



Hands On! International
Association of Children's Museums

European Museum Academy
A European Museum Expertise Foundation

APPLICATION FOR THE 2012 CHILDREN'S MUSEUM AWARD

INFORMATION ON THE AWARD

The Children's Museum Award has been established by the European Museum Academy and Hands On! International for the **recognition of excellence in the specific sector of international children's museums**. Applications are welcomed from children's museums and from education, children and youth departments in museums and science museums, both long-established and recently opened.

The Jury is looking especially for the creative use of exhibitions and programmes with an innovative interpretative approach, which should be meaningful to the relevant age-group up to 14 years old.

The following elements are the most important in a whole package of factors which are evaluated:

A. Bright ideas, design and general atmosphere

- *Bright ideas*, for example in exhibitions, funding, logistics, co-operation, new audiences
- *Innovative pedagogical concepts*
- *Creativity in the selection of topics*
- *Aesthetics and design of exhibitions and/or museums*
- *General atmosphere* – visitor satisfaction after the visit

B. Activities

- *Events*, to include educational programmes, family and/or special group events, courses, workshops
- *New media (for example, the website, multimedia applications and social media)*, taking into account accessibility, quality and quantity, attractiveness for youngsters (serious games, etc.), complementary to exhibitions and other activities
- *Intergenerational programmes*
- *Does the museum offer age-appropriate programmes* for different age-groups of children?
- *Programmes for minorities*(disabled, ethnic minorities)

C. Specific issues

- *Educational spaces/rooms*
- *Special exhibitions for youngsters*
- *Social responsibility* in relation to local, regional and national communities
- *Links with research centres* (co-operation with faculties of education, for example)
- *Relevance to the school curriculum*

An important background consideration is to investigate the ways in which a candidate is likely to change the course of museum thinking or museum practice in these respects, nationally and internationally. That is why special attention is given to imaginative interpretation and presentation .

There will be a pre-selection of 10 finalists, who will be visited by members of the Jury (appointed by EMA and HO!).

INFORMATION ON THE EUROPEAN MUSEUM ACADEMY

The Academy was established in 2009 on the 10th anniversary of the death of the distinguished museologist Kenneth Hudson (1916-1999) by a group of internationally renowned experts recruited from more than 10 countries active in the museum field and the cultural sector in general. EMA co-operates with Hands On! International for this Award. EMA members of the Jury of the Award are also members of the EMA Pool of Experts

INFORMATION ON HANDS ON! INTERNATIONAL

Hands On! International (HO!), the Association of Children's Museums, is an international professional organisation representing and advocating for its non-profit member institutions. It actively stimulates the creation and development of children's museums (including science centres, large collections based institutions serving young visitors) and more space for cultural and educational activities for children and young people. HO! supports the important role of children's museums as centres where play inspires creativity, informal and lifelong learning.

ENTRY FEE

The completed application should be accompanied by an entry fee of **200 € (two hundred Euros)**, paid by bank transfer. Transfer charges must be paid by the applicant. Please make sure that your payment can be identified and include a copy of the transfer instructions with your application.

Bank: ING Bank

Address: Postbus 94780, 1090 GT Amsterdam, The Netherlands

Account name/holder: European Museum Academy

Account number: 4682823

IBAN: NL36INGB0004682823

BIC: INGBNL2A

VAT number: G59200006

SUPPORTING MATERIAL

The completed application form should be accompanied by THREE copies of a CD which should include the following:

- Two typewritten pages in English describing the museum and taking into account the above criteria: its organisational structure, its method of financing and the relevance or innovative aspects and/or of the museum's treatment of its subject.
- Up to 20 digital images, 300 dpi in JPEG format, with general views of the exhibitions and activities, pictures which illustrate your strong candidature for the Award. All images must be free of copyright and accompanied by a declaration which enables EMA to use them for non-commercial purposes in its printed materials, on the Internet as well as in training programmes.
- Scanned copies of a brochure, leaflet or other publicity material you wish to include (please do not send paper copies).
- A copy of the bank transfer instructions.

For further background information, see the websites: www.hands-on-international.net and www.europeanmuseumacademy.eu.

***Note:** it is not possible to return material after the judging has taken place*

Hands On! International

Association of Children's Museums

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www.europeanmuseumacademy.eu

The 2012 Award will be announced on the occasion of the Bologna Children's Book Fair and with the support of the Carisbo Bank Foundation – Genus Bononiae.

ENTRY DATA

The closing date for applications is **31 October 2011**. Completed forms and supplementary material should be sent to: Ann Nicholls, EMA Co-ordinator, 17 Woolcot Street, Redland, Bristol, BS6 6QH, United Kingdom. Telephone +44 (0)117 973 7965; ann.nicholls1493@btinternet.com.

Name of museum

Director

Full postal address

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Telephone/fax numbers, with area code

E-mail and website

Museum or department within a museum?.....

Finance: public or privately financed?.....

Number of permanent employees

Number of temporary employees

Number of volunteers

Opening times

Position of the education department within the overall structure of the museum:

Percentage of the budget within the total budget of the museum in 2010

Percentage of visitors within the total visitor numbers in 2010

Please answer the following questions on a separate sheet:

- What aspect of your institution makes it a strong candidate for this Award?
- Commitment to the age-group
- Mission of the institution

Signed:

Date: