

Penelope, Viscountess Cobham, Chairman of The Museum Prize Trust said: “We are delighted to see such a strong and varied longlist in this tenth year of awarding the Museum Prize. It is testament to the extraordinary work that is happening around the country in museums and galleries that the 2012 Art Fund Prize longlist showcases excellence, innovation and audience engagement at all levels.”

Stephen Deuchar, Director of the Art Fund, said: “This year’s Art Fund Prize longlist truly reveals the creativity and ambition of museums and galleries beyond London. The vitality of our cultural treasures nationwide is a hugely important resource, and the Art Fund is extremely proud to celebrate these museums’ achievements through its sponsorship of the ‘museum of the year’ prize.”

The longlist was chosen by a panel of experts chaired by **Lord Smith of Finsbury**, former Labour MP and Secretary of State for Culture, Media and Sport. The other judges are **Professor Jim Al-Khalili** OBE, theoretical physicist, author and broadcaster; **Charlotte Higgins**, Guardian journalist and author; **Lucy Worsley**, Chief Curator at Historic Royal Palaces, author and broadcaster; **Sir Mark Jones**, Master at St Cross College, Oxford and former V&A director; **Rick Mather**, architect; and **Lisa Milroy**, artist and Head of Graduate Painting at the Slade School of Fine Art, UCL.

The shortlist of four museums will be announced on 14 May 2012 and the winner on 19 June 2012.

‘Have Your Say’ online forum

Also launching today is the opportunity for local champions of each of the longlisted museums to say why their chosen museum should win the Art Fund Prize 2012. Members of the public are invited to log on to www.artfundprize.org.uk and leave their comments, a representative selection of which will be presented to the judges to consider when they come to decide the shortlist. Anyone who posts a comment will automatically be entered into a prize draw to win an iPad 2. The forum and prize draw close at 11.59pm on Sunday 22 April 2012.

Clore Award for Museum Learning

Organised under the umbrella of the Art Fund Prize, the longlist for the Clore Award for Museum Learning was also announced today. Supported by the Clore Duffield Foundation, the £10,000 award recognises and celebrates quality, impact and innovation in using museums and galleries for learning activities and initiatives. The award is judged by a separate panel co-chaired by Dame Vivien Duffield DBE, Chairman of the Clore Duffield Foundation and Sally Bacon, Executive Director.

The longlisted museum learning initiatives are:

- **Camden Arts Centre**, Get The Message
- **Florence Nightingale Museum**, Our Generation's Re-interpretation
- **Jersey Heritage**, My History Scrapbooks and Discovery Days
- **Leicestershire County Council Heritage and Arts Service**, Held in the Hand and Touch Tables
- **Penlee House Gallery and Museum**, Treasures from the Earth
- **The Geffrye Museum of the Home**, Stories of the World: London
- **The Quilt Museum and Gallery**, Unfolding the Quilts

The Clore Duffield Foundation is chaired by Dame Vivien Duffield DBE and has a strong focus on supporting cultural learning, particularly within museums and galleries and at heritage sites. www.cloreduffield.org.uk. It is one of the founding partners of the Cultural Learning Alliance, a collective voice working to ensure that all children and young people have meaningful access to culture in this difficult economic climate. www.culturallearningalliance.org.uk