

Open call for applications for the "Culture Online" International Award

Entries for the "Culture Online" international award are now open. Applications are accepted on the digital educational project "Culture Online" website until October 15, 2021. In 2021 the organizer of the "Culture Online" international award is the Russian Cultural Foundation in collaboration with the Directorate of the St. Petersburg International Cultural Forum.

In the new reality, online formats have become especially important for developing the field of art and culture. That is why for cultural institutions, the implementation of digital technologies is, first and foremost, an opportunity to attract a new audience and popularize their work.

In 2021, the award will recognize the best cultural projects launched after November 1, 2020, which operated or are operating online or rely on IT technologies. The number of nominations was increased to **seven**. Of particular note is that this year the award became international.

The award ceremony will take place on **November 13**, on the final day of the IX St. Petersburg International Cultural Forum.

"The "Culture Online" award is presented as part of the St. Petersburg International Cultural Forum for the second year in a row. This year we are incredibly proud that we have managed to expand the geography, and now both Russian and foreign participants can apply. I am confident that this year's award will bring us many new exciting projects and will help us to draw attention to the online initiatives," **Elena Golovnina**, General Director of the Russian Cultural Foundation, noted.

The **"Best Online Project"** category will feature a prominent project from the music, theater, or film industry. The **"Best Collaboration"** is a unique opportunity to showcase an online cultural project implemented by two or more companies. The experts will pick the most worthy project, implemented with the help of artificial intelligence, VR/AR, and other IT technologies in the **"Best IT-solution for the cultural sphere"** category. VKontakte, Instagram, Facebook, YouTube, Telegram, and Twitter blogs about art and culture can be nominated for the **"Best Social Media Campaign."** A special role belongs to the **"Best Education and Outreach Project"** category, where an educational project that operates online can be nominated. A project that was previously implemented offline, but was transformed into an online project during the pandemic, is eligible for the award in the **"Digital Transformation: From Offline to Online"** nomination. The **"Cultural Gamification"** category will feature the best mobile app, computer game, or online game related to culture.

The purpose of the award is to encourage cultural institutions that actively implement online technologies in their work, as well as significant projects in the cultural field, carried



out with the help of the most modern IT resources. Cultural institutions, creative unions, public organizations, associations, bloggers, and other organizations that have implemented their projects in the cultural field are invited to participate.

In 2020, we received **235 entries** in five nominations from **43 regions** of the Russian Federation. Leading in the number of applications among all categories was the "Best Online Project" category, with 100 submissions.

Submit application: <https://cybertoad.ru/upload/en/>