

## MUSEUMS IN SHORT

Museums in Short is a contest for short videos produced by European museums.

Short films are a valuable instrument for disseminating museums' contents in an engaging and direct way.

Launched in 2012, Museums in Short aims at enhancing the public awareness of the museums' role in the innovative video production. The contest is open to all the different forms of videos produced by museums: overall presentation of the institution, description of specific items into permanent or temporary exhibitions, works for website or social network, and other.

Composed by experts and professionals in the domain of museums and video production, the Jury will select the finalists and the Awards' winners.

The Museums in Short Award will be delivered to the best video (all categories).

The MusIL Award will be delivered to the best short film related to museums of contemporary history, ecomuseums, science center, museums of science and museums of industry.

The Santa Giulia Award will be delivered to the best short film related to art museums and city museums.

Once selected, all the finalist will be uploaded to the dedicated website and disseminated through *Europeana and Cultura Italia* portals.

### Partners

#### **EMA European Museum Academy**

The European Museum Academy was established on the occasion of the tenth anniversary of the loss of the distinguished museologist Kenneth Hudson (1916-1999) by a group of professionals active in the museum field and the cultural sector in general.

EMA is engaged in developing researches in the field of museum innovation, stimulating new ideas and experiences and offering its services as an incubator for new talents and new programmes in order to improve the quality of museum services and of the museological discourse at the European level. The academy identifies in museums a relevant tool to face socio-economic and cultural challenges in contemporary society and stresses the role of the modern museum as a meeting place and as a most promising forum for the development of scientific debate, creativity, social cohesion and cultural dialogue.

[www.europeanmuseumacademy.eu](http://www.europeanmuseumacademy.eu)

Brescia Musei Foundation represents in Italy an example of leading project in the administration and enhancement of the artistic and monumental heritage.

The structure of the Foundation, which is located in Brescia, is principally involved in the administration of the Civic Museums: Santa Giulia City Museum and the Archaeological Area of the Capitolium, inscribed upon the World Heritage List since June 2011, The Tosio Martinengo Gallery, Luigi Marzoli Arms Museum and Risorgimento Museum.

[www.bresciamusei.com](http://www.bresciamusei.com)

**MUSIL**  
**Museum of industry and labour**  
**Brescia**

The musil - museum of industry and labour of Brescia is housed in three locations: the museum of hydroelectricity in Cedegolo (Camonica Valley), the museum of iron in San Bartolomeo (Brescia) and the museum of cinema and cartoons with open storage in Rodengo Saiano (not far from Brescia). These museums aim to tell the story of Italian industrialization through original artifacts from all the main sectors (printing, cinema, communication technology, mechanics, textile, leather, food, etc.) and biographies of women and men at work. The impact of industry on society is outlined by showing consumption, everyday life and territory in the industrial age. This unique heritage includes posters, photos, videos and machines. Musil tries also to document the many facets of contemporary work, supporting scientific research and artistic explorations related to technological world and material culture.

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

### Contest regulations

1. Entries are supposed to be narratives in video format, produced by European museums from 1 January 2011 onwards. Videos must be in English or with English subtitles. The maximum length required is of about 15 minutes. Every museum can submit only one video.
2. Registration is free of charge. The shipping costs of all materials entered are to be covered by the authors. Any uncorrect shipment will be refused.
3. Participants will send a DVD PAL copy of the film with the entry form properly filled in, no later than 30 September 2013 (date as postmark). The works will not be returned. If you have an HD version of your film (1920 x 1080p either on Blu-ray or as an H264 file), you can send it together with the DVD PAL version. Please contact us at [info@museumsinshort.eu](mailto:info@museumsinshort.eu) to agree on technical specifications for the HD format.
4. By applying to the competition, every museum gets responsible for the content of the submitted work. Participants allow the uploading of the videos to the dedicated website ([www.museumsinshort.eu](http://www.museumsinshort.eu)) and to the portals of *Europeana* and *Cultura Italia*.
5. The works will be sent to the following address: Fondazione Brescia Musei, Via Musei 55, 25122 (Brescia, Italy). The staff of Museums in Short is not responsible for eventual damages or loss of the materials sent in.
6. The Jury will select the finalists and the winners of the Awards. It is the jury firm prerogative to grant other special awards or mentions.
7. Participation in the competition implies full acceptance of these rules. These regulations have been drawn up in Italian and English. In case of dispute, the Italian version will be final. The festival organizers reserve the right to make changes at these rules. Any variations will be communicated on [www.museumsinshort.eu](http://www.museumsinshort.eu).