

GRANDS

PRIX

Celebrating excellence and
innovation in the arts and culture



JURY KIT

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.

JURY

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

Up to 6 entries are selected for a shortlist for each category.

Jury members are assigned up to 4 categories that fall within the remit of their professional expertise.

The jury evaluate their category shortlists to determine the Gold, Silver and Bronze winners.

Past jury members include

- **Elvira Barriga** Creative Director & Director of Visual Experience Design, Local Projects
- **Paivi Belomenos** Head of Communications and PR, Design Museum Helsinki
- **Thierry Brunfaut** Partner & Head of Creation, BASE Design
- **Miranda Carroll** Director of Public Engagement, Art Gallery NSW
- **Nathalie Criniere** Architect, Agence Nathalie Criniere
- **Will Dallimore** former Director of Public Engagement, Royal Academy of Arts
- **Anne-Catherine Grimal** Vice- President, Art & Culture Europe & Americas, Louis Vuitton
- **Jonas Heide Smith** Head of Digital, National Gallery of Denmark
- **Damian Whitmore**, former Director of Public Affairs & Programming, V&A

BENEFITS

INDUSTRY

ACCLAIM

Unique, high calibre association

Grands Prix are presented during the Communicating the Arts and Culture Business conferences.

These summits gather 300 arts directors, executive staff and key opinion leaders from around the world.

Close insight and access

Gain close access to the details of leading initiatives from the global cultural sector in areas of communication, design, digital, engagement and/or development.

Identify the new trends, tools and approaches making waves in the field.

Direct exposure, new connections

Grands Prix jury members are featured in our communications and conference activities.

- Awards ceremonies and networking drinks with 300 industry experts
- Communication campaign including website, press release, e-newsletter and social media.
- 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

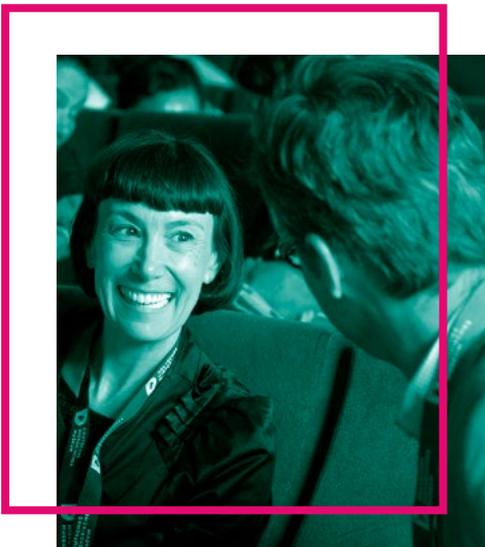
Recognising agile marketing and development strategies pushing innovative fundraising projects, this award celebrates the campaigns supporting and sustaining the arts today.

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 your evaluations are finalised on time.

The following categories are open for evaluation 20 May - 2 June.

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.

Categories 5 to 16 are open for evaluation 9 - 23 September.

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.

FAQ

Can my organisation enter into a category for which I am a judge?

Yes. Jury members cannot evaluate entries submitted by their employing organisation/ company.

Where do the evaluations take place?

Evaluations are conducted entirely online. The Grands Prix team will provide jury members access to the online platform prior to the evaluation period.

How do the evaluations work?

Jury members complete an evaluation scorecard for each entry, rating from 1-5 the concept, benefits, delivery and impact. Written feedback can be provided.

How much time should I allow for evaluations?

We recommend setting aside 1-2 hours per category. The online platform allows you to save, exit and return back to your evaluations.

When is the evaluation period?

Please refer to the calendar above.

I'm in! What's next?

Get in touch with the Grands Prix team to confirm your place in the jury. We will guide you through the next steps as they come.

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!

