



TAG DER CLUBKULTUR

2025

**CONDITIONS OF PARTICIPATION
CULTURE AWARD**

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1. Call for Applications

Are you a club, a club culture collective, or an event organizer based in Berlin? Is your cultural work actively shaping Berlin's club culture while promoting a vibrant, diverse, and socially just scene?

Then apply for one of the awards as part of TAG DER CLUBKULTUR 2025. In recognition of your cultural contribution, TAG DER CLUBKULTUR offers the chance to receive an **award** and associated **prize money**. Prize amounts vary by category and range from **€5,000 to €20,000**.

2. Target Group

This call is aimed at both **event organizers** and operators of **clubs** and club culture **collectives** without a fixed venue or physical space.

All actors from various musical genres and artistic, cultural, and creative disciplines that are part of **Berlin's club culture** are invited to apply.

Berlin club culture includes all forms of electronic music as well as other genres such as rock, hip-hop, jazz, experimental music, and more.

Eligible clubs or collectives must have a publicly accessible program in Berlin and provide opportunities for artists, organizers, curators, bookers, and other club culture actors to present and produce work. Existing activities and engagement within Berlin's club culture should be described and clearly documented in the application.

3. Award Objectives

TAG DER CLUBKULTUR recognizes outstanding cultural and artistic engagement that contributes to an interdisciplinary, independent, and socially sustainable club culture. The award honors both established and emerging actors who actively shape Berlin's cultural life. The aim is to increase **visibility, appreciation, and support** for this vital cultural work, especially in the context of artistic practice and creative development within club culture.

4. Funding Criteria

4.1 Formal Criteria

Only submissions that meet the following requirements are eligible:

- **Main area of activity must be in Berlin**
Collectives: The majority of members must live and work in Berlin
Clubs/venues: Must have a registered office in Berlin
- **Continuous cultural activity for at least one year and demonstrable intent to continue in the future**
- **Overview of previous events or activities of the past 12 months (max. 10)**
- **Transparent organizational structure (e.g. charter, registry extract, self-declaration, etc.)**
- **Willingness to communicate publicly - both through the official TAG DER CLUB-KULTUR campaign and your own channels**

4.2 Content-Related Criteria

In addition to formal eligibility (see 4.1), the **content and artistic quality of your work** is central to the award.

Five thematic award categories have been defined for 2025 (see 4.2.1), highlighting different perspectives and areas of focus.

The jury evaluates the overall submission, with special attention to the themes of the award categories outlined below.

Show in your application **what sets your work apart**, where your **strengths** lie, and how you **contribute to Berlin's club culture**.

You may optionally indicate which award category (see 4.2.2) best fits your work - this helps the jury but is **not mandatory or binding**.

Final category assignment is determined by the jury based on the submitted materials. Only one award per applicant is possible.

4.2.1 Award Categories Overview

Once again this year, outstanding cultural and artistic commitment in Berlin's club culture will be honored in various categories.

There are five categories in total, each with its own evaluation criteria.

The exact number of prizes awarded in each category can be found in the following table: A total of 31 prizes will

Category	Prize for Clubs	Prize for Collectives	Description
1. Outstanding Programming & Curation	3 x 20.000 €	6 x 10.000 €	Visionary, diverse booking and distinctive curatorial direction
2. Outstanding Commitment to Community & Social Cohesion	3 x 20.000 €	6 x 10.000 €	Social responsibility, community involvement, and socially engaged club work
3. Outstanding Aesthetics & Spatial Design	3 x 20.000 €	6 x 10.000 €	Creative, inclusive, immersive design in space, sound, and appearance
4. Outstanding Newcomers	1 x 10.000 €	1 x 5.000 €	Newly founded clubs and collectives with fresh, forward-looking concepts
5. Outstanding Commitment to Diversity and Sustainability	1 x 20.000 €	1 x 10.000 €	Sustainable and diverse club practices on ecological, social, and structural levels

4.2.2 Category Details and Focus Areas

Category 1: Outstanding Programming & Curation

Recognizes clubs and collectives with innovative programming, artistic excellence, and clear curatorial or musical vision.

Prizemoney per award:

- 20.000 € for clubs
- 10.000 € for collectives

Evaluation Criteria:

- Originality and diversity of bookings
- Inclusion of local and international artists
- Relevance within the chosen genre
- Clear curatorial identity and unique artistic presentation
- Support for emerging and up-and-coming artists
- Active and sensitive approach to diversity across all dimensions
- Projects that positively impact Berlin's club culture

Category 2: Outstanding Commitment to Community & Social Cohesion

Honors clubs and collectives that strengthen social cohesion through community work, political engagement, and inclusive spaces. The focus is on their impact in the neighborhood, collaborative structures, efforts against displacement as well as intergenerational and democracy-building approaches.

Prizemoney per award:

- 20.000 € for clubs
- 10.000 € for collectives

Evaluation Criteria:

- Deep ties to local neighborhood
- Commitment to and among specific communities
- Active community involvement (in programming, decision-making, structure)
- Established awareness structures
- Diversity and support of marginalized voices
- Support of local artists
- Cultural education and participation offerings
- Collaborations and networking

Category 3: Outstanding Aesthetics & Spatial Design

Awards clubs and collectives that create exceptional spaces through sonic, visual, and spatial concepts.

Prizemoney per award:

- 20.000 € for clubs
- 10.000 € for collectives

Evaluation Criteria:

- Cohesive design concept and cultural identity
- High technical quality in sound, lighting, and space implementation
- Strong atmosphere and recognition value
- Accessible and inclusive design
- Innovative use of spatial design, architecture, or interior design
- Visual and aesthetic quality in communication and branding
- Aesthetic impulses that resonate beyond the club scene

Category 4: Outstanding Newcomers

For clubs and collectives who hosted their first event within the past 12-24 months and have established themselves with bold and visionary concepts. Re-launches and restructurings are excluded.

Prizemoney per award:

- €10,000 for clubs
- €5,000 for collectives

Evaluation Criteria:

- Development potential and clear vision
- Sustainable long-term positioning
- Implementation of innovative, unconventional formats
- Visible contribution to diversifying Berlin's club scene

Category 5: Outstanding Commitment to Diversity and Sustainability

For actors who consistently integrate ecological, social, and economic sustainability and diversity into their club practices.

Prizemoney per award:

- €20,000 for clubs
- €10,000 for collectives

Evaluation Criteria:

- Sustainability concepts addressing ecology, energy, mobility
- Long-term social and financial stability (e.g. fair pay, solidarity-based structures)
- Practiced diversity in team, program, and audience
- Resource-conscious material use and mindful consumption
- Active engagement with intersectional diversity and structural inequalities also through a sensitive, reflective and active approach to diversity in all its dimensions - along the lines of gender, class, origin, disability, age, sexuality and other areas of experience. A special focus is also placed on understanding power relations and structural discrimination.

5. Application Materials & Submission

5.1 Application Period

Applications are open from July 23 to August 20, 2025 (11:59 PM).

Submissions must be made via the online form at www.tagderclubkultur.berlin, in German or English.

We offer two digital info calls to support your application:

July 23, 6:00 PM – 1st Info Call for Applicants

August 6, 6:00 PM – 2nd Info Call for Applicants

Questions: bewerbung@tagderclubkultur.berlin

Note on Festival Week:

Participation in the TAG DER CLUBKULTUR Festival Week is not mandatory, but strongly encouraged. Applicants should submit a rough event concept that serves as a creative work sample and, ideally, could be realized during the festival week.

5.2 Required Documents

Please submit the following components in full and on time

- 1. Brief introduction & background** (max. 1500 characters, excluding spaces)
Presentation and critical analysis of the structural, organizational and biographical positioning, development and motivation.
- 2. Reflection on cultural practice & artistic profile** (max. 1500 words, excluding spaces)
Describe your artistic and cultural work in Berlin, including your focus areas
- 3. What is missing in Berlin's club culture, and what do you contribute with your work?** (statement with max. 400 characters, excluding spaces)
- 4. Event concept for the Festival Week** (max. 1500 words, excluding spaces)
Related to the motto "Bridging Realities - 35 Years of Movement". Actual realization is not required, but participation is encouraged

Optional (strongly recommended):

- Images and visual impressions (open and freely accessible formats)
- Links to videos or other media content

5.3 TAG DER CLUBKULTUR Festival Week (Oct 3 – 12, 2025)

Under the motto “Bridging Realities - 35 years of Movement”, the festival invites all Berlin clubs and collectives to participate creatively. “Bridging Realities” stands for overcoming boundaries between scenes, generations, life realities and forms of expression.

On the occasion of the 35th anniversary of reunification on October 3, 2025, a significant historical moment for Berlin’s club culture past and present, the festival week invites Berlin’s clubs and collectives to develop event formats that understand club culture as a bridge between experiences, scenes, subcultures, generations and more under the theme “Bridging Realities – 35 Years Of Movement”.

The week is the annual showcase festival of Berlin’s club scene – a highly visible and unique celebration beyond the city’s borders. It highlights the diversity, interdisciplinarity, creativity, values, and collaboration at the heart of Berlin’s club culture.

Participation is open to all Berlin-based actors and independent of award selection. We encourage as many of you as possible to take part!

A basic event concept is a requirement for the application for the cultural award. Participation in the TAG DER CLUBKULTUR festival week is not mandatory but strongly encouraged. Applicants should submit a preliminary event concept for the award ceremony, which serves as a creative concept and can ideally be realized during the festival week. Due to time constraints, events for the festival week must be planned independently of any potential prize money, as you will only find out shortly before the week whether you will receive an award this year.

Clubs and collectives are invited to design a program between Oct 3 – 12, 2025 freely in terms of location, format, and content. Performative, discursive, musical, activist, or instalative formats are all welcome.

We coordinate the schedule to avoid overlaps. **Event organization is your responsibility**, but we can help with venue support if needed.

5.4 Format & Submission

Applications for the TAG DER CLUBKULTUR 2025 award can only be submitted via the online form on the website:

APPLY NOW: www.tagderclubkultur.berlin
Deadline: August 20, 2025, at 11:59 PM

Applications can be submitted in either German or English.

Late submissions will not be considered.

Only natural persons legally authorized to represent a club or collective may apply. This means that a single authorized person submits the application on behalf of their club or collective.

By submitting the application, you confirm that the majority of your club or collective lives and works in Berlin.

To support you in the process, we offer two digital info calls:
We will explain the procedure and answer your questions.

July 29, 6:00 PM – 1st Info Call for Applicants

August 12, 6:00 PM – 2nd Info Call for Applicants

Questions about the application?

Email us via: bewerbung@tagderclubkultur.berlin

5.5 Grounds for Exclusion

The following are excluded from applying:

- Members of the juries
- Project team members of TAG DER CLUBKULTUR and Clubcommission Berlin
- Executive board members of Clubcommission Berlin
- Employees of the Berlin Senate Department for Culture and Social Cohesion
- Employees of Musicboard Berlin

Applications may be excluded if they contradict the core values of the organisation „Clubcommission – Netzwerk der Berliner Clubkultur e.V.“. This includes content or behavior that goes against democratic participation, diversity, inclusion, or equality - or that promotes violence, discrimination, hate, or unconstitutional ideologies.

6. Selection Process and Juries

Participation requires submission of all required materials on time (see 5.2).

After the deadline, the juries review eligible submissions based on content criteria. Awards will be selected collaboratively in two jury sessions. All applicants will be informed confidentially before the public announcement.

Two independent juries select the 31 awards: one for club applications, one for collective applications.

Each jury consists of five experts from Berlin's club scene, music industry, and related cultural and social sectors. A mix of disciplines ensures diverse perspectives.

Jury members commit to transparency and must disclose potential conflicts of interest early. All jury sessions are confidential, and decisions are not explained publicly or to applicants individually.

7. Data Protection

The Clubcommission Berlin and the TAG DER CLUBKULTUR project team commit to handling all submitted information confidentially.

Only the following will be made public:

- Names of award recipients
- Prize amounts granted

Applicants agree that Clubcommission may process personal data for the following purposes:

- Internal documentation and review
- Reporting to funding bodies (e.g. Senate, Musicboard)
- Financial auditing

All data will be securely stored and will not be shared with unauthorized third parties, except when necessary to fulfill accountability or audit obligations.

[Here](#) you can find the privacy policy of the Clubcommission.