


PRINCE OF ASTURIAS AWARDS

Prince of Asturias Awards	
FROM:	Asturias, ES
KEYWORDS:	award, recognition, awareness, visibility, communication
DURATION:	1981 - running
INDICATIVE COST:	not available
FUNDING:	not available
FOCUS:	art, communication, humanities, creative sector



The Prince of Asturias Awards (Spanish: Premios Príncipe de Asturias) are a series of annual prizes awarded in Spain by the Prince of Asturias Foundation to individuals, entities or organizations from around the world who make notable achievements in the sciences, humanities, and public affairs. The awards are presented in Oviedo, the capital of the Principality of Asturias, at a ceremony presided by Felipe, Prince of Asturias that has great media coverage.

The essential aims of the awards are to contribute to the encouraging and promoting the scientific, cultural and humanistic values that form part of mankind's universal heritage. In this sense, they are regarded as the equivalent awards to Nobel prizes for latin world. The Principe de Asturias Foundation involves famous people from the world of culture, art, sport, research or science, and relevant institutions.

Gamelab association, a very active association which is behind the most relevant initiatives of the games sector in Spain, considered that it was needed a relevant "something" addressed to create awareness from the part of policy makers and civil society to improve the sector ecosystem. In this sense, they tried to promote the candidature of Miyamoto for several years, as a person that could represent the best values of the games, and conscious that the awarding of that price could stand for the best media campaign.

After some deceptions and overcoming any reluctance, finally, in 2012, the Jury decided to grant the 2012 Prince of Asturias Award for Communication and Humanities to Shigeru Miyamoto.

SPECIFIC GOALS • The goals of prizes are to contribute to encouraging and promoting the scientific, cultural and humanistic values that form part of mankind's universal heritage.

MAIN NEEDS MET by the GP • Influence and change the misperception of games from policy makers & civil society • Visibility and awareness of the sector and its potential

TRANSFERABILITY AND SUCCESS FACTORS The essential aims of the Awards are, to contribute to encouraging and promoting the scientific, cultural and humanistic values that form part of mankind's universal heritage. And the key factor is to consider games as a part of that heritage, a contribution to the creative&artistic heritage with relevant economic impact also. The recognition of the Prince of Asturias Awards to Miyamoto has been a success factor for the positive perception of video games sector and the awareness of its potential.

The key point of this good practice is to realize that the identification of such "positive" events/prizes/initiatives and linkage with game sector could create the best sector awareness and this could be more valuable than any media campaign.

QUOTATION "The Japanese designer of world-famous characters and games Shigeru Miyamoto is the main architect of the revolution in teaching, educational and constructive video games. He is noted for excluding violence from his creations and for innovating through programs and formats that help exercise the mind in its many facets, in addition to being of great value from an educational standpoint. Miyamoto is not only the father of the modern video game. Thanks to his great imagination, he has managed to create virtual dreams that enable millions of people of all ages to interact, generating new forms of communication and relationship capable of bridging ideological, ethnic and geographic boundaries". Jury Statement 2012 Prince of Asturias Award for Communication and Humanities

FURTHER DETAILS OWNER OF THE PRACTICE: Fundación Príncipe de Asturias - Gamelab -
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FURTHER INFO: <http://www.fpa.es/en/prince-of-asturias-awards>, Fundación Príncipe de Asturias