



II AWARD FOR INNOVATIVE AND SUSTAINABLE DESIGN FOR MUSEUM SHOPS AND CULTURAL INSTITUTIONS

Date: June 22–23, 2026

Location: CM Málaga, FYCMA – Palacio de Ferias y Congresos de Málaga Avenida de José Ortega y Gasset 201, 29006 Málaga (Andalusia, Spain)

Format: In person

Languages: Spanish–English

Registration deadline: May 3, 2026 at 23:59h at [Award for Innovative and Sustainable Design](#)

CM MÁLAGA, Culture & Museums International Tech Forum

CM Málaga is an international professional meeting designed to strengthen the creative and cultural sectors through inspiration, innovation, networking, and the development of new projects.

This biennial event serves as a strategic platform to promote the transformation of the cultural sector through technology, creativity, and collaboration. It is an essential gathering for those who believe that culture and innovation are key drivers for building a more conscious, critical, and resilient society.

Web: [CM Málaga - Culture & Museums International Tech Forum](#)

OBJETIVE OF THE CALL

The purpose of this call is to highlight the talent of designers, illustrators, and artisans who create products and services for museum shops and cultural institutions. It aims to recognize their ability to attract new cultural consumers and to contribute to the visitor experience, while also supporting the financial sustainability of cultural activity.

AWARD

- CM Málaga Award for the Best Prototype Designed for Sale in Museum and Cultural Institution Shops



EVALUATING COMMITTEE

The evaluating committee is composed of one representative from each of the following entities:

- Málaga City Council:
 - Area of Culture and Historical Heritage
 - Public Agency for the Management of the Birthplace of Pablo Ruiz Picasso and other municipal museum and cultural facilities
- Association of Museologists and Museographers of Andalusia (AMMA)
- European Crafts Alliance
- ICOM Spain
- Laie
- Palaces and Museums
- Thyssen Museum shop Málaga
- Michelangelo Foundation

PARTICIPATION REQUIREMENTS

1. The applicant (individual or entity) must own the design of the product submitted.
2. The product must be prototyped and/or in production by May 3, 2026.
3. The registration form must be correctly completed within the established deadlines. Proposals submitted after the deadline will be automatically excluded.
4. Applicants who have received this award in previous editions are not eligible.

SELECTION CRITERIA

The evaluating committee will assess proposals based on the following criteria:

- 1. Innovation and Disruption**
Use of disruptive and innovative applications, technologies, and/or processes in the design's production.
- 2. Originality**
Degree of uniqueness and differentiation, valuing a creative approach and a clear design identity. Proposals should offer distinctive value and avoid reproducing existing solutions in the cultural and museum sector.
- 3. Adaptability**
Ability of the design to adapt to different types of cultural institutions and museums, considering diverse spaces and audiences.



4. Sustainability

- a. Traceability of the production process, ensuring transparency in the origin and transformation of materials.
- b. Alignment with circular economy principles, promoting material reuse, product durability, and optimization of its life cycle.

5. Inclusive Design

Incorporation of universal accessibility principles and design for all, ensuring usability for diverse audiences, including people of different abilities, ages, and cultural contexts.

SELECTION PROCESS

REGISTRATION (April 06 – May 03, 2026)

Applicants must complete the **pre-registration** on the official CM Málaga website. They will then receive login credentials by email to access the **private area** and complete the project form **within the deadline**.

EVALUATION PHASE (May 05 – May 25, 2026)

The evaluating committee will review all proposals that meet the participation requirements and have correctly completed the form.

DELIBERATION AND JURY DECISION (May 25 – May 27, 2026)

The committee will select in an online meeting the three finalist proposals, who will participate as part of CM Málaga 2026.

COMUNICACION PHASE (May 28 – June 05, 2026)

Finalists will be contacted **starting May 28, 2026**. To retain their benefits, finalists **must confirm participation by June 05, 2026**. Failure to confirm will result in forfeiture of benefits, and the organization may contact the next highest rated proposal(s).



PARTICIPATION BENEFITS

REGISTERED PROPOSALS

Once registration is validated, a **professional visitor pass** will be automatically activated for the person who submitted the proposal. This pass grants access to:

- The exhibition area
- The forums
- The networking agenda, allowing meeting requests with professional visitors and exhibitors through the official online platform

FINALISTS' PROPOSALS

The three selected candidates will receive:

1. Visibility and promotional package as finalists

- Social media post on CM Málaga's official profiles
- Mention in the event's official press release
- Inclusion on the CM Málaga website as a finalist
- Presence in the digital participant catalog, with logo and direct link to their website

2. Featured participation in the next edition of CM Málaga

- A turnkey 4 m² information point in the exhibition area
- Two professional visitor registrations with full access to exhibition areas, forums, and networking agenda which will allow you to request meetings with professional visitors and event exhibitors through the official online platform. These registrations will be received by the registrations team
- One invitation to the event's institutional agenda

The winner will be chosen from among these three candidates.

WINNING PROPOSAL

In addition to all finalist benefits, the winning proposal will receive:

1. Cash Prize:

- 500€¹ as recognition for the best solution presented

2. Visibility and promotional package as the winner

- Social media post announcing the winner
- Mention in the official press release
- Highlighted presence on the CM Málaga website

¹ Subject to current withholding regulations



- Inclusion in the digital participant catalog with logo and direct link
- Interview conducted and disseminated by the organization

3. Featured participation in the next edition of CM Málaga

- A turnkey 4 m² information point in the exhibition area
- Four professional visitor registrations with full access to exhibition areas, forums, and networking agenda which will allow you to request meetings with professional visitors and event exhibitors through the official online platform. These registrations will be received by the registrations team
- One invitation to the event's institutional agenda

SUMMARY TABLE OF BENEFITS

BENEFITS	REGISTERED	FINILISTS	WINNER
1 professional visitor pass (the person presenting the Project)	X	X	X
Finalist visibility package		X	X
Featured participation in CM Málaga 2026		X	X
Winner visibility package			X
Featured participation in next CM Málaga edition			X
€500 ² cash prize			X

KEY DATES

The call will follow these dates:

- **Submission of applications:** until May 03, 2026, at 23:59 h.
- **Evaluation:** May 05 – May 25, 2026
- **Jury deliberation and decision:** May 25 – May 27, 2026
- **Notification of finalists:** from May 28, 2026
- **Deadline to confirm participation:** June 05, 2026
- **Award ceremony and announcement of the winner:** during CM Málaga events

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ⁱ Participation in this competition implies full acceptance of these terms and conditions

² Subject to current withholding regulations