



## PLAYABLE MUSEUM AWARD

*Re-create The Future Museum*

The Marini S.Pancrazio Foundation-Marino Marini Museum in Florence, Italy launches a "call for ideas" to develop an idea for the Museum of the Future, a "playable" museum. A challenge to creatives and visionaries from all over the world to imagine the museum of the future - a "playable" museum, a human-centered museum, where technology is at the service of creativity. Any proposal bringing innovation, outside-the-box imagination, and new ways of connecting visitors with the museum through technology and creativity, experimentation and playing games, is invited to participate in the international call and submit their idea to rethink the connection between people, the artworks, and the concept of the museum in its broadest sense. The only limit is your imagination. A commission of international experts, coming from prestigious institutions will be evaluating the submissions, and also accompanying the winners during the realization of their project.

The projects must be never before published and will be evaluated by an international jury, experts in the field who will be announced during the call. The winner will be announced on the occasion of the reopening of the museum, during Spring 2018, and will receive a **grant of 10,000 euros** and mentorship for the implementation of the project. All the works will receive visibility being published on the official website of the initiative and communications connected to the event.

The Playable Museum Award is an project of the The Marini S.Pancrazio Foundation-Marino Marini Museum in Florence, Italy in collaboration with the Cultural Association TuoMuseo, and is realised with the support of the Fondazione Cassa Risparmio Firenze.



## The theme

The 2018 challenge invites candidates to apply ideas, concepts, and prototypes that can respond to a variety of visions and objectives, in particular:

- Remix technology with creativity to surprise the visitor
- Stimulate new physical or digital connections between the museum and the urban space around it
- Promote dialogue between individuals by connecting the non-connected
- Transform the museum into a place that goes beyond conservation and preservation, into a hub of cultural and artistic production
- Imagine ways to personalize the visit in relation to the different needs of each visitor
- Create new ways of connecting visitors and the museum with particular regard to the time period before and after the visit.
- Make the spaces living and joyful so that they bring happiness
- Start a dialogue between the works of art and the visitors
- Engage younger generations through the use of technologies and ways familiar to them
- Contaminate the narrative and artistic languages to describe the museum
- Promote action and interaction with the visitor. The public becomes the protagonist.

Each new suggestion that brings positive innovation and imagination through out-of-the-box thinking is welcome.

## Who can imagine the future?



We are looking for artists, designers, urban planners, cultural managers, stylists, makers, artisans, developers, storytellers, architects, game designers, videogame creators, musicians, writers, graphic artists, physicists, mathematicians, biologists, chemists, and creators of virtual/augmented reality... but above all imaginers and dreamers used to thinking outside the box and able to realize the ideas that they propose.

The proposed ideas must be unpublished, they must not concern any museum in particular but only the “museum” in its broadest sense. They must not have been already produced and/or publically presented elsewhere at the date of application, and must be feasible and implementable in 2018.

Individuals, groups of individuals, non-profit and for profit organizations from any country in the world may participate.

## The Jury

The jury that will evaluate the submitted projects will be composed of prominent figures in the intersection of art, technology, creativity, and design and will be announced during the open phase of the call.

## Evaluation Criteria

The jury will evaluate the submitted projects based on the following criteria, not listed in any particular order:

- Adherence to the “*Playable Museum*” theme
- Combination of creativity and technology
- Quality and originality of the concept
- Obtainable impact
- Public potential and accessibility



- Level of public engagement
- Skills of the proposing individual/team
- Flexibility of the project, which must be adaptable to any type of museum in the broadest sense.

### **Grant and benefits for the selected project**

The project selected by the jury will have access to a series of tangible and intangible support to give life to their idea and launch it in prototype form. In particular, the chosen project will have access to:

- a grant of € 10.000 (ten thousand Euro) for the realization of a prototype of the project;
- support from mentors and advisors for the implementation of the idea;
- the possibility of accessing technological advice, design, testing and museum/urban spaces;
- the creation of a communication campaign aimed at making the project known.

Selected finalists will have the opportunity for their project to be presented during an event dedicated to them.

### **Deadlines**

Opening of the Call for Applications: January 15th, 2018

Close of the Call for Applications: March 31st, 2018

Announcement of the Finalists: April 30th, 2018

Announcement of the winner: date will be announced during the open phase of the call.



## How to apply

The ideas must be submitted online at [www.museomarinomarini.it](http://www.museomarinomarini.it) no later than the closing date of the call listed above. The jury may contact the designers during the evaluation phase to request explanations and/or additions to the documentation uploaded. The methods for entering data and uploading supporting documentation associated to the project in submission will be described directly in the application form on the website [www.museomarinomarini.it](http://www.museomarinomarini.it).

All candidates are required to ensure, by filling in the relevant form, that the ideas/concepts contained in the application and uploaded to not violate the intellectual property rights of third parties, undertaking in any case to indemnify and hold harmless The Marini S.Pancrazio Foundation-Marino Marini Museum in Florence, Italy from any and all liability towards third parties.

## Finalists

The jury will carefully evaluate all the projects received and, within the evaluation procedure, reserves the right to select a limited number of finalists who will be placed on the official website using the description and cover/logo sent during the application phase. The project chosen to receive the grant will be selected at the discretion of the jury from amongst the finalists.

## Realisation of the chosen project

Notwithstanding the right of the author(s) of the winning project to be recognised as the creator of the project, in exchange for accepting the grant and other benefits enumerated above, the author(s) will transfer indefinitely any and all other rights of implementation and/or exploitation (economic and otherwise) of the chosen project to The Marini S.Pancrazio Foundation-Marino Marini Museum in Florence, Italy. The Marini



S.Pancrazio Foundation-Marino Marini Museum in Florence, Italy reserves every right to decide the way the project will be implemented and/or realised.

All rights related to the projects presented by the other candidates and not chosen to receive the grant will remain the property of their author(s) based on what they actually uploaded on the website [www.museomarinomarini.it](http://www.museomarinomarini.it). The Marini S.Pancrazio Foundation-Marino Marini Museum in Florence, Italy may use all projects presented preferentially with respect to other subjects.

### **About Museo Marino Marini di Firenze**

The Museo Marino Marini is a surprising place where one can say that all the eras of the history of Italian art are concentrated. The stratified, ex-church of San Pancrazio, a building with early Christian origins conserves inside the Renaissance Rucellai Chapel with the Temple realized by Leon Battista Alberti. With a soul and structure of industrial architecture from the time when it was transformed into a tobacco factory at the end of the nineteenth century; the building was finally restored in 1986 by Lorenzo Papi and Bruno Sacchi to adapt it to hosting the rich collection of works by Marino Marini, one of the most important Italian artists of the twentieth century.

[www.museomarinomarini.it](http://www.museomarinomarini.it)

### **About TuoMuseo**

Tuomuseo, winner of the cultural innovation competition held by Fondazione Cariplo, is an international collective of creative people, developers and game designers trained to experiment new ways of cultural production and fruition.

[www.tuomuseo.it](http://www.tuomuseo.it).