PRESS RELEASE

Dubai, 2025 — AVICOM, the International Council of Museums' Committee dedicated to Audiovisuals, New Technologies, and Social Media, successfully concluded the latest edition of **F@IMP – Festival of Audiovisual and Innovative Museum Media Productions**, a flagship program that has championed digital excellence in museums and heritage institutions since **1996**.

For nearly three decades, F@IMP has served as a global platform for recognizing high-value media productions that transform how audiences interact with culture. The festival highlights the sector's top performers in digital storytelling, accessibility, immersive experiences, and next-generation learning tools—positioning museums as catalysts for innovation within the cultural economy.

Hosted during the **27th ICOM General Conference in Dubai**, the 2024–2025 awards ceremony demonstrated strong sector-wide alignment around digital transformation and visitor-centric interpretation. Participants from multiple continents competed across categories covering websites, films, animation, mobile applications, media projects, and immersive exhibitions.

The 2024–2025 edition stood out for its operational excellence, strong cross-regional representation, and a clear demand for scalable, technology-enabled museum experiences. The winning entries reflect global best practices in AI-driven interpretation, inclusive digital access, community engagement, and sustainability-oriented media design.

Below is the complete list of winners for **F@IMP 2024–2025**:

🟡 Website Category

Inclusivity and Sustainability Prize
• Capital Museum – *The Accessible International Website of the Capital Museum*
A model for global accessibility standards and sustainable digital design.

Interpretation Prize
• National Museum of Korea – *H+Low: Visual Exploration of Cultural Heritage with Generative*

AI

A forward-leaning initiative that integrates AI to enhance cultural interpretation at scale.

🟡 Museum Film & Animation Category

Education and Mediation Prize

• Museu de Mariana – Casa Conde de Assumar – *A Cidade dos Bispos / The City of Bishops*

A compelling narrative leveraging animation to broaden public heritage awareness.

Research and Documentary Prize

• Gala-Salvador Dalí Foundation – *The Dalí Theatre-Museum: History of Art, Short but Clear by Salvador Dalí*

A concise, research-driven production capturing the essence of Dalí's artistic vision.

Inclusivity and Sustainability Prize

• Museo Diego Rivera Anahuacalli – *Moving the Stones*

A socially engaged film celebrating community identity and cultural continuity.

🟡 Mobile Application Category

Education and Mediation Prize

• Museum of Ethnography – *EthnoFusion*

A high-impact mobile learning tool fusing ethnographic content with interactive engagement.

Interpretation Prize

• Dark Pyramid for AI Solutions – *Manetho AI Translator*

A breakthrough application enabling users to explore ancient Egyptian history through AI.

🟡 Media Category

Research and Documentary Prize

• Museum of Palencia – *MUSEO_IA*

An investigative media project demonstrating how AI can support museum research and documentation.

Education and Mediation Prize

• Polytechnic University of Marche – *Suasa Experience: Ancient City, Smart Future*

A smart-tourism initiative connecting archaeology with future-ready digital storytelling.

🟡 Exhibition Installation Category

Interpretation Prize

• Virginia Polytechnic Institute and State University – *Roots of Eternity*
An immersive installation linking heritage, identity, and environmental awareness.

Inclusivity and Sustainability Prize

• Polytechnic University of Marche – *Before the Via Flaminia: A Journey with the Warriors*
A sustainable exhibition concept blending historical narrative with equitable design.

🟡 ICOM Dubai Special Prize

• Museum of Ethnography – *A Polyphonic Museum Experience*
Recognized for delivering an inclusive, multi-voiced approach to heritage interpretation.

🟡 Grand Prize – Claude Nicole Hocquard Prize of AVICOM

• Palace Museum – *The Ways in Patterns: An Immersive Digital Exhibition from the Palace Museum*
Celebrated as the standout project of the year, this production exemplifies strategic innovation and cultural impact through immersive digital design.

About F@IMP

Since its inception, F@IMP has operated as a strategic platform that aligns the heritage sector with global trends in creative media and digital capability-building. The festival drives industry benchmarks, fosters cross-border collaboration, and accelerates the adoption of smart technologies in museums worldwide.

Its long-standing reputation stems from its commitment to spotlighting solutions that enhance visitor experiences, support knowledge transfer, and expand cultural access. Every edition attracts leading institutions, emerging innovators, and high-performing technical teams—all working to elevate museum media standards internationally.

Video & Official Website

For promotional highlights, watch the official festival video:
YouTube: https://youtu.be/DgAyoESj16Q

For full festival information, submissions, and governance details, visit:
F@IMP Official Website: https://faimpavicom.org/#/home

AVICOM congratulates all winners and participants. Their work underscores the strategic value of digital transformation across museums and cultural organizations and reinforces F@IMP's position as a global benchmark for excellence in innovative museum media.