

# EUROPEAN AWARD



ACADÉMIE  
DES BEAUX-ARTS  
INSTITUT DE FRANCE

On 14 December, during the first Arts & Audiences Now! event, a novel opportunity for professionals to meet and exchange views on audience participation and engagement, the jury of the Art Explora – Académie des beaux-arts European Award rewarded 4 winners whose projects are shaping the future of the dialogue between the arts and audiences throughout Europe.

**Winner  
Category 1**

European Theatre  
Convention  
*(Germany)*

**Winner  
Category 2**

Centre Chorégraphique  
de Strasbourg  
*(France)*

**Winner  
Category 3**

Fundación Teatro Real  
*(Spain)*

**Winner  
Audience Choice Award**

Museo de Bellas Artes  
de Sevilla  
*(Spain)*

For the first time, the Art Explora - Académie des beaux-arts European Award 2022 was open to all artistic realms from cultural organisations across Europe, ranging from museums to theatres, opera houses to community centres, festivals and art centres. The award was marked by a growing number of applicants, with over 150 (60 in 2021) from 22 countries (10 in 2021).

Applicants were invited to register in one of the following 3 categories:

**Category 1:**

Cultural organisations up to €500,000 annual expenditure

**Category 2:**

Cultural organisations from €500,000 to €2 million annual expenditure

**Category 3:**

Cultural organisations over €2 million annual expenditure

The 3 winners (one from each category) were chosen from an official shortlist of 20 projects, each received a €50,000 grant.

The 20 shortlisted projects will be highlighted on the Foundation's website to promote the exchange and sharing of good practices between European cultural organisations.

With over 5000 votes online recorded between 27 October and 9 November, the general public elected the winner of the Audience Choice Award from the same 20 shortlisted projects.

## The 2022 jury

- **Lluis Bonet**  
Professor at the University of Barcelona
- **Sebastien Cavalier**  
President of SAS Pass Culture
- **Astrid de la Forest**  
Engraver, Painter and Academician
- **Tiffany Fukuma**  
Managing Director at Trans Europe Halles
- **Frédéric Jousset**  
Art Explora's President-Founder
- **Claire Leblanc**  
Director of the Ixelles Museum
- **Muriel Mayette-Holtz**  
Director of the National Theatre of Nice and Academician
- **Catherine Meurisse**  
Illustrator, cartoonist, comic strip author and Academician
- **Laurent Petitgirard**  
Composer and Permanent Secretary of the Académie des beaux-arts

# The 2022 Winners

## Category 1

Cultural organisations up to €500,000 annual expenditure

# European Theatre Convention

for the project: “Young Europe IV Writers Lab & Festival”, Germany



© European Theatre Convention

“ Young Europe IV is a European youth theatre project thought for revealing non dominant voices, connecting artists and audiences in 7 countries. It has two aims. First, helping emerging dramaturgs to raise their voice on complex and poorly represented subjects, such as sexual identity, migration issues or mental health. And to give students in schools access to this new drama repertoire, more representative of our societies. Young Europe empowers teenagers to see theatre plays they can easily access and connect with, which they can feel widely represented and inspired by.

It is an honour to receive the Art Explora - Academy of Fine Arts Award for this project. It will allow us to enlarge our reach for more young people to explore theatre made with and for them, through translations and a theatre festival. It will bring the theatre world together around these new plays for young people, laying the grounds for a more diversified theatrical writing and a new European theatre canon. ”

Heidi WILEY,  
Executive Director of European Theatre  
Convention

## Creating a new and diverse repertoire: Non-Dominant Voices in European Youth Theatre

### The project

**Young Europe IV** is ETC's large-scale artistic project, promoting and mentoring 9 emerging theatre authors to write new plays: Diverse stories that haven't been told or heard enough on stage. The plays will be produced by 9 European theatres and performed in school classes across cities from the UK to Cyprus, and in a festival in Nova Gorica (Slovenia) in Spring 2024.

### The organisation

As the largest network of public theatres in Europe, the **Theatre Convention** has 59 European Members from over 30 countries, reflecting the diversity of Europe's vibrant cultural sector. Founded in 1988, the ETC promotes European theatre as a vital platform for dialogue that responds to and engages with today's changing societies. With the aim of creating a common cultural heritage in Europe, ETC offers to its member theatres artistic collaborations and professional development opportunities and plays a prominent role in advocacy for theatre towards EU policy makers. These activities are currently consolidated under the groundbreaking three-year programme «TRANSFORMATIONS - Recharging European Theatres and Audiences in a Post-Covid World, co-funded by the European Union.

[Learn More](#) →

## Category 2

Cultural organisations from €500,000 to €2 million annual expenditure

# Centre Chorégraphique de Strasbourg

for the project: “Coup de Ballet dans les Musées », France



Photos : © Centre Chorégraphique de Strasbourg

**Give young people the opportunity to use dance as a means of making the works of art in museums theirs, and broadening their horizons**

### The project

This project was created by David Llari, a CCS associate artist, and initiated this past season with the Strasbourg, Marseille and Williamstown Museums and the FRAME network - all key partners in making this project successful. This collaborative effort - the willingness to provide the project with human and financial resources as well as space and time for educational outreach programmes - allowed this project to have an impact well beyond France.

It should enable young people to conceive the world beyond the boundaries of their neighbourhoods: allowing them to open up to themselves, to others and to the world, through body language, by appropriating cultural venues of excellence in a unique and personal way. Due to their past and their essence, museums and their collections are the ideal partner for bringing this project to fruition.

### The organisation

The **Centre Chorégraphique de Strasbourg** (CCS), which has also been a municipal conservatory since 2008, stands out in the cultural landscape as an actor in synergy with others, a partner, an intermediary and a supporter of initiatives. In collaboration with other European organisations, the Centre is now aspiring to extend its initiatives focused on outreach and attracting alienated audiences.

Since this season and for the next three years, the CCS has been working with associate artist, David Llari, whose innovative method makes it possible to conduct this concrete experience of “building together”, by appropriating body language in cultural outreach in a unique and personal way. With this approach, the body becomes a means of moving from a common language to universal expression.

“

“Coup de ballet dans les musées” is, beyond inclusion and opening up to culture, above all about freedom of expression in relation to art.

It is an exciting and challenging adventure: young people from all walks of life, a museum, educational programmes and outreach, a specific work of art chosen and a story to tell on a social issue, together, with their bodies and their emotions. It is about the right to have an opinion, a point of view, the right to give it and to express it through movement, with others, without judging or being judged. That is the main thing we are seeking to give young people through dance.

With this project and the inventive and generous collaboration of all our partners, David Llari and I are happy to see this project continue and spread... and why not try to do that across Europe.

Anne LEROY,  
Director of the Centre Chorégraphique  
de Strasbourg

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## Category 3

Cultural organisations over €2 million annual expenditure

# Fundación Teatro Real

for the project: “Carroza del Teatro Real Cerca de ti », Spain



© Fundación Teatro Real

“Thank you very much for the recognition of one of our most beloved projects, because the Teatro Real’s Chariot allows us to take a little of its music and, above all, its soul to every corner of Spain.

The Teatro Real will continue to meet its audiences with its travelling stage, but now also with this award, which is a stimulus for our great family.”

**Ignacio García-Belenguer Laita,**  
General Director

## A travelling theatre to reach audiences across Spain

### The project

The **Carroza of the Teatro Real** is a mobile stage which travels all over Spain offering different kinds of opera and classical music concerts. The float is 16 meters long, 5.80 meters high and weighs almost 6 tones. This impressive travelling stage was built on a converted sea container. Inside, it can be adapted to create different settings to suit the needs of a particular performance. This project is specially focused on the cultural territorial cohesion, and it pays particular attention to educational mediation for young audiences and families.

### The organisation

The **Teatro Real** is considered the leading institution of the performing arts in Spain, the foremost national opera house and one of the most important Spanish cultural institutions. The theatre also enjoys significant international prestige.

The artistic project behind the Teatro Real has led to its current position as one of the main international opera centres and a benchmark for Spanish cultural institutions. Its artistic programme seeks excellence, with an interest in both traditional repertory and contemporary forms, including 20th-century music and the newest avant-garde, with a firm commitment to providing the public with a place where they can discover the best artists and creators of today. It also pays special attention to new audiences, and to popularising opera among children and young people.

[Learn More →](#)

Winner of the Audience Choice Award

# Museo de Bellas Artes de Sevilla

for the project: “MBASe challenge”, Spain



©Museo de Bellas Artes de Sevilla

## Creative challenges around museum collections for vulnerable children

### The project

The « **MBASe challenge** » is an adventure designed to offer a meaningful experience with art beyond the museum walls for vulnerable children from the Prolnfanca Caixa programme. Exploring artworks from different collections and eras, participants are challenged to develop a series of creative tasks rooted in their own observations and responses.

### The organisation

The **Museum of Fine Arts of Seville**, popularly considered as “the second art gallery in Spain”, is approaching two centuries of history. Its origin as an institution lies in the nineteenth century Spanish Disentailment Laws, which determined its installation in a remarkable building that had previously been a monastery, and the character of its collections, of which the major part comes from institutions that disappeared at the time. It displays important Baroque works by artists from the Sevillian school such as Murillo, Zurbarán or Valdés Leal. Through the years, the museum has strengthened as an essential element in the cultural identity of Seville.

[Learn More](#) →



“The educational programme “MBASE challenge” was born in 2020 during lockdown. Bringing art to the participants’ homes sparked an overwhelming level of family engagement, creativity, and enjoyment, the same we found when it was replicated with vulnerable children from the Caixa Prolnfanca programme. It has been a privilege being shortlisted among so many wonderful projects for these Awards and it is especially rewarding receiving the Audience Choice Award thanks to the support of those who we are working for.”

**María DEL VALME MUÑOZ,**  
director of the Museum of  
Fine Arts of Seville



## Arts & Audiences Now!

The leading international event for professionals on audience engagement

In partnership with **news tank** culture

On 14 December, the leading international event Arts & Audiences Now!, launched by the Art Explora Foundation and the Académie des beaux-arts, on the topic of audience engagement was held at the Institut de France.

This major event is the opportunity to offer a forum for exchange and sharing good practices, to the different stakeholders in culture, health, social and solidarity economy, education and digital technology, who innovate on a daily basis to reinvent the dialogue between the arts and all audiences.



Art Explora is an international foundation that inspires new encounters between arts and audiences – locally, nationally and internationally.

Our imaginative, contemporary approach encourages new forms of access, participation and engagement with arts and culture, pushing boundaries with digital technology and mobile programmes.

We work in partnership with artists, cultural organisations and communities, exploring all art forms, and creating unforgettable cultural experiences for everyone.

Founded by entrepreneur Frédéric Jousset in 2019, Art Explora is a collective journey bringing together many partners and more than 1600 volunteers.



The Académie des beaux-arts (French Academy of Fine Arts) is one of the five academies that make up the Institut de France (Institute of France). It promotes artistic creation through all forms of expression, notably by organizing competitions, awarding annual prizes, funding artist residencies, distributing grants and working to champion France's cultural heritage.

In order to fulfill these roles, the Académie des beaux-arts maintains a portfolio of assets made up of gifts and bequests, and also runs major cultural foundations such as the Musée Marmottan Monet (Marmottan Monet Museum) in Paris or Claude Monet's House and Gardens in Giverny. As per its statutes, the Académie includes 67 members and 67 correspondents from 9 different artistic disciplines, as well as 16 international associate members.

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