



European Museum Forum  
c/o Soluzioni Museali-ims sas  
via Trebbia, 33  
20135 Milano  
Italy

**Vysočina Museum Třebíč**  
Třebíč, Czech Republic

Dear Colleague, Dir. Ing. Jaroslav Martínek

The Judging Panel of the European Museum of the Year Award held its meeting from 19<sup>th</sup> to 21<sup>st</sup> November in Zagreb to determine the nominations for the European Museum of the Year Award 2016 (EMYA).

I have the honor and pleasure to announce that your museum fulfills our criteria and has been nominated for the European Museum of the Year Award 2016.

The announcement of the winners and the formal EMYA Award Ceremony will take place during the Annual Assembly of the European Museum Forum, from the 6<sup>th</sup> to the 9<sup>th</sup> April 2016 in Tolosa and San Sebastian, Basque Country (Spain).

#### **Public Interview**

You are now invited to attend a public interview during the event. The interviews take place on 7<sup>th</sup> and 8<sup>th</sup> April.

Each public interview will last for 10-15 minutes, during which time the images provided by your museum, in your original application, will be displayed on a screen. The setting is informal. You will have 3-5 minutes to dynamically present your activities and what makes your museum special, and 7-10 minutes to answer questions about your museum and development work.

If you want to include new images for your presentations, these will need to be sent to the EMF Office no later than 31 January 2016. You can provide us a maximum of 15 images. Unfortunately, we will be unable to show any footage or films during the public interview.

#### **Bring an object**

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We also ask you to bring **one object**, to serve as a focus during the interview. Bring something from your museum that could symbolize your work. The object can initiate a story.

The object must be easily transportable. During the interview, it will be at the front of the room, as a background to your narrative. The object need not be valuable or beautiful. Explain why it represents the work done by your museum. Bring the story out of the object. Be creative!

We would like the interviews to run as smoothly as possible, so we ask you to be well prepared and time your story.

#### **Poster session**

During the event, there will also be an opportunity to present poster sessions. If you are interested you can also prepare a poster presenting the museum or the project you applied for as part of the event. Posters will be visible throughout the event and are an opportunity to network and exchange experiences and expertise.

We hereby kindly request to confirm your attendance for each point below no later than 22 January 2016 to Sara Minotti at the EMF Office at [emf@europeanforum.museum](mailto:emf@europeanforum.museum).

- a) Attend the EMYA 2016 Ceremony (9<sup>th</sup> April) and take part in the interview (7<sup>th</sup> and 8<sup>th</sup> April).
- b) Provide details about the object that you intend to bring
- c) Prepare a poster session

Registration for the event will open in January and more details can be found on the EMF website at [www.europeanmuseumforum.info](http://www.europeanmuseumforum.info).

**We will send you more details when you have confirmed your presence.**

If you have any other queries please do not hesitate to get in touch. I look forward to hearing from you and hope to welcome you at the ceremony in April.

Kind regards,



José Gameiro  
Chair of the EMYA 2016 Judging Panel

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