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ŽIVA AWARD 2024 for the Best Slavic Museum and for the Best Slavic Heritage Site

CALL FOR APPLICATIONS – GENERAL INFORMATION

Extended deadline for applications: 14 March 2024

The Živa Award

The founder of the Živa Award is the Forum of Slavic Cultures (**FSK**). It was established in 2012 by an expert group from the countries of the Forum of Slavic Culture.

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 museum institutions from different Slavic countries.

The Forum of Slavic Cultures (FSK)

With the headquarters in Ljubljana, Slovenia, the International Foundation – the Forum of Slavic Cultures (a non-profit organization) was founded in 2004 on the initiative of Slavic cultural circles.

Under the leadership of Dr. Andreja Rihter, the FSK has been building bridges between Slavic countries in different ways for 20 years. To date it has greatly contributed to the promotion of dialogue and creativity in different cultural fields – at the Slavic level and beyond; to the development of cooperation and partnerships with different international organizations, heritage and educational institutions, national and regional initiatives.

The FSK creates, presents and fosters common cultural projects in the fields of literature, linguistics and translation, museology and archive studies, education, theatre, architecture, film and music and cultural and natural heritage. The Forum of

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Slavic Cultures has thus for almost two decades successfully conceived, organized and achieved a great number of diverse multi-partnership projects in various fields such as: cultural heritage – the Živa Award project; literature – 100 Slavic Novels; translation – SLAWA project and many others.

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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, sustainability, museums' social role, services and engagement towards the needs of public by encouraging innovation, creativity, participation and inclusion.

Besides, the Živa project focuses also on activities related to intangible heritage, which plays an important role in the mission of today's museums and versus their public.

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.

Since the first Živa Award in 2014, the number of Slavic museums entering the Živa Award competition has been growing from year to year.

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Who can apply?

1. **Applications are welcomed from all types and size of museums:** history, contemporary history, war memorials and museums, natural-history, technical, art museums and galleries, industrial museums, science, technology and interpretation centres, ethnographic, architecture, design, literary, music, university and other types. The museums may be local, regional, national, federal, municipal, community, special or private, old or recently established.
2. **Applications are welcomed from different 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 –

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heritage sites of exceptional historical, artistic, scientific ethnological and anthropological value.

Information for all applicants

- Applications are free of registration fee.
- All museums and sites can apply whether established long ago or recently opened or renovated.
- The application cannot be repeated and submitted by the same museum/institution before 3 years expire time.

Why to apply?

- Sharing ideas and experiences, networking and strengthening professional relations with museum experts, colleagues and museums from Slavic countries and beyond.
- Playing an active role by participating in Živa activities (as speakers).
- Acquiring new knowledge and connections, developing cooperation within the framework of the FSK numerous activities and open forums such as museological workshops, seminars, conferences, summer school.
- Benefiting from the promotion of the Živa Award project - of nominated or/and winning museums in a wider European context by means of a special yearly Živa Award publication, a video-film produced by FSK, the FSK website, its links, and from its Public Relations in media, incl. social media and communication outreach to a large public.

About Živa Awards and Recognitions

There are 2 main Živa Awards:

- Živa Award for the Best Slavic Museum
- Živa Award for the Best Slavic Heritage Site

There are 5 Special Recognitions for:

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

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

The Živa judges pay visits to museums candidates of the year, usually during the spring time, as to the museums winners, they are proclaimed in autumn at a special Živa Award ceremony held in one of the museums in a country from the FSK circle.

In 2024, the year which also marks the 10th anniversary of the Živa Award project, the Živa Award ceremony with a conference is planned to be held from 25 – 29 September 2024 at the Regional Ethnographic Open-Air Museum ETAR in Gabrovo in Bulgaria.

Benefits for winners

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

- A special certificate.
- A special statue (artwork) as token the Živa Award.
- Ten copies of the ŽIVA 2024 publication (publisher the FSK).
- A copy of the promotional video-film (producer the FSK).
- An invitation by FSK to present the museum at the next Živa Award ceremony.
- An opportunity to apply and give presentations of the museum as an award winner at international museum events such as the EMA Awards.
- Continuous record and presence on the FSK website and in Živa Award publications.

2. The winner of the Živa Award for the Best Slavic Heritage Site receives:

- A certificate.
- A special statue (artwork) as token of the Živa Award.
- Ten copies of the ŽIVA 2024 publication (publisher the FSK).
- A copy of the promotional video-film (producer the FSK).
- An invitation by FSK to present the winning museum at the next Živa Award ceremony.
- An opportunity to apply and give presentations of the museum as an award winner at international museum events such as the EMA Awards.
- Continuous record and presence on the FSK website and in Živa Award publications.

3. Benefits for Recipients of Special Recognitions:

- A certificate.
- A glass sculpture.
- Five copies of the Živa 2024 publication (publisher the FSK).
- A copy of the promotional video-film (producer the FSK).

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Obligations of the applicants/candidates for Živa Awards and of winners

1. All applicants are to obligatory sign the following attached documents: a letter of consent, declaration of entrants and copyright authorisation and fill in on-line entry form.
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, on their website and social networks.
4. For the purpose of promotion, the Živa winners can receive copyrights from the Forum of Slavic Cultures to use the FSK/ŽIVA logo.
5. The two main awarded museums are to contribute presentations at the next Živa Award ceremony about their latest achievements.
6. All winners are to receive information and invitations by the FSK to actively participate in seminars of PIRANOVA and the International School of Museology in Piran, Slovenia as well as in other events organized by the FSK.
7. All Živa winners are requested to send their press clippings and press reports to the FSK office in Ljubljana, Slovenia info@fsk.si.

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).

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Language to be used

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

Extended deadline for submitting applications: 14 March 2024.

Who can help you?

For more information and assistance, please contact FSK office in Ljubljana:
Ms. Ana Obid, e-mail: ana.obid@fsk.si or info@fsk.si, M: + 386 (0) 40 835 775.

Information about the ŽIVA Award Partner- the European Museum Academy

The European Museum Academy (EMA) is a non-profit Foundation established to reflect on museums at the international level, promote research of museography and museology; provide constructive criticism and foster discussion on new museum trends and social role in face of host of changes, and last but not least diffuse museological knowledge and ideas among museum professionals.

www.europeanmuseumacademy.eu

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