

# The Museum Audiovision International Festival in the Czech Republic for the First Time!

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**F@IMP 2.0 AVICOM hosted by MUSAIONfilm 2017:  
IMPORTANT JUBILEE – REMARKABLE INTERNATIONAL COOPERATION**

MUSAIONfilm, the Czech Republic's unique festival of films focused on museums, which celebrated its 20<sup>th</sup> anniversary this year (13 – 15 June 2017), received a superb present as it was chosen to cooperate with the ICOM International Committee for Audiovision, New Technologies and Social Media – AVICOM. Moreover, the Committee's Board decided to hold the award giving ceremony of their own F@IMP 2.0 festival as part of the 20<sup>th</sup> year of MUSAIONfilm on 14 June. Hence, the Museum Audiovision International Festival was hosted for the first time in the Czech Republic, after Argentina, Brazil, Burkina Faso, China, France, Italy, Canada, Germany, Hungary, Mexico, Russia, Spain and Taiwan, which had hosted it from 1994 on.

Founded in 1998, the MUSAIONfilm Festival is the only festival of its kind not only in Central Europe but far beyond its borders. It is held annually for three days in mid-June in Uherský Brod, once a town owned by the Kings of Bohemia, not far from the Slovak border and relatively close to Hungary, Poland and Austria. The festival is organized by John Amos Comenius Museum (established 1898), the oldest local museum in south-eastern Moravia, which is funded by the Czech Republic's Ministry of Culture. The 20<sup>th</sup> year of MUSAIONfilm, held under the auspices of Mgr. Daniel Herman, Minister of Culture of the Czech Republic, brought together a nationwide festival and a major international event.

The cooperation with AVICOM was launched by the AVICOM's president, Mr. János Tari, PhD during his visit to the 2016 MUSAIONfilm Festival, during which he met with his colleagues from the Czech ICOM Board.

A total number of 34 museum projects participated in this year's F@IMP, 25 of which were awarded. The AVICOM Grand Prix named after Ms. Claude Nicole Hocquard (1928–2011) was awarded to the *Lutheran Museum, MOME* and *Open Creativ Kft.* for innovative audiovisual presentations of this Budapest-based museum. Golden prizes were received personally by representatives of Fundació Gala-Salvador Dalí (Spain), The Espoo City Museum (Finland), Casa K'ojom Musica Maya (Guatemala), and The State Tretyakov Gallery (Russia) for films; representatives of The State Museum-Preserve "The Kulikovo Pole" (Russia) for an interpretive exhibition installation; and representatives of the Bible Museum (Hungary) in the other applications category. In addition to this 6 silver prizes and 3 bronze prizes were awarded. Special mentions were awarded to 10 projects from abroad and to 3 Czech films. The MUSAIONfilm 2017 main prize – Černý Janek (The Black Johnny) was awarded to a representative of cine4net, s.r.o. for the film *Jano Koehler*.

The prize giving ceremony was preceded by the AVICOM conference titled "Continents Meet through Digital and Social Interpretation of Museum Projects" and the Concert "The Great Moravian Empire Echoing into the Third Millennium" (Hradištan & Jiří Pavlica). The awarded projects and presentations came from 14 countries of 5 continents: Australia (1 presentation), Brazil (3 awarded projects and 1 presentation, by proxy), Czech Republic (7 awarded projects), Finland (1 awarded project and 1 presentation), Guatemala (2 awarded projects, 1 presentation), Croatia (1 awarded project, in absence), Hungary (8 awarded projects, 2 presentations), China (1 presentation), Japan (1 presentation and an invitation to Kyoto 2019), Russia (8 awarded projects, 1 presentation), Slovakia, Spain (1 awarded project), Switzerland (1 awarded project) and Zambia (1 presentation, by proxy).

**The 2018 F@IMP AVICOM Festival will be held in Germany (Kommern, 31 May – 1 June); the 2018 MUSAIONfilm Festival will take place again in the Museum of Uherský Brod from 12 to 14 June 2018. All fans and supporters are cordially welcome!**

Mgr. Aleš Kapsa  
MUSAIONfilm 2017 – FAIMP 2.0 / 13 –15 June 2017  
Secretariat of MUSAIONfilm / FAIMP 2.0 2017 Jury Member  
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