



TAG DER CLUBKULTUR

2025

FAQs

CULTURE AWARD

Award FAQ

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1. WHAT IS THE TAG DER CLUBKULTUR?

The TAG DER CLUBKULTUR is an **award** for Berlin clubs and club culture collectives that are characterised by outstanding cultural work, social commitment and creative visions.

The **culture award** was launched in 2020 to highlight and promote the **diversity, relevance and quality of Berlin's club scene**.

The project was initiated by the Clubcommission and is funded by the Senate Department for Culture and Social Cohesion and Musicboard Berlin.

The TAG DER CLUBKULTUR is an annual event that honours special cultural awards - along with prize money. This year, a total of **31 prizes** will be awarded to Berlin clubs and collectives, each worth between **5,000 and 20,000 euros**.

In addition to the award, a city-wide **festival week** takes place every year from 3 to 12 October, during which Berlin's clubs and collectives present their own events.

This year there are several changes regarding the awarding of prizes and the festival week, which is why we strongly recommend that you take a look at the conditions of participation and the FAQ.

2. WHO CAN APPLY?

Clubs, collectives and organisers who have their cultural centre of creativity in Berlin are eligible to apply. The prerequisite is proof of continuous cultural activity for at least one year and a recognisable intention to establish themselves sustainably in Berlin's club culture in the future.

Organisers and operators of clubs as well as club culture collectives without fixed spaces are eligible to apply.

The target group are organisers of all musical genres and artistic forms of expression that are part of Berlin's club culture - e.g. from the fields of electronic music, rock, hip-hop, jazz, experimental music and more.

The prerequisite is a publicly accessible programme of your own in Berlin for at least one year.

Existing activities and commitments in Berlin's club culture should be clearly presented in the application.

3. WHAT ARE THE REQUIREMENTS FOR AN APPLICATION?

- Centre of creativity in Berlin (collectives: the majority of members have their centre of life and creativity in Berlin; clubs/locations: Registered office in Berlin)
- Continuous cultural activity for at least one year
- Comprehensible organisational form, e.g. association, GmbH, UG, GbR

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4. WHO IS NOT ALLOWED TO APPLY?

The following may not apply:

- Members of the jury
- TAG DER CLUBKULTUR project team
- Executive Board of the Clubcommission
- Berlin Senate Department for Culture and Social Cohesion & Musicboard Berlin GmbH

5. CAN NON-COMMERCIAL, VOLUNTARY OR TEMPORARY PROJECTS ALSO TAKE PART?

Yes, explicitly! The TAG DER CLUBKULTUR honours different forms of club culture. The decisive factor is your cultural activity, not your structure or form of organisation.

6. CAN YOU APPLY MORE THAN ONCE WITH DIFFERENT CONCEPTS?

No. Each organisation or group can submit one application per year. There are various award categories to choose from, which can be used to orientate the content of your application.

7. CAN SEVERAL CLUBS OR COLLECTIVES APPLY TOGETHER?

Yes, a joint application from two collectives, a club and a collective or two clubs is possible.

So if you're wondering whether you can apply as a team: Yes! In the case of an award, you will share the prize money. It is important that you explain clearly in your application why you are applying together - be it through professional or programmatic collaboration, a shared event history or shared values. This categorisation helps the jury to better understand your collective application.

8. WHAT ABOUT COLLECTIVES THAT DO NOT YET HAVE A LEGAL FORM?

First and foremost, we need to be able to see that you have been active for at least a year. At the same time, it must be possible to recognise who is part of your collective, what activities you have implemented and what you have planned for the future. The legal form is of secondary importance. In this case, it is necessary to specify an authorised contact person.

9. WHAT PRICE CATEGORIES ARE THERE?

Five thematic categories were defined for 2025:

1. Outstanding programme design & curation
2. Outstanding commitment to community & social cohesion
3. Outstanding aesthetics & interior design
4. Outstanding newcomers
5. Outstanding commitment to diversity & sustainability

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Each application can only be honoured in one category.

You can set your own focus in your application - the jury will then decide which category your application will be assigned to.

You can find all the details on the evaluation criteria and prize money in the conditions of participation.

10. DO WE HAVE TO ADDRESS ALL THE MAIN TOPICS OF THE AWARD CATEGORIES IN OUR APPLICATION?

No, that's not necessary. In your application, you can choose which areas of your work you would like to highlight - for example, programme design, community work or sustainability.

This voluntary information helps the jury to better categorise your application and understand where your strengths lie. The jury will take a close look at all applications and assign them to the appropriate award categories at the end, even if you have not specified a focus yourself.

So you don't have to cover all topics, but only those that are most important to you or best reflect your work.

This means that your own selection is a guide, but the final decision is made by the jury based on the documents you submit.

11. WHAT SHOULD I LOOK OUT FOR IN THE CONTENT OF MY APPLICATION?

The overall image of the application is assessed, focussing in particular on the main themes of the award categories.

Five thematic categories have been defined to help visualise different perspectives and focal points.

In your application, **show what makes your work special**, what your **strengths and focal points** are and **what you contribute to Berlin's club culture**.

12. WHAT DO I HAVE TO SUBMIT?

Submissions are only possible via the online form.

In addition to the formal eligibility criteria, there are content-related eligibility criteria to be met, which are decisive for the award:

1. **Brief introduction & career** (max. 1500 characters without spaces)
Presentation and critical analysis of the structural, organisational and biographical positioning, development and motivation.
2. **Reflection on cultural practice & presentation of artistic profile** (max. 1500 characters without spaces)
Presentation and critical analysis of your own cultural and artistic work in Berlin as well as the direction and focus of this work.

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3. **What is Berlin's club culture missing and what do you give Berlin with your work?** (statement with max. 400 characters without spaces)
4. **Event concept for the TAG DER CLUBKULTUR festival week** (max. 1500 characters without spaces) based on the motto of the festival week 'Bridging Realities – 35 Years of Movement', Actual realisation of and participation in the festival week is not obligatory, but expressly desired

Optional (but strongly recommended):

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

13. HOW CAN CLUBS AND COLLECTIVES PARTICIPATE?

You can only apply via the online form on the website:
www.tagderclubkultur.berlin

- **Deadline:** August, 20, 11:59pm
- Please note: **Late applications** cannot be considered.
- If you have any questions, the team will help you by email or in the **info calls** (on July, 29 and August, 12 at 6 pm).

14. IN WHICH LANGUAGE CAN WE APPLY?

You can submit your application in both German and English. We have developed the entire application process in German and English. We will then have the applications translated into the other language for the juries. If you would like to do the translation yourself, you are very welcome to do so and submit the additional language version as a pdf via the application form. However, please note the character limits (these only apply to the respective language version, of course).

15. WHAT DATES AND DEADLINES MUST BE OBSERVED?

23 July	Start of the application phase
29 July, 18:00	1st info call for applicants
12 August, 18:00	2nd info call for applicants
20 August, 23:59	End of the application phase
01 October	Award ceremony (organised on a small scale by Musicboard)
03 – 12 October	TAG DER CLUBKULTUR Festival week

16. WHAT IS IMPORTANT IN THE APPLICATION?

In addition to the formal requirements (see conditions of participation point 6.1 or FAQ 'Who can apply'), the content and artistic quality of your work is particularly important in order to be recognised.

Five thematic categories have been defined for this year, which should help to make different perspectives and focal points visible.

In your application, show **what makes your work special, what your strengths and focal points** are and what **contribution you make to Berlin's club culture**.

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You can voluntarily indicate **which award category** you feel you particularly belong to and can emphasise this focus in your application - this helps the jury, but is **not obligatory and is not a binding classification**.

The final allocation to an award category will be made by the respective jury based on the documents submitted.

17. HOW ARE CLUBS AND COLLECTIVES AWARDED?

Two independent juries, each made up of five people representing different perspectives, disciplines and backgrounds of Berlin's club culture, decide on the awards.

This year's decision makers for the clubs are: Michael Müller, Perera Elsewhere, Anja Schneider, Tabea Burk and Christoph Reimann.

This year's decision makers for the collectives are: Cristina Plett, Dimitri Hegemann, Wanda Gaimes, Asia James and Carmen Herold.

The juries will assess the overall picture of your application, but will pay particular attention to the content of the respective award categories and the quality of your artistic and cultural work as well as its significance for Berlin's club culture. In your application, you can voluntarily indicate which category you feel you particularly belong to - this is a helpful guide for the jury, but is not obligatory. The final categorisation will be made by the jury on the basis of the documents submitted.

18. WILL THERE BE AN AWARD CEREMONY AGAIN THIS YEAR?

Yes, there will be another awards ceremony, this time organised by Musicboard Berlin. Unlike in previous years, it will take place on a smaller scale.

19. WHAT HAPPENS AFTER THE APPLICATION?

After the application deadline, all applications are checked for completeness and formal correctness. The applications are then handed over to the relevant jury members, who have one month to review and assess them individually. The juries then meet in a final session. All applicants will be informed at least one week before the award ceremony (on 01 October 2025) - even in the event of rejection. If the application is unsuccessful, the jury will not provide individual reasons.

20. WHAT DOES IT MEAN TO BE PART OF THE COMMUNICATION AND DOCUMENTATION SURROUNDING THE TAG DER CLUBKULTUR IN THE CASE OF AN AWARD?

By applying, you agree to be part of the public communication - both as part of the official TAG DER CLUBKULTUR campaign and via your own channels. All award-winning collectives and clubs will be presented on the TAG DER CLUBKULTUR communication channels (website, Instagram, Facebook, newsletter) on the day of the award ceremony. If you are awarded, we will inform you in detail about what text and image material we need from you.

If the award winners take part in the festival week with events, then these in particular will also be made visible on all communication channels. Photographers sent by us will visit your event and we ask you to document your event with photos as well.

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21. WHAT CAN THE AWARD BE USED FOR?

The prize money is at your free disposal - proof of use is not required.

For example, you can use it for future own contributions to funding programmes, implement events, finance construction measures or strengthen your internal structures. You decide for yourself what you use the award for - there is no accountability.

22. IS THE FESTIVAL WEEK OBLIGATORY?

The festival week is always a highlight of the TAG DER CLUBKULTUR, in which the diversity of Berlin's club culture is celebrated and made visible. Over the past few years, all award winners have used this platform and actively and enthusiastically participated in the festival week. Your participation in the festival week is not obligatory for the award as part of the TAG DER CLUBKULTUR, but is expressly desired. We would therefore like to encourage you to take part in the TAG DER CLUBKULTUR festival week with an event, regardless of the possible prize money.

23. DOES THE PRIZE MONEY HAVE TO BE USED TO FINANCE THE EVENT DURING THE TAG DER CLUBKULTUR FESTIVAL WEEK?

No, the prize money is not earmarked for a specific purpose. You can use it however you like. Unlike in previous years, this year applicants are not obliged to make a contribution to the festival week.

But: For the application, you **still have to submit a rough event concept during the festival week as a creative work sample** - this will be evaluated during the selection process.

We **strongly recommend** that you take part in the festival week to showcase your work and network. Your event will help to bring the diversity and vibrancy of Berlin's club culture to life and to honour the TAG DER CLUBKULTUR.

For time reasons, you must plan your events for the festival week independently of any possible prize money, as you will only find out shortly before the festival week whether you will receive an award this year.

24. IS A BUDGET PLAN FOR THE FESTIVAL WEEK PART OF THE SUBMISSION?

A budget plan is not necessary, but it helps the jury to better understand your approaches. Nevertheless, the budget plan will not influence the jury's decision. This is and remains based on curatorial and artistic principles.