Integration

The winner will be selected by the jury from candidates who have submitted to both the Corporate Design and Exhibition Campaign categories. This award will judge how successful the Corporate Design and the Exhibition Campaign compliment each other and how well they form a greater marketing whole.

4. Innovation

The winner will be selected by the jury from all candidates. This award will judge how intuitive and enterprising a campaign has been and whether it has 'changed the rules'. The Peers Award will be voted for by the attendees at the ceremony on the 29 November. A prize will be awarded.



TERMS, CONDITIONS, REGISTRATION

The IMCA-Awards are open to all non-commercial, non-profit museums, art institutions and galleries. Private museums and foundations may also participate. Biennales and art centres which do not have a permanent collection may also enter. Commercial organisations, art fairs, and commercial galleries cannot participate. Advertising and design agencies can only enter under the name of the museum or institution with whom they have worked. Entry form can be downloaded on the website of IMCA : www.imca-awards.com.

National and international works can compete in each category.

All entries e.g. logos, posters, catalogues, signage, merchandising, websites etc. must have been in use since 1 January 2005 and can have been designed before this date.

The deadline for the receipt of entries is 28 September 2007.

One entry can be comprised of one or several elements (online campaign, logo, poster, direct mail etc.) but must all pertain to the same campaign / promotion. There is no limit to the number of elements which can be submitted as part of an entry. Cost of each entry is 250 EUR (287,50 EUR including VAT).

A pre-selection jury will determine the short-list of finalists that will be submitted to an International Grand Jury of creative experts and museum professionals for final evaluation.

A Grand Jury will determine category winners by a numerical scoring system. The Integration and Innovation awards will be selected from the category nominees. It will be attributed by a majority vote of the Grand Jury through a process of progressive elimination.

Winners will receive trophies and diplomas. All short-listed entries will receive finalist certificates.

One entry can be comprised of several elements (online campaign, logo, poster, direct mail, catalogue etc) but each element must pertain to the SAME campaign / promotion. There is no limit to the number of items that may be submitted as an entry.

A Summary Form, listing all entries, must be correctly completed by each institution participating in the competition and an Entry Form must be correctly completed for each entry. Instructions included in these forms are part of the rules of the competition.

All interactive entries will be judged online and must be submitted with the correct web address (URL). For non-English entries, a written explanation will have to be supplied to facilitate the judging process.

The Jury's decisions will be final.

THE VENUE: INDIGO STUDIOS

The IMCA International Communications Awards ceremony will be taking place at Indigo Studios in the heart of Brussels on 29 November.

Indigo Studios defines itself as a “brand new kind of Art Gallery”, with over two decades of event experience in the fields of the Art and Entertainment. Based in the heart of Brussels, and located in a former 650m metal factory, Indigo Studios is the new place in Brussels where creative people meet and mingle. The place regularly holds exhibitions, fashion shows, showcases and conferences. Operating as a partner of the International Museums Communications Awards, Indigo Studios is happy to host all its participants and to provide professional assistance for a session of afternoon conferences and the awards ceremony itself.

‘More than a new place, a new concept in Brussels’

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THE ORGANISERS

IMCA-Awards is an international partnership created in July 2006 by two European communication experts:

Corinne ESTRADA

Director of Agenda. Agenda is a European agency based in Paris specializing in communication for museums since its founding by Corinne 15 years ago. Agenda's expertise is the promotion and communication of museums throughout Europe, permanent clients including Tate, the National Gallery and the Victoria & Albert Museum.

Since 2000, Agenda has organized in a major European city, the leading international event for museum professionals working in the world of marketing and communication bringing together more than 250 delegates.

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Raoul THILL

Director of Bizart. Bizart is a communication agency in Luxembourg. Raoul has been visual communication idea man and director for 13 years. Raoul founded the agency proposing a multi-discipline service to clients, from communication strategy and marketing analysis to conceptual development and visual implementation. Bizart has worked for international groups such as SES-Global and Arcelor whilst also being strategic partner to cultural institutions such as MUDAM and the international magazine symposium Colophon in 2007.

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CONTACT:

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Art historian, critic and curator. After MA studies at the Paris-Sorbonne and at the University of London (Goldsmiths College), he was a PR assistant to the Fondation Musée d'Art Moderne Grand-Duc Jean, the Musée d'Histoire de la Ville de Luxembourg and well-known art galleries in Paris and Luxembourg. He published articles in Flash Art, Milano, Artpress, Paris, d'Lëtzebuerger Land, Luxembourg. He is a member of ICOM and AICA Luxembourg and is joint curator of a contemporary art exhibition in Luxembourg in 2007.

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