

For immediate release

Leading Culture Destinations and visitBerlin announce launch of LCD Berlin and reveal nominees for the 6th edition of the LCD Awards, taking place in Berlin for the first time



Kulturforum near Potsdamer Platz in Berlin © visitberlin. Photo: Wolfgang Scholvien

- **LCD Berlin, a partnership between Leading Culture Destinations and visitBerlin, is a unique initiative that promotes exchange between culture and travel to create new experiences and opportunities**
- **LCD Berlin takes place around the cultural quarter of Kulturforum in Berlin from 4 - 5 March 2020**
- **LCD Berlin Awards highlight the most exceptional established and emerging cultural initiatives around the world. The nominees, announced today, represent 50 cultural destinations from 28 countries**
- **LCD Berlin Academy offers a new format to share ideas and knowledge across the fields of art, culture, travel, politics and economics**

Leading Culture Destinations (LCD) and **visitBerlin** have joined forces to launch **LCD Berlin**, the first city-led initiative to build a sustainable ecosystem for culture and travel professionals from Berlin and beyond, bringing culture and travel together to create new opportunities for collaboration.

Taking place from 4 - 5 March 2020 around the cultural quarter of Kulturforum, the LCD Berlin platform launches with two parts: the **LCD Berlin Awards**, the sixth edition of the annual LCD Awards, presented outside of London for the first time, and the **LCD Berlin Academy**, a series of ideas and knowledge-sharing sessions across the fields of art, culture, travel, politics and economics. LCD Berlin will coincide with ITB Berlin (Internationale Tourismus-Börse Berlin), the world's largest travel trade fair.

*“I am pleased that the LCD Awards, considered the Oscars for Museums, are being given to outstanding cultural destinations worldwide for the first time this year in Berlin”, states **Ramona Pop**, a mayor of Berlin and Senator for Economics, Energy and Public Enterprises. “Culture and travel create deep connections between people, and Berlin is known for its rich cultural landscape and countless tourist attractions. Together with visitBerlin and LCD we are creating a platform for dialogue in the capital at the intersection of culture and travel.”*

*“Berlin, a global capital of culture, owes its immense soft power to a multitude of actors,” says **Burkhard Kieker**, CEO of visitBerlin. “LCD Berlin wants to promote networking between these influential institutions, innovative companies, cultural visionaries and experience-seekers in order to create fresh momentum – driven by Berlin’s core values: freedom and tolerance.”*

*“We are thrilled to be partnering with visitBerlin and to continue developing our new culture-travel ecosystem in Berlin and with the support of Professor Hermann Parzinger, president of the Prussian Cultural Heritage Foundation”, notes **Florian Wupperfeld**, founder of Leading Culture Destinations. “Cultural tourism is an incredibly valuable sector. In Berlin, more than 50% of visitors mention ‘culture’ as a key reason for their visit and we want to build bridges and synergies between tourism, culture and decision-makers.”*

LCD Berlin Academy (March 5)

At the brand new format **LCD Berlin Academy**, globally recognised experts come together in Berlin to discuss the challenges and opportunities at the intersection of culture, tourism and urban society. Together the award laureates, international stakeholders, local actors and institutions will explore untapped potential in cultural tourism, promote cooperation, share exclusive insights and emphasise the role of Berlin as a global hub for culture and a safe haven for dialogue. The results of the annual **2019 LCD Trends Report** and findings from the **LCD Berlin Salon**, the forerunner of the **LCD Berlin Academy**, which took place in September 2019 at Berlin Tempelhof Airport, will also be discussed.

LCD Berlin Awards (March 4)

LCD Berlin is delighted to announce the 2020 nominees for the sixth edition of the LCD Awards. The awards highlight the world’s best established and emerging cultural destinations, recognising their exceptional contribution to cultural life. With a variety of categories, the **LCD Berlin Awards** reflect the experiential shift of cultural destinations to become places where visitors explore, dine, shop, work and sleep.

The **LCD Berlin Awards** nominees are shortlisted by a team of LCD ambassadors, exhaustive research and recommendations from the world’s leading cultural nomads. Selected by an esteemed international jury, the winners will be announced at the **LCD Berlin Awards** ceremony on 4 March 2020. The **LCD Berlin Awards** for 2020 feature 18 awards across the following sections: **Leading Culture Destinations of the Year** (with five categories); **New Culture Destinations of the Year** (with five categories); **Soft Power Destinations of the Year, in partnership with Lord Cultural Resources** (with three categories); **Climate Smart Award** (with one category); and **Avis Travellers’ Awards** (with three categories).

To mark the first year of the partnership, **LCD Berlin** is proud to announce the introduction of a new award: **BRIDGING BORDERS: Best Cultural Initiative, presented by visitBerlin**. This award highlights cultural initiatives that bridge either physical or metaphorical borders

by promoting cultural exchange and encouraging people to connect by fostering awareness and unique experiences.

The nominees for the **LCD Berlin Awards** for 2020 are:

LEADING CULTURE DESTINATIONS OF THE YEAR

Best Exhibition

- *Sunday. Carsten Höller* - Museo Tamayo (Mexico City, Mexico)
- *Hilma af Klint: Paintings for the Future* - Guggenheim New York (New York, USA)

Best Architecture

- National Museum of Qatar - Jean Nouvel (Doha, Qatar)
- V&A Dundee - Kengo Kuma (Dundee, Scotland, UK)
- The Twist gallery - Bjarke Ingels (Kistefos Museum And Sculpture Park, Norway)

Best Restaurant

- AlpiNN, Lumen Museum of Mountain Photography (Brunico, Italy)
- Flutes - Singapore National Museum (Singapore)
- Beba - Gropius Bau (Berlin, Germany)

Best Shop

- Maritime Museum of Denmark (Elsinore, Denmark)
- Picasso Museum (Paris, France)
- National Museum of Qatar (Doha, Qatar)

Best Digital Experience

- Atelier des Lumières (Paris, France)
- AI: More than Human - Barbican (London, UK)
- Ars Electronica Centre (Linz, Austria)

NEW CULTURE DESTINATIONS OF THE YEAR

Asia Pacific

- Tsz Shan Monastery Buddhist Art Museum (Hong Kong, China)
- UCCA Dune Art Museum (Beidaihe, China)
- Pompidou Shanghai / West Bund Art Museum (Shanghai, China)

Europe

- Muzeum Susch (Susch, Switzerland)
- MO Museum (Vilnius, Lithuania)
- Amos Rex (Helsinki, Finland)

Latin America

- Museum of Image and Sound (Rio de Janeiro, Brazil)
- Museo Regional Aysen (Patagonia, Chile)
- SFER IK (Tulum, Mexico)

Middle East / Africa / UAE

- National Museum of Qatar (Doha, Qatar)
- King Abdulaziz Center for World Culture (Ithra) (Dhahran, Saudi Arabia)

- Palais de Lomé (Lomé, Togo)

North America

- Glenstone Museum (Potomac, Maryland, USA)
- Transart Foundation for Art and Anthropology (Houston, Texas, USA)
- MoMA re-opening (NYC, New York, USA)

SOFT POWER DESTINATIONS OF THE YEAR, in partnership with Lord Cultural Resources

Best Cultural Activation

- The Heidelberg Project (Detroit, Michigan, USA)
- Friar's Music Museum by Downtown Yonge Bia (Toronto, Canada)
- Stellenbosch University Museum (Stellenbosch, South Africa)

Best Cultural Organisation

- Shingwauk Residential Schools Centre (Sault Ste. Marie, Canada)
- Prince George's African American Museum And Cultural Centre (North Brentwood, Maryland, USA)
- Bihar Museum (Patna, India)

Best Cultural Collaboration

- SAWA - Sharjah Museums Authority, UAE / State Museums of Berlin; University of Applied Sciences Berlin (HTW); Goethe-Institut, Germany (UAE / Germany)
- Sisters in Liberty - Opera di Santa Croce and Ellis Island National Museum of Immigration (Santa Croce, Italy / New York)
- Ottawa Art Gallery (Ottawa, Canada)

AVIS TRAVELLERS' AWARDS

Best Cultural Festival

- Desert X (Coachella Valley, California, USA)
- Lofoten International Art Festival 2019 (Lofoten Islands, Norway)
- Bergen Assembly (Bergen, Norway)

Best Emerging Culture City

- Tbilisi (Georgia)
- Malaga (Spain)
- Marrakech (Morocco)

Best Art Hotel

- L'Arlatan (Arles, France)
- The Fife Arms Hotel Hauser & Wirth (Braemar, Scotland, UK)
- Can 7 (Formentera, Spain)

CLIMATE SMART AWARD in partnership with SUNx

- The Climate Museum (NYC, New York, USA)
- Not An Alternative (NYC, New York, USA)
- Jockey Club Museum of Climate Change (Hong Kong, China)
- Klimahaus Bremerhaven 8° Ost (Bremerhaven, Germany)

BRIDGING BORDERS: Best Cultural Initiative, presented by visitBerlin

- Teeter-Totter Wall by Virginia San Fratello and Ronald Rael (USA)
- Barenboim-Said Academy (Berlin, Germany)

The winner will be selected by public vote [here](#). Voting open until 2 March 2020.

Further information on **LCD Berlin** activities, as well as registration details for the **LCD Berlin Academy**, which takes place in Berlin from 4-5 March 2020, will be shared shortly. The **LCD Berlin Awards** winners will be announced on 4 March 2020.

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Notes to editors

For more information about the Leading Culture Destinations Awards for 2020, please visit LCDBerlin.com.

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LCD Berlin

LCD Berlin is the first city-led initiative to build a sustainable ecosystem for culture and travel professionals from Berlin and beyond. Taking place around Berlin's cultural quarter of Kulturforum from 4-5 March, LCD Berlin 2020 comprises two key pillars: the 6th edition of the annual **LCD Berlin Awards**, presented outside London for the first time, and the **LCD Berlin Academy**, an afternoon of intimate ideas and knowledge-sharing sessions for experts across the fields of art, culture, travel, politics and economics. LCD Berlin is the result of a new partnership formed in 2019 between global culture travel network Leading Culture Destinations (LCD) and visitBerlin, the city of Berlin's destination marketing and management arm. For more information, visit LCDBerlin.com.

visitBerlin

"Inspiring the world for Berlin." It is with this mission that Berlin Tourismus & Kongress GmbH conducts destination management as well as tourism and congress marketing for Berlin. The company, which operates under the brand name visitBerlin, is a partner, actor, ideas provider and networker. The work focuses on sustainable product development and the marketing of tourism offers, which are compatible with the city, in all twelve districts. The aim is to preserve the quality of life of Berliners and to increase the quality of guests' stays. visitBerlin acts as a tour operator and issues the official tourist ticket, the Berlin WelcomeCard. The company also operates Berlin Tourist Infos and the Berlin Service Center, which can be reached at +49-30-25 00 25. At visitberlin.de, Berlin's official travel portal, visitors to Berlin will find all the information they need for their trip to Berlin. More about visitBerlin at about.visitberlin.de.

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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 around the world 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.

LCD Berlin Awards Jury

The LCD Award 2020 winners have been selected by a distinguished international jury comprised of **Matthew Anderson**, European culture editor for *The New York Times*; **Helena Egan**, tourism and place-making specialist; **Dr. Martin Heller**, cultural advocate and arts patron; **Oliver Jahn**, editor-in-chief, *AD Architectural Digest*; **Meryanne Loum-Martin**, founder of AFRÆculture.org; **Dr. Thierry Morel**, director, curator-at-large and board member of the Hermitage Foundation; artist **Ahmet Ogut**, and **Salma Tuqan**, deputy director of the Delfina Foundation.

Matthew Anderson

Matthew Anderson is the European culture editor of *The New York Times*. He oversees coverage of the arts and entertainment in the region from *The Times*' bureau in London. He joined in 2017 from the BBC, where he worked for 10 years as a reporter, producer and editor for TV, radio and online. He was the editor of the BBC.com homepage, then became the inaugural editor of BBC Culture, online art and entertainment site aimed at digital users outside the U.K.

Helena Egan

Helena has worked in the travel and tourism industry for the past 20 years, and is a sought after keynote speaker, panellist, judge and advisor to the travel and tourism industry. In 2017, in addition to fulfilling her lifelong dream of travelling the world, she founded Planet Egan Ltd, a boutique consultancy with her husband, Roger. Prior to this, she was Global Director of Industry Relations at TripAdvisor, acting as a liaison for hospitality trade associations and government organisations, along with being the ambassador to the global hospitality sector.

Dr. Martin Heller

After completing legal studies and a PhD in legal History and Philosophy in 1991, Dr. Martin Heller began working as a business consultant and founded his own law firm in Berlin in 1994. With an increased focus on contemporary art, aspects of production, the artist as an entrepreneur and the art world in general, he is a strategic, economic and diplomatic consultant for institutions and activities such as Gallery Weekend Berlin, Kunst-Werke Berlin e.V and Berlin Biennale, as well as teaching at art academies worldwide.

Oliver Jahn

Oliver Jahn has been the editor-in-chief at *AD Architectural Digest Germany* since 2011. Jahn is practically a brand of his own on the international design, interiors, and architecture scene. The bibliophile – with more than 15,000 books on his shelves – studied linguistics, literature, and philosophy in Kiel, Germany. He worked at the Suhrkamp publishing house in Frankfurt and the art magazine *Monopol* before joining *AD* in 2006.

Meryanne Loum-Martin

A French citizen of Senegalese and West Indian descent, Meryanne Loum-Martin is a pioneer in boutique hospitality in Marrakech. The opening of her first space in the city in

1989 sparked international interest and a further 1,500 private initiatives have since followed. Now the founder AFRÆEculture.org, an initiative celebrating the creativity of the African diaspora in literature, cinema and entrepreneurship, as well as an internationally renowned interior designer, with interests as diverse as her countries of origin, Loum-Martin's development projects and design achievements have been celebrated in *The New York Times*, *The Wall Street Journal*, *Architectural Digest*, *Condé Nast Traveller*, *Elle Décor*, *Coté Sud*, *Town & Country* and *Vogue*, among others.

Dr. Thierry Morel

A Rhodes Scholar, Dr. Thierry Morel was educated at the universities of Paris and Oxford, where he graduated in law and history of art. A postdoctoral research associate at the University of Cambridge, he has done extensive research on the history of art collections and art provenance in Europe. He has also written and produced plays and films, among them *Private View*, a ten-part series of TV documentaries on art collectors. In 2013, he curated the *Houghton Revisited* exhibition in the UK.

Ahmet Öğüt

Born in Silvan, Diyarbakir, Ahmet Öğüt lives and works in Amsterdam and Berlin. He completed his BA from the Fine Arts Faculty at Hacettepe University, Ankara, and has an MA from the Art and Design Faculty at Yıldız Teknik University, Istanbul. Working across various media, he has exhibited widely, including numerous group and solo exhibitions, as well as co-representing Turkey at the 53rd Venice Biennale (2009). Awards include the Visible Award for the Silent University (2013); the special prize of the Future Generation Art Prize, Pinchuk Art Centre, Ukraine (2012); the De Volkskrant Beeldende Kunst Prijs 2011, Netherlands; and the Kunstpreis Europas Zukunft, Museum of Contemporary Art, Germany (2010).

Salma Tuğan

Salma Tuğan is deputy director of the Delfina Foundation. She graduated from Cambridge University with an MA in History of Art and has an MA in Arts Policy and Cultural Management from Birkbeck University. She was also the Contemporary Middle East Curator at the V&A for eight years, worked as head of artists' projects at Art Dubai from its inauguration in 2007 to 2011, and was the artistic director of Contemparabia. She is a strategic advisor to NuMu (Guatemala City), as well as a committee member of the Arab Image Foundation (Beirut), The Palestinian Museum (Birzeit), and The Khatt Foundation (Amsterdam).

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