

HERITAGE IN MOTION
FILMS GAMES APP'S WEBSITES



**HERITAGE
IN MOTION**

**Have you made a
multimedia product
related to
European Heritage?**

**Submit it
for a
Heritage in Motion
Award in 2013!**



WWW.HERITAGEINMOTION.EU

EMA

European Museum Academy



WHAT SHOULD (NOT) BE FORGOTTEN?

— HERITAGE IN MOTION —

'Heritage in Motion' is a new biennial Multimedia Festival for the creators, audiences and users of films, games, app's and websites on themes related to Europe's heritage - cultural and natural, tangible and intangible. The Festival grants awards and celebrates the best multimedia achievements and creative and innovative products which highlight the value of Europe's cultural and natural heritage in all its facets.

Europa Nostra and the European Museum Academy have taken the initiative to launch the Heritage in Motion Festival. These two founding partner organisations aim to gather the best multimedia products and achievements at a European Festival, focussing specifically on themes related to the safeguarding and promotion of Europe's heritage.

Cultural heritage is everywhere around us, but often remains unnoticed or taken for granted. We may expect buildings to be restored, landscapes protected, and certain folk art traditions to be preserved in our society. However, this care of our cultural treasures is often lacking! That which is beautiful is also vulnerable and needs to be protected to remain available in the future. How cultural heritage is perceived also changes with each generation: in our digital age, access to our heritage is increasingly

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through computers, smart phones, and screens everywhere. Heritage in Motion aims to celebrate heritage as experienced through these media!

— HERITAGE IN MOTION AWARD —

Entries are open to producers, directors or other representatives of multimedia productions which relate to Europe's cultural and natural heritage. Applications will also be accepted from cultural organisations, institutions related to heritage, and museums.

Applications must be completed online and accompanied by a €200 entry fee. See the Heritage in Motion website for more information. The Heritage in Motion office is based in The Hague, the Netherlands (info@heritageinmotion.eu).

**The application
deadline is
1 APRIL 2013.**

The Heritage in Motion
Festival will take place
on Friday the 13th and
Saturday the 14th of
SEPTEMBER 2013
in The Hague.