



**FORUM
SLOVANSKIH
KULTUR**
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**FORUM
OF SLAVIC
CULTURES**

ŽIVA AWARD 2023 for the Best Slavic Museum and for the Best Heritage Site in Slavic Countries

CALL FOR APPLICATIONS – GENERAL INFORMATION

Deadline to apply: 28 February 2023

The Award does not require any application fee.

The Živa Award

The founder of the Živa Award is the Forum of Slavic Cultures. It was established in 2012 by an expert group of the countries of the Forum of Slavic Cultures (FSK). It is named after the Slavic goddess Živa (known also as Žiwia, Siva, Sieba or Razivia), representing the principle of life, beauty, vitality and fertility - thus characteristics that are also embodied in Slavic cultures.

Dr. Andreja Rihter, the director of the Forum of Slavic Cultures, has made the following statement: "The Živa Award reveals the sensibility of Slavic museums and for the preservation, recognition and presentation of their cultural heritage. It recognizes the efforts of the small or large, national or local, or other types of museums, which are aware that cultural assets and values present essential investment for the present and the future."

The Živa Award project partners are European Museum Academy (EMA) and numerous national museum institutions.

The Forum of Slavic Cultures (FSK)

The Forum of Slavic Cultures (FSK) is a non-profit and non-governmental organisation connecting the Slavic countries of Belarus, Bulgaria, Bosnia and Herzegovina, the Czech Republic, Montenegro, Croatia, Poland, Russia, North Macedonia, Slovakia, Slovenia, Serbia and Ukraine. Its inception was prompted by the accession of Slavic countries to the European Union in 2004.

The FSK serves as an intersection of future partnerships. Its activities contribute to the positioning of Slavic cultures on the map of the world and to better understanding of the diversity of Europe today as promoted by the Council of Europe. It promotes intercultural dialogue at the global level. In our changing world it actively represents Slavic cultures with their characteristics and historic diversities.

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The Purpose of the Živa Award

The greatest value of the Živa Award aims at identifying, preserving and promoting the best practices of Slavic museums and heritage sites in Slavic countries, their cultural heritage—movable and immovable, tangible and intangible.

The Živa Award is an important transnational cultural platform, which fosters the dialogue, communication and networking, exchange of ideas, knowledge and experiences in view of: museums leadership, protection and promotion of museum collections and their diversity, museum's social role, services and engagement towards the needs of public by encouraging innovation, creativity, participation and inclusion.

Intangible heritage plays a very important role in the mission of today's museums. Activities related to intangible heritage have the unique power to reach new audiences, connect museums with communities, engage visitors in creative learning, and foster a fruitful exchange of knowledge and skills between museum and its visitors.

The Živa Award contains a truly multi-Slavic cultural dimension that highlights the progress and changes in museums of Slavic countries in all their diversity, embracing the wealth of their joint operation, communication and action. Within the framework of the Slavic museums entering the Živa Award competition, the number of museums, their diverse approaches and achievements are growing from year to year and has since the first Živa Award in 2014 almost tripled.

Who can apply?

1. **Applications are welcomed from all types and size of museums such as:** history, contemporary history, war memorials and museums, natural-history, technical, art museums and galleries, industrial museums, science and technology centres, interpretation centres, ethnographic, architecture, design, literary, music, university and others.
The museums may be local, regional, national, federal, municipal, special and private, old or recently established.
2. **Applications are welcomed from all types of heritage sites:** historical buildings and structures, ensembles of monuments, architectural works, archaeological sites, cultural and natural museum reserves and preserves, revitalized, reconstructed industrial buildings and areas used for museum and cultural purposes, combined works of man and nature such as gardens and parks – heritage sites of exceptional historical, artistic, scientific ethnological and anthropological value.

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Information for all applicants:

- Applications are free of any financial obligations.
- All museums and sites can apply whether established long ago or recently



opened or renovated.

- The application may be repeated and submitted by the same institution after a period of 3 years, but only in the case of new outstanding projects (reconstruction of spaces, new exhibition installations, specific achievements in international and community projects, digital outreach, etc.).

Why to apply?

- Sharing ideas and experiences, networking and strengthening professional relations with museum colleagues and museums from Slavic countries and beyond.
- Contributing (as speakers) and benefiting new knowledge from the Živa Award meetings and its open forums as well as from the other Forum of Slavic Cultures program and membership activities.
- Benefiting from visibility also at the European level through the promotion of the museum: in the Živa Award yearly publication, in video produced by FSK, on the website and its links, etc.
- Benefiting from excellent PR (Public Relations) in media and communication outreach to large public, carried out by the Forum of Slavic Cultures.

Živa Awards and Recognitions

The *Živa Award for the Best Slavic Museum* and the *Živa Award for the Best Heritage Site in Slavic Countries* as well as five *Special Recognitions* for:

- *Creativity*
- *Storytelling*
- *Attention to Visitors and Openness*
- *Sustainability*
- *Team Efficiency*

are awarded annually on the basis of the decision drawn by the Živa Jury, which is composed of thirteen judges – museum experts from Slavic countries and the European Museum Academy.

Benefits for winners

1. The Živa Award for the Best Slavic Museum winner receives:

- A certificate.
- A special work of art – a statue as token of the main Živa Award.
- Ten copies of the ŽIVA 2023 publication (publisher FSK).
- Five copies of the promotional film (producer FSK).
- An invitation to present the museum at the following year's Živa Award ceremony by FSK.
- An open opportunity to apply and present the museum as an award-winning one at the Best in Heritage, annual global conference featuring award winning museums and heritage projects in Dubrovnik, Croatia.
- Continuous record and presence on FSK website and Živa Award publications.

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2. **The Živa Award for the Best Heritage Site in Slavic Countries winner receives:**
 - A certificate.
 - A special statue as token of the Živa Award into permanent possession.
 - Ten copies of the ŽIVA 2023 publication (publisher FSK).
 - Five copies of the promotional film (producer FSK).
 - An invitation to present the award- winning museum at the following Živa Award ceremony by FSK.
 - Continuous record and presence on FSK website and Živa Award publications.

3. **Benefits for Recipients of Special Recognitions for Creativity, Storytelling, Attention to Visitors and Openness, Sustainability, Team Efficiency:**
 - A certificate.
 - A glass sculpture by Slovenian artist Ljubica Ratkajec Kočica into permanent possession.
 - Five copies of the Živa 2023 publication (publisher FSK).
 - Three copies of the promotional film (produced by FSK).

Obligations of the Živa Awards winners and Recipients of Special Recognitions

1. Special agreement between the FSK and the Živa Award winner or a Special recognition recipient is to be signed.
2. The awards and recognitions have to be presented at a prominent, visible place in winning museums, accompanied by an information.
3. The winners are to promote their Živa award or recognition in media and on their website and social networks.
4. For the purpose of promotion, the Živa winners can receive the copyrights from the Forum of Slavic Cultures to use the FSK/ŽIVA logo.
5. The FSK is to publish all available information about the winners and their museums and activities over the entire year in Slavic languages on its website.
6. The two main awarded museums contribute presentations at the next Živa Award ceremony about their development (during the year between the two Živa Award ceremonies).
7. All winners receive information and invitations by FSK to actively participate in seminars of PIRANOVA and the International School of Museology in Piran, Slovenia as well as in other events organised by FSK.
8. All Živa winners are requested to send their press clippings and press reports to the FSK office in Ljubljana, Slovenia.

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How to apply?

Only on-line applications will be accepted.

To enter click: [on-line form](#). This form has to be filled-in and submitted with a set of materials, photos and a video.



Total list of materials to be submitted with on-line application form:

- Signed [letter of consent](#) in pdf file.
- Signed [declaration of entrant](#) in pdf file.
- Signed [copyright authorisation](#) in pdf file.
- Filled on-line entry form.
- Logo of the institution.
- Up to 20 digital photos, **300 dpi in JPEG** format, with one exterior, general view of the exhibitions and photos, which illustrate your strong candidature for the award.
- Short video in HD** (max. 3 minutes long). Photos and a video must be free of copyright and accompanied by an authorization, which enables the FSK to use them for non-commercial purposes in its printed materials, on the Internet as well as in training programmes.
- Up to 5 electronic or scanned copies of museum brochures, leaflets or other publicity material can be included (not obligatory).

Language to be used:

The application can be written in a national language or in English, but in any case. A short presentation of the museum (max. 1000 characters with spaces) and its full name must be written in a national language and in English.

Deadline for submitting applications:

The deadline is **28 February 2023**.

Who can help you?

For more information and assistance, please contact us at FSK: E-mail: katarina.bogataj@fsk.si or Mobile number [\(+ 386 \(0\) 30 391 930](tel:+386030391930).

Under an agreement between the EMA and the FSK, the winner of the ŽIVA Award for the best Slavic museum automatically becomes a candidate for the European Museum Academy (EMA) Awards.

European Museum Academy (EMA) is a non-profit Foundation established to reflect museums at the international level, to promote research on museography and museology as a high cultural activity, to provide constructive criticism and promote discussion on new exhibitions and museums, and to diffuse museological knowledge and ideas among members of the profession. It aims to promote the conception and development of new as well as of traditional museums as tools of social change.

www.europeanmuseumacademy.eu

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