



HERITAGE IN MOTION 2025

APPLICATION FORM

OPEN CALL FOR SUBMISSIONS: HERITAGE IN MOTION RETURNS!

The Heritage in Motion Award recognizes **innovative multimedia and audiovisual projects** that promote, explore or safeguard cultural heritage worldwide, opening up exciting new routes for audiences into heritage collections.

New developments in **multimedia technology** and the importance of **audiovisual expressions** capture a vital role in making cultural heritage accessible.

The Heritage in Motion Award was founded in 2012 by the joint initiative of the European Museum Academy and Europa Nostra. The Award has a lasting tradition of celebrating the best examples of innovative multimedia and digital projects on cultural heritage in Europe. The first edition was held in 2014, and since the beginning of 2023, the project is managed jointly by **European Museum Academy (EMA)** and the **International Foundation Forum of Slavic Cultures (FSK)**.

CATEGORIES

Participants compete for prizes in the following four categories:

1. **New Digital Experiences**
For projects leveraging advanced technology to promote cultural heritage, with an emphasis on creating immersive and interactive experiences in museums, historical sites, and heritage spaces. Examples include multimedia installations, virtual exhibits, and experiential environments.
2. **Virtual and Augmented Reality**
Celebrates the use of VR and AR as powerful tools to explore, interpret, and engage with cultural heritage, from accessing museum collections to enhancing the storytelling of historical sites.
3. **Heritage Audiovisuals**
Recognizes outstanding audiovisual works—films, documentaries, animations, or short videos—that bring cultural heritage stories to life for a broad audience, making history accessible and compelling.
4. **Heritage Schools**
Focused on the next generation, this category invites projects created by students

(ages 15-25) exploring cultural heritage themes. This is a chance for young creators to showcase their vision and understanding of heritage through their unique perspective. The category is also open to media academies, postgraduate schools, and university courses that engage students in the exploration and interpretation of cultural heritage.

ENTER YOUR APPLICATION

Applications for Heritage in Motion 2025 can be submitted through the *FilmFreeway* platform, **from March 12th to June 15th, 2025**:
<https://filmfreeway.com/HeritageinMotion>

If you require an e-invoice regarding your submission, please do not hesitate to reach out to us directly at info@fsk.si

Additionally, if you require further information or have any questions, please do not hesitate to contact us at the same email address, info@fsk.si

WHY APPLY? WHO CAN APPLY?

The Heritage in Motion call represents an opportunity for talented professionals working at the intersection of heritage and digital storytelling to showcase their exceptional work to a global audience. As part of our commitment to supporting and promoting innovation in cultural heritage interpretation, the winning projects will be widely shared through **FSK and EMA's networks**, including their **websites, social media channels, international representatives, and partner institutions across multiple countries**. Additionally, the winning works will be presented at various cultural and multimedia festivals in which FSK and EMA participate, ensuring maximum visibility and recognition.

Winning the Heritage in Motion Award offers **exceptional visibility** within the international cultural heritage community. Finalists and winners will be also presented during the **Award Ceremony**, a unique opportunity to connect with leading experts and innovators in the field.

WHEN AND WHERE IS THE AWARD CEREMONY?

The Award Ceremony is held at a yearly changing location in Europe, together with the yearly conference of the European Museum Academy and the Ziva Award Ceremony under the auspices of the Forum of Slavic Cultures. Previous editions were in Glasgow/Scotland, Brescia/Italy, Lesbos/Greece, Skopje/Republic of North Macedonia, Aarhus/Denmark, Ljubljana/Slovenia, Timisoara/Romania, Venice/Italy, Gabrovo/Romania.

The **2025 Award Ceremony** will take place on **Friday, September 26th, 2025**, at the **Money Museum in Budapest** (Hungary), providing a unique networking and recognition platform for innovators in the field of heritage.

Participants are welcome to attend the ceremony in Budapest at their own expense. On Saturday, **September 27th**, a **workshop on new technologies applied to heritage** will be held, with contributions from the 2024 HIM winners.

RULES & TERMS

Please read these Rules & Terms carefully before you submit your film/project. By submitting your film/project into competition in the HERITAGE IN MOTION (HIM) you

expressly acknowledge and agree that you shall be bound by the terms of these Rules & Terms.

HIM is open to any multimedia project completed after **January 1, 2023**, involving any heritage content, subject, or origin. Submitting your film/project to the HIM is not a guarantee of selection. All the official selection, nominees and the winners will be listed on our website permanently. All the winning films/projects will receive a trophy, award or certificate.

The HIM will not refund any fees if the applicant fails to submit the film/project in the correct category. Films/projects submitted without the correct fees or proper submission media may be deemed ineligible at the discretion of the HIM. HIM does not cover any of the expenses incurred by the applicant.

Participants must download, complete, and sign the Copyright Authorization Form and send it via email to info@fsk.si.

APPLICATION PROCEDURE

Once a project has been accepted into Heritage in Motion selection process, the applicant will be notified. Accepted projects are recognized as valuable contributions to the field and will officially compete for the **Heritage in Motion Award**.

The **winners** of each category will receive a **certificate**.

Submission fees are **non-refundable**, including in cases where the applicant withdraws their submission. Projects in languages other than **English must include English subtitles**, or they will not be considered.

To avoid disqualification, please **select the correct category** when submitting your project. HIM reserves the right to reassign submissions to the most appropriate category if necessary.

HIM may update these **Rules & Terms** at any time without prior notice. It is the applicant's responsibility to review them periodically.

THE ORGANISERS

The Heritage in Motion Award was founded in 2012 by European Museum Academy (EMA) in partnership with Europa Nostra and has, since 2023, been organized by EMA in collaboration with Forum of Slavic Cultures (FSK). Celebrating its tenth edition in 2024, the award has recognized incredible projects that highlight the value of cultural heritage in innovative and engaging ways. Heritage in Motion showcases the creative use of multimedia and new technologies to make heritage accessible and relevant to diverse audiences worldwide.

The **European Museum Academy (EMA)** is a non-profit foundation that promotes excellence in the museum sector, supporting museum professionals through education, research, and innovation. Established by a network of European museum specialists, EMA provides expertise and recognition to institutions across Europe, encouraging advancements in museology and cultural heritage management.

www.europeanmuseumacademy.eu

The **Forum of Slavic Cultures (FSK)** is an international foundation based in Ljubljana, Slovenia, dedicated to preserving and promoting the cultural heritage of Slavic countries. FSK connects institutions, experts, and communities across Slavic nations and beyond, fostering intercultural dialogue, supporting heritage projects, and engaging diverse audiences in cultural appreciation.

www.fsk.si

HERITAGE IN MOTION JURY

Robin Lutz, Founding Partner and Jury Coordinator

Robin is one of the founders of the Heritage in Motion Award and is a film- and documentary maker at heart. He won many awards, amongst others at the *37e Festival International du Film sur l'Art* in Montreal Canada (2019) for a documentary on the work of Escher, 2007, a Gold Camera Award (Hollywood, 2007) on the life of Jongkind, and a Gold Dolphin (2016, Cannes) on the freethinker Spinoza.

Amilcar Vargas, Jury Member

Amilcar Vargas is an international expert in World Heritage Management and responsible for World Heritage at Casa Batlló, Barcelona. His main task there is the implementation of the World Heritage Convention, raising awareness of the Outstanding Universal Value and pursuing the potential opportunities of Casa Batlló's inscription on the UNESCO List.

Mateja Kuka Brkić, Jury Member

Mateja Kuka Brkić is a project manager at Muze/Muses, with expertise in heritage interpretation, museology, interpretive planning, and innovative curatorial practices. Holding a degree in art history and anthropology from the University of Zagreb, she has led award-winning interdisciplinary Muze/Muses exhibitions since 2018, focusing on creating meaningful and engaging experiences that connect audiences with cultural and natural heritage. Her work emphasizes interdisciplinary collaboration, contemporary approaches to heritage presentation, and fostering community engagement.

PROJECT TEAM

Andreja Rihter, Director of FSK, President of EMA

Massimo Negri, EMA Scientific Director

Robin Lutz, Founding Partner

Laura Diamanti, Project Manager

Urška Prusnik, Project Team

Delia D'Urso, Project Team

Dirk Houtgraaf, Webmaster

Eelco Bruinsma, Webmaster

CONTACTS

FORUM OF SLAVIC CULTURES

info@fsk.si

Laura Diamanti, Project Manager

laura.diamanti.mail@gmail.com