



ART EXPLORA



ACADÉMIE
DES BEAUX-ARTS
INSTITUT DE FRANCE



Press release
Paris, 16th december 2021

Art Explora unveils the 4 winners of the 2nd edition of the **ART EXPLORA - ACADEMIE DES BEAUX-ARTS EUROPEAN AWARD**

**Winner
Category 1**

Musée d'Ixelles
(Brussels, Belgium)

**Winner
Category 2**

Monnaie de Paris
(Paris, France)

**Winner
Category 3**

Victoria and Albert Museum
(London, United Kingdom)

**Winner
Audience Choice Award**

Musée du Louvre-Lens
(Lens, France)

The Award, launched in 2020, is open to all public and private European museums and art centres. Its goal is to encourage art institutions to develop innovative ways to reach new and wider audiences, particularly those who might be less familiar with cultural institutions.

This year, three €50,000 prizes and one €10,000 audience award have been given to support activities aimed at engaging new audiences. Short-listed projects included digital innovations, off-site projects, new methods of outreach and engagement, programmes for people with disabilities, and building cultural awareness in young people.

Applicants were invited to submit their entries in one of the following 3 categories:

Category 1: Institutions receiving fewer than 100,000 visitors per year*

Category 2: Institutions receiving between 100,000 and 500,000 visitors per year*

Category 3: Institutions receiving over 500,000 visitors per year*

The 3 winners have been chosen from 18 shortlisted projects by a jury composed of leading international figures in the arts and the Académie des beaux-arts.

The winner of the audience award was chosen by popular vote. Members of the general public were invited to vote online for their favourite project from the shortlist between 22-30 November 2021.

For more information:

<https://www.artexplora.org/en/the-art-explora-academie-des-beaux-arts-european-award>

The 2021 jury:

Diane Drubay
Founder of We Are Museums

Tatyana Franck
Director of the Musée de l'Elysée, member
of the PLATEFORME 10 board of directors

Adrien Goetz
Doctor of Art History and Academy member

Fabrice Hyber
Artist and Academy member

Frédéric Jousset
Chairman and founder of Art Explora

Catherine Meurisse
Graphic novelist and Academy member

Laurent Petitgirard
Composer, permanent secretary of the
Académie des beaux-arts

Anna Somers Cocks
Journalist and founder of The Artnewspaper

Marie-Cécile Zinsou
President of the Zinsou Foundation

*Art Explora based these categories on 2019 visitor numbers. Using categories based around visitor numbers aimed to properly account for the diverse range of institutions applying for the prize.

The winners

“We are very happy with the impact of the first winning museums that reached thousands of people in less than a year with their innovative programmes. The 2021 selected museums have the same objectives of sharing art and culture with as many people as possible.

Frédéric Jousset
President-founder of Art Explora

Category 1

Institutions receiving fewer than 100,000 visitors per year

Musée d'Ixelles

Brussel, Belgium



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“Museum at home”: allowing local residents to exhibit a work of art in their home for a weekend.

About the project

When museum doors are shut, art comes knocking at the neighbours' house!

The museum offers local residents the opportunity to exhibit one of its artworks in their home for a weekend. The project strengthens bonds between the artworks, the museum, the local area and the general public, who benefit from the opportunity to (re)discover the collections in an intimate setting, buoyed by a highly personalized mediation process.

About the museum

Founded in 1892, the Musée d'Ixelles is a prominent venue in the Belgian cultural scene. Its permanent collections boast over 12,000 artworks, offering a broad perspective on Belgian art from the 19th century up to the present day, and including a number of 'happy accidents' such as works by Miró, Picasso and the full collection of Toulouse-Lautrec's original poster art. Currently undergoing a massive renovation and expansion project, the Musée d'Ixelles is deploying a transition project of 'dynamic closure' both inside and outside its walls, operating under the label 'Museum in Progress' until its expected reopening in 2024.

[Learn more](#) →

“Museum at home” is a project that gets people involved and builds new relationships. It's also a great lesson in humility for the museum staff, as the artwork's status and appropriation are completely revisited. With the program now in its sixth edition, winning the Art Explora award is a fantastic opportunity to further develop what has been an extraordinary adventure, by bringing it to another local neighbourhood whose residents are notably less familiar with the museum.

Claire LEBLANC,
Director of the Musée d'Ixelles

Category 2

Institutions receiving between 100,000 and 500,000 visitors per year

Monnaie de Paris

Paris, France



Pictures: © Sébastien Gracco de Lay

“The senses of memory”: development of a digital, multi-sensory museum guide kit on the history and art of coin minting, reaching out to engage senior citizens with specific care needs.

About the project

“The senses of memory” is a multi-sensory and inter-generational educational kit, specially designed to engage elderly visitors with memory-related care needs. The project transforms coinage, already the most widely circulated and handled art form in the world, into a tool for the activation of individual and collective memory.

About the museum

The Musée de la Monnaie de Paris (Paris Mint) and its adjoining production facility are devoted to the metalworking arts. A unique setting for multi-sensory experiences, the institution highlights the unique craftsmanship involved in minting, by putting the people hard at work in its ateliers at the heart of the museum’s exhibition route. Developed using a universal design approach in order to make it accessible to all, the experience gives visitors the freedom to explore behind the scenes of this temple of craftsmanship and coinage, pulling them into a fantastical world overflowing with expression, mythology and treasures - the fascinating world of coin minting.

[Learn more](#) →



Receiving the Art Explora - Académie des beaux-arts European Award is the result of Monnaie de Paris’ continuous efforts to promote accessibility, particularly to those suffering from Alzheimer’s disease and related conditions. This is a great honour for us as it reinforces our commitment to open up to a broader audience.

With Les sens de la mémoire, the Monnaie de Paris aims to develop a multi-sensory and digital traveling kit that would meet the needs of the elderly. The project will offer a full range of activities using coins – objects indistinguishably linked to economic exchanges and social interactions - to stimulate memory through cognitive, artistic and sensory mediation.

Marc Schwartz,
Monnaie de Paris’ Chief Executive Officer

Category 3

Institutions receiving over 500,000 visitors per year

Victoria and Albert Museum

London, United Kingdom



© Victoria and Albert Museum, London



© Victoria and Albert Museum, London

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We are thrilled and delighted to win Art Explora's Académie des beaux-arts European Award for V&A Innovate, the V&A Museum's national, digital-first design challenge for young people, inspired by our collection spanning 5000 years and showcasing multiple creative disciplines. The Award comes at a time when creative education has never been more vital for young people, building life skills in problem solving, collaboration and critical thinking.

This award is a wonderful endorsement of and testimony to the tireless work of educators and young people in the challenging context of a global pandemic, in which the role of museums as places of empowerment and inspiration for the next generation of creative thinkers cannot be underestimated. The Award will enable us to continue to expand V&A Innovate and help support young people to look to their futures with optimism and agency through the lens of design. We are extremely grateful to Art Explora for recognising the value of this programme.

Tristram Hunt,
Director of the Victoria and Albert Museum

“V&A Innovate”: a national challenge inviting students to submit solutions addressing current issues, based on themes inspired by the museum's collections.

About the project

V&A Innovate is an annual, digital first National Schools Challenge, asking students (ages 11 – 14) to work in teams to design a solution to a modern-day issue, with the themes each year being inspired by the museum's collections. Teachers deliver the challenge in the classroom, using our online resource hub and training, inspiring our next generation of designers and creatives.

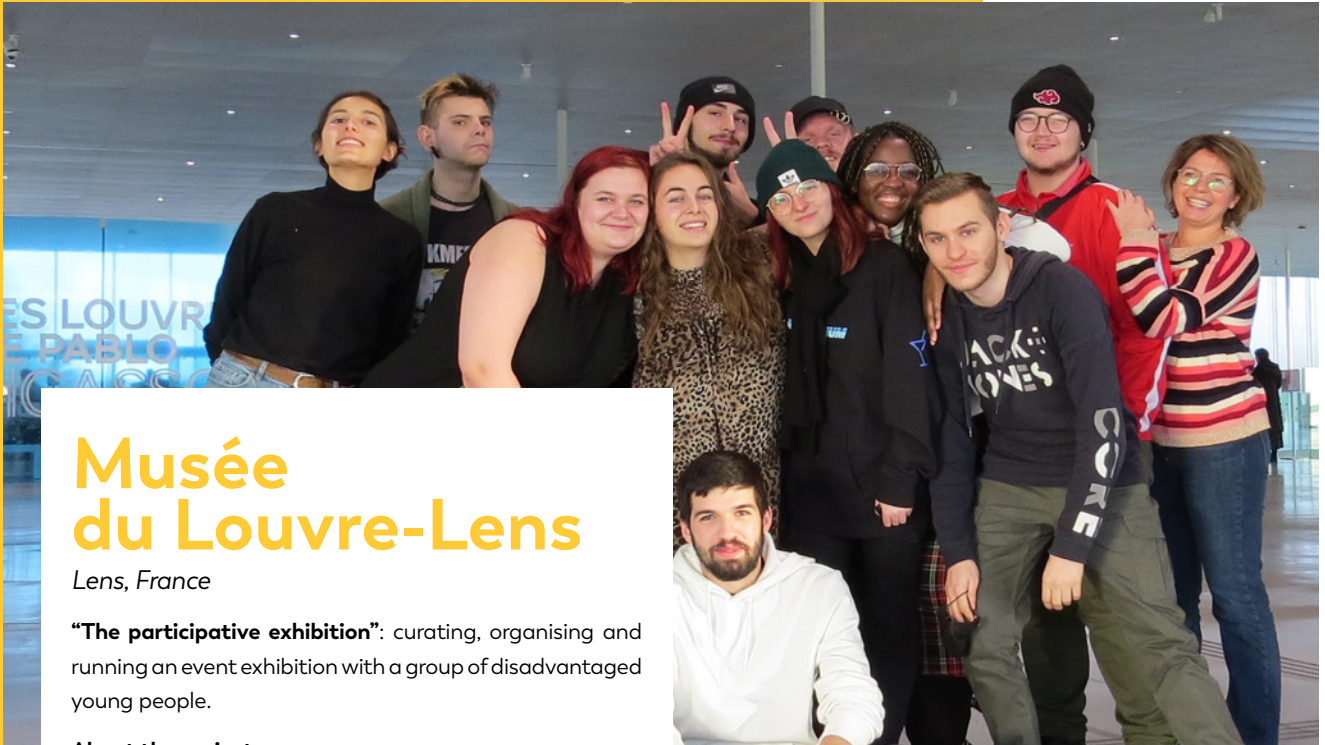
About the museum

The Victoria and Albert Museum (V&A) is the world's leading museum of art, design and performance. Today, we house 2.3 million objects spanning 5,000 years of human ingenuity. We bring this collection to life through stunning displays in our permanent galleries, ground-breaking exhibitions, world-class research and inclusive learning activities.

The museum was founded to inspire and educate the designers and makers of the future. Our founding director, Henry Cole, called the museum 'a schoolroom for everyone' and this remains an aspiration of the museum to this day.

[Learn more](#) →

Audience Choice Award



Musée du Louvre-Lens

Lens, France

“The participative exhibition”: curating, organising and running an event exhibition with a group of disadvantaged young people.

About the project

In the run-up to December 2022 - the 10th anniversary of its inauguration - the museum is preparing an exhibition with a group of young adults experiencing social or professional exclusion.

Over the course of 19 months, the young curators, under the support and guidance of the museum’s teams, will curate, plan and run an exhibition on the place of art in the home/personal spaces.

About the museum

Inaugurated in December 2012, the Louvre-Lens is based in the former mining basin of Nord-Pas de Calais, now registered as a UNESCO world heritage site. The Galerie du temps forms the heart of the museum, with over 200 masterpieces sourced from the collections of the Louvre and around 18 pieces from the Musée du quai Branly-Jacques Chirac, which combine to offer an exceptional journey through 5000 years of art history. A cultural bastion, the Louvre-Lens museum is actively engaged in its local community, working to combat exclusion and inequality by promoting cultural access, arts education and employment. With 530,000 visitors per year, the Louvre-Lens is France’s second-busiest regional museum (after the Musée des Confluences in Lyon).

[Learn more](#) →



©LouvreLens



©Frédéric Iovino



©LouvreLens

A look back at the 2020 winners

MUCEM – Museum of European and Mediterranean Civilisations

Marseille, France

“**Destination Mucem**”: a free bus service provided every Sunday to provide easier access to the MUCEM for outlying neighbourhoods.

From May to November 2021, the bus ran on 17 Sundays, enabling 596 people to explore the museum and its exhibits.



©Pierre Condard

The National Gallery

London, United Kingdom

“**Jan Van Huysum Visits**”: exhibition of one of the National Gallery’s masterpieces outside the museum, in direct contact with the public.

Between June and August 2021, the National Gallery exhibited a Jan Van Huysum painting in 6 different locations around the UK, for a total of 41 exhibition days and with 2500 visitors. The museum also developed and distributed pedagogical kits for the piece, to encourage intergenerational exchange and sow new seeds of artistic curiosity.



©National Gallery

Museo Nacional Thyssen-Bornemisza

Madrid, Spain

“**Versiona Thyssen**”: inviting 16-35 year-olds to reinterpret the museum’s artworks in their own fashion, and to post their interpretations on social media with the hashtag #VersionaThyssen.

In 2021, four editions of Versiona Thyssen were held, with over 2,700 participants taking part. 48 young artists won prizes for their entries, and 500 people attended the events organised by the museum. The project also reached 2 million people via social media.



© Versiona Thyssen



© Versiona Thyssen



About Art Explora

The Art Explora Foundation, established by entrepreneur and philanthropist Frédéric Jousset in 2019, is committed to reducing the cultural divide by making the arts and culture accessible, through all its projects, to as many people as possible.

Art Explora employs digital technologies and mobile systems, which are available to everyone, to initiate inspiring encounters between the arts and new, diverse audiences. Art Explora has developed multiple initiatives to support artists, such as new commissions and artist residencies; as well as awards and grants to support cultural institutions; and investment in artistic creation, exhibitions and innovative educational and outreach projects. Art Explora aims to be a leading player on the world stage in the service of art for everyone.



About the Académie des beaux-arts

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 63 members and 63 correspondents from 9 different artistic disciplines, as well as 16 international associate members.

Press Contacts

Claudine Colin
Communication

Chiara Di Leva
chiara@claudinecolin.com
T. +33 (0) 1 42 72 60 01

Art Explora
Léa Forget
Head of communication
lea.forget@artexplora.org

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