



**For Immediate Release**

**The Museums & Heritage Awards for Excellence -  
Tough Competition Results in an Impressive Short-list**

The 'Oscars' of the museums world, *The Museums & Heritage Awards for Excellence*, have announced the Short-list for 2010.

With more entries received, across all 10 categories, than ever before the quantity and quality has been exceptional across the board. Featuring an inspirational mix of 'flag ship' projects and museum creativity at its best, the Museums & Heritage Awards for Excellence represent the very best of our cultural sector.

It is widely anticipated that the panel of judges will have its work cut out to choose winners for each of the categories which will be announced by travel writer and broadcaster, Simon Calder, at a glittering ceremony at Church House, Westminster on Wednesday 12 May.

The Museums & Heritage Awards applaud the achievements of a wide range of projects from those which are nothing short of a miracle, performed with the tiniest of budgets, through to the groundbreaking achievements of national institutions. For 2010, entries were accepted for excellence in the following categories:

- Marketing Campaign
- Permanent Exhibition
- Temporary or Touring Exhibition
- Educational Initiative
- Project on Limited Budget
- Innovations Award
- Winstan Bond Trophy for the Entrepreneurial Museum of the Year, sponsored by AIM.
- Classic Award
- International Award
- Restoration & Conservation

**8 April 2010**

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Please refer to the following pages which detail the full short-list. Further information can be viewed at [www.museumsandheritage.com/awards](http://www.museumsandheritage.com/awards)

## **NOTES TO EDITOR**

The Museums & Heritage Awards were launched in 2003 by the organisers of The Museums & Heritage Show - the sector's biggest trade event for museum and heritage/cultural visitor attraction professionals. The Museums & Heritage Show is an annual event and next takes place at Earls Court, London on 12 & 13 May 2010.

Judges for the 2010 Museums & Heritage Awards include:

Diane Lees, Director-General, Imperial War Museum  
Bernard Donoghue, Head of Government and Public Affairs at VisitBritain  
Sam Mullins, Director, London Transport Museum  
Matthew Tanner, Director, ssGreatBritain

### **KEY FACTS**

Museums & Heritage Show  
12 & 13 May 2010  
Earls Court, London

Museums & Heritage Awards for Excellence  
Entry Deadline: 19 February 2010  
Ceremony: 12 May 2010  
Church House, London  
[www.museumsandheritage.com](http://www.museumsandheritage.com)

For further info:

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**See over for Short-list.**

<b>CLASSIC AWARD SHORTLIST</b>	
The Roman Baths	The Roman Baths Development
Shugborough	The Complete Working Historic Estate of Shugborough
Weald & Downland Open Air Museum	Adult Learning Programmes 1999-2010
Fife Council Museums	MAC - Fife's Mobile Museum
Culture 24	www.culture24.org.uk
<b>EDUCATIONAL INITIATIVE SHORTLIST</b>	
Centre of the Cell	Centre of the Cell
UCL	Object Retrieval
The British Library	Campaign! Make an impact
Royal Botanic Gardens Kew	The Great Plant Hunt
Falmouth Art Gallery	Darwin 200 Celebrations
<b>INNOVATIONS AWARD SHORTLIST</b>	
The British Library	Timelines: Sources from History
IVC Media	Attenborough Studio at the Natural History Museum, London
English Heritage	The Home of Charles Darwin, Down House
British Music Experience	British Music Experience
Antenna Audio	Love Art Iphone App
<b>INTERNATIONAL AWARD SHORTLIST</b>	
Directorate Historic Sites Dev	Khasab Castle
Gallo-Roman Museum	Learning about the distant past in a permanent exhibition at the Gallo-Roman Museum
MET Studio Design Ltd	Manchester United Experience
Electrosonic	The Heineken Experience
D J Willrich Ltd	Ring Werk, Nuerburgring Germany
<b>MARKETING CAMPAIGN SHORTLIST</b>	
The Scotch Whisky Experience	The Scotch Whisky Experience
Tyne & Wear Museums	Great North Museum
The Fitzwilliam Museum	'Endless Form', Charles Darwin, Natural Science & the visual arts
National Portrait Gallery	Take another look
National Museums N Ireland	Ulster Museum Reopening Campaign
<b>PERMANENT EXHIBITION SHORTLIST</b>	
Ulster Museum & Haley Sharpe Design	Opening up the Ulster Museum
Tyne & Wear Museums	Great North Museum
Natural History Museum	Cocoon
Ironbridge Gorge Museum	The Blists Hill Victorian Town Development
MUMA Ltd	Medieval + Renaissance Galleries Victoria & Albert Museum
The Ashmolean	Transforming the Ashmolean
<b>PROJECT ON A LIMITED BUDGET SHORTLIST</b>	
Diss Museum	Tom Paine Festival
IDESS CD	Coventry Transport Museum Ghost Town Gallery
National Maritime Museum	Royal Observatory Greenwich Special exhibition Gallery
RFA Design & Bexhill Museum	Bexhill Museum
The Salt Museum	Above the Clouds - Mallory & Irvine and the Quest for Everest

<b>RESTORATION OR CONSERVATION SHORTLIST</b>	
V&A	The Conservation and restoration of Master Bertram's Triptych of the Apocalypse
Martin Ashley Architects	Diana Fountain- Bushy Park
Aston Hall	Aston Hall & Park
Donald Insall Associates	Marianne North Gallery. KEW
The Landmark Trust	Queen Anne's Summerhouse
<b>TEMPORARY OR TOURING EXHIBITION SHORTLIST</b>	
Banksy and Bristol City Museum	Banksy Vs Bristol Museum
Royal Armouries & Studio MB	Henry v111: Dressed to Kill
Warrington Museum	® Evolution of Urban Art
London Transport Museum	Suburbia
Urban Salon	Maharaja: the Splendour of India's Royal Courts
<b>WINSTAN BOND TROPHY FOR THE ENTREPRENEURIAL MUSEUM OF THE YEAR, SPONSORED BY AIM</b>	
British Motor Industry Heritage Trust	Conferencing at the Heritage Motor Centre
The Mary Rose Trust	Get on Board
Ginger Pop Ltd	Eileen Sopers Illustrated Worlds
SS Great Britain	Brunel Institute - Conservation and Learning Centre
Museum of East Anglian Life	The Museum as Social Enterprise a new Business model for museums

Two additional awards will be presented for Outstanding Contribution by an Individual and readers of M&H magazine's nominated award for Museum or Heritage Visitor Attraction of the Year.

Further information about the Museums & Heritage Awards can be viewed at [www.museumsandheritage.com](http://www.museumsandheritage.com)