

GRANDS

PRIX

Celebrating excellence and
innovation in the arts and culture



www.grandsprix.art

CELEBRATING

CREATIVE

EXCELLENCE

GRANDS PRIX

The Grands Prix (formerly known as the International Design and Communication Awards) celebrate the original and inventive ways cultural organisations communicate, activate and relate with audiences.

Highlighting creative excellence in arts communication, design, engagement and development strategies, the Grands Prix offer a unique platform for the best in the business to showcase best practice and create new connections.

In 2019 there are **16 prizes** to be won over 4 award ceremonies held throughout the year.

CANDIDATES

120+ cultural institutions and agencies apply to each edition of the Grands Prix.

We welcome applications from cultural organisations (performing and visual arts organisations, museums, libraries, archives and festivals) and collaborating third parties (consultants, agencies, freelancers).

Shortlisted candidates will be evaluated by a jury of industry experts.



BENEFITS

INDUSTRY

ACCLAIM

Grands Prix are presented during the Communicating the Arts and Culture Business conferences, where winners are instantly recognised as leading innovators in the global cultural sector.

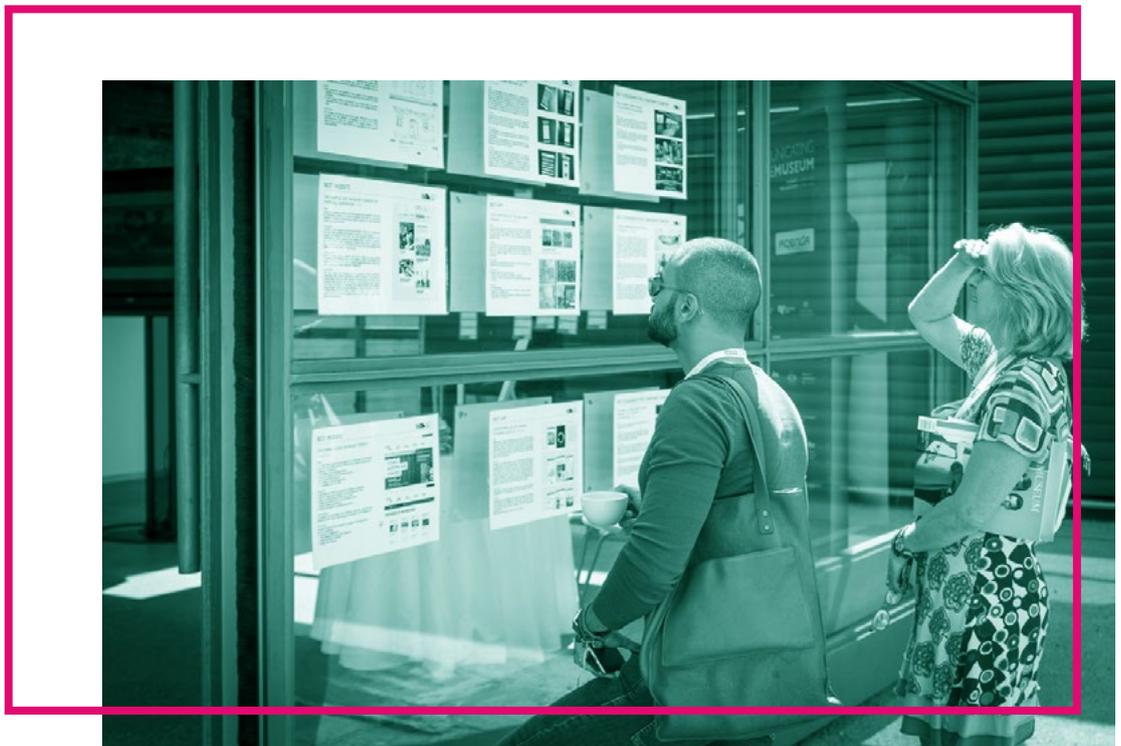
Gathering 300 experts in the global cultural sector, these summits grant prize winners fantastic exposure.

Direct connections

- Grow your network – the awards ceremony attracts 300 directors, heads of department and specialised independents from across the globe
- Showcase your project at the Grands Prix finalist exhibition
- Take the stage during the Grands Prix awards ceremony
- Take the official trophy and/or certificate to adorn your office

Print & digital campaign

- E-news announcement to our database of 15 000 experts
- Social media announcements across our channels
- Live Tweets and Instagram Story of the awards ceremony
- Press release announcement
- News on Grands Prix website
- Publication in Best Of 2019 booklet (15 000 digital and print distribution)



CATEGORIES

1. Temporary Exhibition Design & 2. Permanent Exhibition Design

Celebrating the art of exhibiting, this award encompasses the design factors contributing to the visitor experience: spatial and digital organisation, display, lighting, interactives and installations.

3. Cross-Institution Partnership

This award recognises the innovative partnerships between arts organisations producing projects in creative and collaborative ways. We welcome all partnership models, from resource sharing to collaborative meaning-making.

4. Participatory Experience

Engaging audiences increasingly demands for elements of interactivity. This award recognises the hands-on experiences and participatory projects designed for heightened audience interaction.

5. Website Design

An essential point of audience contact, an organisation's website must be engaging, informative and inviting. This award recognises the creative design and intuitive user-experiences on organisation and temporary event/exhibition sites.

6. Digital Product

Digital products are the apps, tools and extensions that connect cultural content with audiences, from smartphone and web-based apps to standalone interactives. We welcome digital products created for an organisation, a specific exhibition/event and for specific audiences.

7. Well-being Initiative

From safe space design to art therapy programmes and mindful visits, arts and cultural organisations are tapping into a wonderful capacity to promote well-being across their audiences.

8. Inclusivity Initiative

This award shines a light on the organisations taking action to make their workplaces, programming and events inclusive of all peoples across the spectrums of gender, age, race, sexuality, ability, faith, culture and more.



9. Branding Campaign

Celebrating the best corporate communication in the cultural world, this award considers how organisations highlight their public image (including permanent offers) through a clear and original visual identity in striking and original ways.

12. Community Leadership

Culture's potential to enact social good is undeniable. This award recognizes the organisations making positive impact through their programming and events, services and/or support on offer for their communities.

10. Temporary Event/Exhibition Communications

Recognising the challenges in marketing ephemeral projects, this award celebrates excellence in communication campaigning for temporary exhibitions, performances and events.

13. Corporate Partnership

This prize celebrates the productive and enriching partnerships boosting arts engagement in the corporate and/or public spheres.

11. Staff Engagement Strategy

This award recognises cultural organisations who go above and beyond to celebrate and empower their staff, creating a supportive and effective workplace.

14. Fundraising Campaign

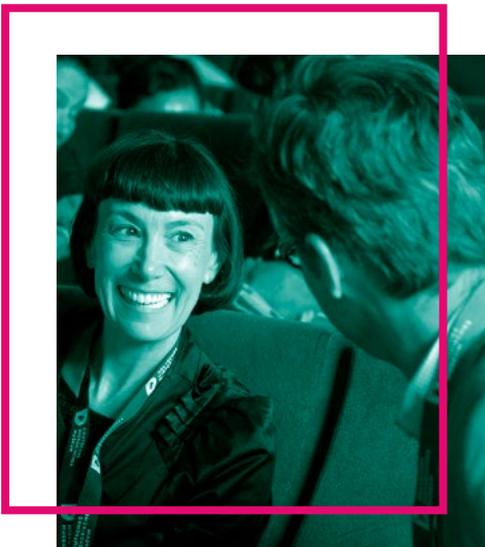
Recognising agile marketing and development strategies pushing innovative fundraising projects, this award celebrates the campaigns supporting and sustaining the arts today.

15. Volunteer Programme

This prize recognises the engagement programmes by arts institutions that foster and give back to their volunteer community.

16. Board Engagement Initiative

This award recognises the creative initiatives that arts and culture organisations employ to establish and sustain meaningful and productive relationships with board members.



16

PRIZES

2019 CALENDAR

Grands Prix are awarded throughout the year. Check the calendar to make sure you get your projects in on time and will be ready for the ceremonies.

Entries for the following categories can be submitted until 13 May 2019.

1. Temporary Exhibition Design
2. Permanent Exhibition Design
3. Cross-Institution Partnership
4. Participatory Experience

The ceremony for these categories will take place on 18 June 2019 in Copenhagen.

Entries for categories 5 to 16 can be submitted until 2 September 2019.

The ceremony for categories 5, 6, 7 and 8 will take place on 9 October 2019 in Montreal.

The ceremony for categories 9, 10, 11 and 12 will take place on 13 November 2019 in Sydney.

The ceremony for categories 13, 14, 15 and 16 will take place on 21 November 2019 in Sydney.

ENTRY

Eligibility

We welcome entries from cultural organisations and the consultants, agencies and freelancers who collaborate with them.

Collaborative projects are eligible only with the confirmed consent of the arts organisation in question.

Applications should relate to projects created, designed and/or executed between 1 January 2017 and 30 September 2019.

Requirements

Online entry form

Make sure to fill in every field.

Supporting material

Provide the documents that best represent your success. We often recommend videos to present a project in a few minutes.

Confirmed payment

The entry fee is 180€ per application. Submit 3 entries and this fee drops to just 150€ per application.

Ready to go?

Head to www.grandsprix.art and follow the links to begin your entry.

Don't forget that the Grands Prix team is here to help - [contact us](#) if you need a hand.



CONTACT

The Grands Prix are staged by Agenda, communication agency for the arts.

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GOOD
LUCK!

