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## PRESS RELEASE

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

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 can apply. Private museums and foundations can 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. Other members of the Grand Jury include: Miriam Garcia Armesto (Director of Communication Museo Nacional Centro de Arte Reina Sofia, Madrid), Irma Boom (Book designer -Gutenberg-Preis 2001, Leipzig), Jean-Michel Dancoisne (Managing Director, Thalys International), Adrian van den Eynde (Creative Director, McCann Erickson), Douglas Fogle (Curator at the Carnegie Museum of Art), Leen Gysen (Director Marketing and Communication of the Palais des Beaux-Arts, Brussels), Emily King (writer and curator specialising in graphic design, Design Editor of Frieze magazine, co-author of 'c/id Visual identity and branding for the arts'), Edelbert Köb (Director Museum Moderner Kunst Stiftung Ludwig Wien), Mike Koedinger (Publisher, co-curator of Colophon 2007), Edward Rozzo (photographer-artist-teacher), Françoise Serralta (Trend research manager, Peclers, Paris) and Su-Mei Tse (Venice Biennale).

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

Media Relations: Philippe Fouchard Agenda 31 rue Ballu F-75009 Paris  
T + 331 49 95 08 06 - GSM + 33 6 60 21 11 94