

The „LCD BERLIN Awards“ 2021/22

International awards ceremony for outstanding players in culture and travel

- **"Oscars of Museums: The winners of the 8th LCD Awards were announced today in Berlin**
- **James Simon Gallery on Berlin's Museum Island Wins Cultural Destination of the Year Award**

Berlin, April 7, 2022 Leading Culture Destinations (LCD) and visitBerlin are pleased to announce the 13 winners of the 2021/22 LCD BERLIN Awards, presented tonight at Galerie Sexauer and Artists' Studios in Berlin-Weißensee. The LCD Awards honor the most exciting international destinations and emerging cultural institutions. The Awards bring together people from different industries who are committed to creativity, innovation and initiatives around culture. The James Simon Gallery on Berlin's Museum Island wins the award for European Cultural Destination of the Year.



LEADING CULTURE DESTINATIONS

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The winners range from local to renowned national institutions and international brands. One goal of the collaboration between visitBerlin and LCD is to promote exchanges between local cultural professionals and international cultural institutions. This initiates lasting partnerships between the travel and cultural industries and strengthens the visibility of the city's cultural offerings. Thus, as part of the "Into Berlin" initiative sponsored by the Senate Department for Culture, a dialogue between local Berlin cultural professionals and the international guests who had traveled to Berlin took place earlier in the day.

On behalf of LCD BERLIN, **Florian Wupperfeld, founder of LCD**, says: "Congratulations to the outstanding cultural destinations of the 2021/22 LCD BERLIN Award winners. These awards are an opportunity to celebrate creativity, culture, digital experiences and innovation and highlight the most remarkable emerging and established cultural destinations around the world while combining art and travel. LCD BERLIN would also like to thank our distinguished international jury and our collaborative partners, Berlin Senate Administrations, Korn Ferry, Lord Cultural Resources, SUNx, and all of our remarkable nominees who are shaping culture around the world. Many of these have moved from

physical places to hybrid digital experiences after the pandemic showed us that we need to rethink the way we engage with destinations."

Burkhard Kieker, CEO of visitBerlin: "What do visionary culture creators and the travel industry have in common? Both are driven by the desire to discover new things and create experiences. I am delighted that the LCD BERLIN Awards are being presented in Berlin. They strengthen Berlin's reputation as an international city of culture."

International jury: "Close symbiosis between art, culture and travel".

The winners of the LCD BERLIN Awards 2021/22 were selected by a top-class international jury. Members of the jury were Elizabeth Monoian, co-founder of Land Art Generator, Christina Reti of the Korn Ferry organization, Javier Jimenez, director of Lord Cultural Resources, Jean Blaise, director of Le Voyage a Nantes, architect Juergen Mayer H., and Jenenne Whitfield, president of The Heidelberg Project.

In a joint statement, the jury noted, "The 2021/22 LCD BERLIN Award shines a light on culture, art and travel, showcasing unique cultural experiences worldwide. From local to global perspectives, the 2021/22 awardees offer new and exciting ways to explore our relationship to public spaces, tradition, identity, and humanity. Over the years, the LCD Awards have provided winners with a unique platform to showcase their cultural heritage and reach travelers from around the world who want to immerse themselves in art and culture. The winning destinations and institutions show how close the symbiosis between art, culture and travel is."

The winners of the LCD BERLIN Awards for 2021/22 across five different sections are:

The winners of the LCD BERLIN Awards 2021/22

NEW CULTURE DESTINATIONS OF THE YEAR

The Awards for New Culture Destinations of the Year recognise the significant role of culture in changing the perception of destinations and influencing their future development.

- Asia Pacific: X Museum (Beijing, China)
- Europe: James Simon Gallery (Berlin, Germany)

- Latin America: Museo Regional Aysen (Patagonia, Chile)
- Middle East / Africa: Sheikh Abdullah Al Salem Cultural Centre (Kuwait City, Kuwait)
- North America: Fotografiska (New York City, New York, USA)

DIGITAL DESTINATIONS OF THE YEAR

The Digital Destinations of the Year Awards highlight the shift of cultural destinations pioneering the digital museum experience and, therefore, the entire journey of how travellers engage with destinations in the future.

- Best Immersive Museum Experience: Les Bassins de Lumières (Bordeaux, France)
- Best Digital Museum Experience: Museum of Tomorrow (Rio de Janeiro, Brazil)
- Best Digital Destination Experience: Scotland, UK

SOFT POWER DESTINATION OF THE YEAR

IN PARTNERSHIP WITH LORD CULTURAL RESOURCES

The Soft Power Destinations Awards recognise soft power best practices including cohesion, inclusion and community-based bottom-up projects, which impact their local communities.

- Soft Power Destination of the Year: The Plywood Project (New York City, New York, USA)

TRAVELLERS' AWARDS

The Travellers' Awards celebrate creativity, culture and innovation, giving well-deserved recognition to those dedicated to cultural pursuits.

- Best Cultural Festival: Serendipity Arts Festival (Goa, India)
- Best Emerging Culture City: Lausanne (Switzerland)
- Best Art Hotel: Birch Community (Hertfordshire, UK)

CLIMATE SMART AWARD in partnership with SUNx

The Climate Smart Award, in partnership with the SunX Program, shines a light on cultural organisations that not only teach us about the past but also educate us about one of the biggest challenges in the future – climate change.

· Australian Museum (Sydney, Australia)

More about LCD at www.leadingculturedestinations.com

visitBerlin

“Inspiring the world for Berlin.” With this mission, Berlin Tourismus & Kongress GmbH promotes Berlin’s destination management as well as the city’s tourism and congress marketing. Under the visitBerlin brand, the company is a partner, actor, source of creative ideas, and networker. Its remit is focused on sustainable product development and marketing city-compatible tourism services in all twelve Berlin boroughs with the aim of maintaining the life quality of local residents and harmoniously increasing experience value for visitors. As a tour operator, visitBerlin also issues the Berlin WelcomeCard, the city’s official tourist ticket, and operates the Berlin Tourist Info Centres. On visitBerlin.de, Berlin’s official tourism website, Berlin visitors can find all the information they need on every aspect of their trip to the city. Find out more about visitBerlin on about.visitBerlin.de

Leading Culture Destinations

Founded by Florian Wupperfeld, Leading Culture Destinations (LCD) is the culture travel network connecting the next generation of cultural nomads to the most exciting cultural destinations worldwide. LCD is most widely known for its annual awards ceremony, the LCD Awards, now in its sixth year, which shine a light on the most exceptional established and emerging cultural institutions worldwide that cultural travellers should add to their wishlists. Each year LCD also hosts a series of global knowledge sharing and networking initiatives to bring members of its Ambassador network together with local stakeholders to exchange on key topics at the intersection of culture and travel – from cultural placemaking to soft power and sustainable tourism. LCD also runs Art Safari guided experiences to the most exciting cultural destinations worldwide.

More about LCD at www.leadingculturedestinations.com.

Impressions of the evening







Rela



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„LCD Awards“ erstmals in Berlin: Internationale Preisverleihung an herausragende Kultureinrichtungen

Berlin, 4.3.2020

Barenboim-Said Akademie gewinnt Preis für herausragende kulturelle Initiativen, die den interkulturellen Dialog fördern

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