

The Visible Museum award for WGM

We are happy to announce that the Warsaw Ghetto Museum got the third prize in The Visible Museum 2022 competition in the category of the museum identification. Thank you!

The Visible Museum Gala took place on October 24, 2022 in the Four Domes Pavilion of the Modern Art Museum in Wrocław. The Warsaw Ghetto Museum was represented by the vice-director **Hanna Wróblewska**.



The WGM vice-director Hanna Wróblewska and the NIMPC vice-director Bartosz Skaldawski

The concept of the WGM visual identity was selected through an international competition

which was conducted with the Polish Association of Applied Graphic Designers. The competition was announced in September 2019. In the first stage, 216 applications were submitted, out of which 6 were selected by the jury. The authors of the winning concept are the designers from the Lithuanian DADADA studio. Their concept translated the mission of the Warsaw Ghetto Museum from the official language into the language of emotions, referring to individual memory.

The Visible Museum project was founded in 2013 by the National Institute for Museums and Public Collections (NIMPC). Its main goal is to promote the best visual identification systems and graphic solutions implemented by museums. Different master classes and courses in marketing, visual design and visual identifications are also a part of the project.

This year, the awards and distinctions were given in the following categories: „Museum Identification”, „Identification of Temporary Exhibitions”, „Website Graphics”, „Promotional and Marketing Campaigns” and „Social Media Marketing”.

The 1st prize winner in the „Museum Identification” category is **The Museum of Engineering and Technology** in Cracow. **The Sybir Memorial Museum** in Białystok got the second award.



Muzeum Widzialne

III NAGRODA

w kategorii

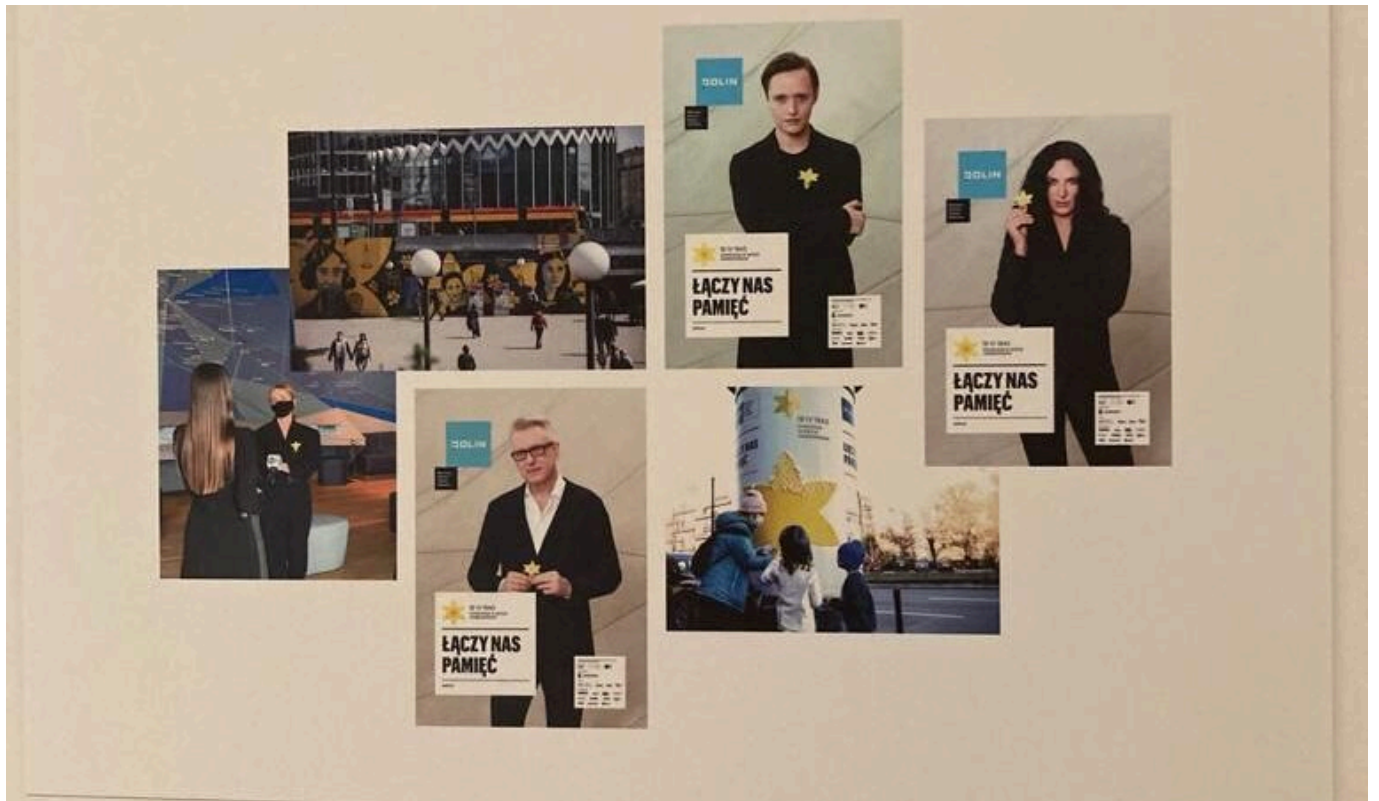
Identyfikacja muzeum

dla

Muzeum Getta Warszawskiego

ZA





You can see the whole list of the winners on the NIMPC official website:

<https://www.nimoz.pl/aktualnosci/gala-laureatow-5-przegladu-muzeum-widzialne-2022-wroclaw.html>.

Publication date: 2022-10-25

Print date: 2023-06-14 08:24

Source: <http://1943.pl/en/artykul/the-visible-museum-award-for-wgm/>