





## What are they?

The património.pt Awards aim to reward good practices in the Heritage sector in the 2 years preceding the date of delivery of the Awards, awarding Projects, Entities and Professionals working in the sector.

The awards ceremony takes place within the scope of the Portuguese edition of AR&PA - Bienal Ibérica de Património Cultural and aims to be the sector's reference event in terms of awards.

## Why?

- 8 years after the first edition of the Feira do Património, the international dimension of the Biennial conferred by the HERIFAIRS network (Austria, Italy, Spain, Benelux and Turkey) creates the opportunity for the Portuguese event to further contribute to the visibility of the Cultural Heritage sector through the promotion of a new anchor initiative for the fair itself.
- There is still a lack of awards in Portugal for Cultural Heritage interventions as a whole and beyond the merely interventionist dimension in architectural heritage.
- The existing awards in the field of heritage exclude areas of action centered on the relationship with the audience.
- The proposed prizes themselves contribute to the increase in the qualification and internationalization of the sector, in addition to the evident gain regarding public visibility on a national level..





## 6 Categories in 2021

1. Best Mediation Project
2. Best Communication Strategy
3. Best Cultural Touring Project
4. Best Partnership Project
5. Special 2021: Best Project to approach the Young Public\*
6. Património.pt Award

\*This award is always based on the theme of each year's edition.



## 6 Categories in 2021

### Best Mediation Project

Contemplates projects that brought Cultural Heritage closer to the audience- understood in a totally open way - through the programmed action of heritage mediators and educators and that also actively promoted the inclusive - socially and intellectually - participation of the community.

### Best Communication Strategy

Includes projects or entities that have developed and implemented innovative and efficient communication and fundraising strategies.



## 6 Categories in 2021

### Best Cultural Touring Project

For projects that have developed and implemented cultural and heritage tourism itineraries or routes in specific territories.

### Best Partnership Project

Networking actions and projects, in a national or international framework and with common purposes of study, dissemination or enhancement of the Portuguese cultural heritage. Minimum of two partners.



## 6 Categories in 2021

### Special 2021: Best Project to approach the Young Public

Related to the theme of the current year's Biennial. In 2021, this is intended for projects that have managed to bring young people closer to cultural heritage through innovative and programmed strategies.

### Património.pt Award

Rewards the project, event or initiative that has distinguished itself in the last two years for its social value and for its contribution to the effective enhancement of Portuguese Cultural Heritage.

## Awards by category



### Best Mediation Project | Best Communication Strategy

### Best Partnership Project | Special 2021: Best Project to approach the Young Public

Advertising of the winning project in the communication channels of patrimonio.pt. Diploma and exclusive design trophy in Marinha Grande glass.

### Best Cultural Touring Project

Advertising of the winning project in the communication channels of Turismo de Portugal;  
Mentoring in the areas of accessibility and sustainability. Diploma and exclusive design trophy in Marinha Grande glass.

### Patrimonio.pt

Financing in the amount of €1,500 for participation in one of the 2022 HERIFAIRS. Advertising of the winning project in the communication channels of patrimonio.pt.





## Jury

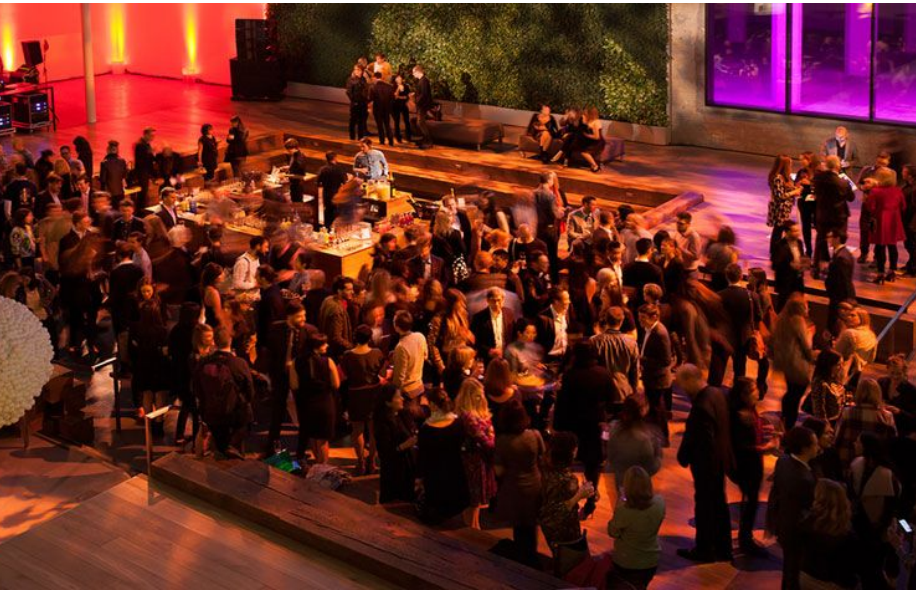
President:

**Margarida Alçada**, former Director at the Direcção-Geral dos Edifícios e Monumentos Nacionais

Members:

**Enrique Saiz**, former Director of Heritage of the Junta de Castilla y León

**Justin Albert**, Executive Director of the International National Trust Organization





## How does it work?

- Website and specific communication from June to October 2021;
- Applications from 1<sup>st</sup> June to 8<sup>th</sup> August;
- International and national jury;
- Prestigious ceremony for the delivery of the prizes, in the scope of the Bienal 2021.

[www.bienalarpa.pt](http://www.bienalarpa.pt)





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