



The leading European Award championing new dialogues between the arts and audiences

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 the arts and audiences.

The European Award offers a platform for sharing and disseminating best practices and a space for dialogue and exchange between international arts professionals.

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.

Who can apply?

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.

The award is open to the entire artistic and cultural sector, meaning it is open to institutions or organisations of any art form. Museums, theatres, galleries, operas, orchestras, art centres, grass-roots organisations and other independent arts organisations, are welcome to apply.

3 prizes 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 cultural organisation's annual expenditure in financial year 2019 :

- **CATEGORY 1** - cultural organisations up to €50,000 annual expenditure
- **CATEGORY 2** - cultural organisation from €500,000 to €2 million annual expenditure
- **CATEGORY 3** - cultural organisation over €2 million annual expenditure

Please note: given the recent health context that led to the closure of most cultural organisations, we invite you to take into account your annual expenditure figures for the year 2019. If you have any questions or are not sure about this information, please contact us as we would love to help you.

What project?

Applicants must submit either a new project proposal or an existing project with a new dimension.

Estimated project budget

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

APPLY before 31 August 2022 and find all the information on the Award 2022 [here!](#)

For all further informations, please send an email to: prix@artexplora.org