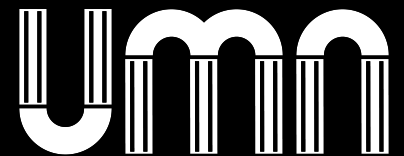


**THE
IMPOSSIBLE
MUSEUM**

ARCHITECTURE
PRIZE

PRESS RELEASE



Universal Museum of Art

THE CONTEST

UMA (Universal Museum of Art) has organised the first contest ever for designing a museum in **virtual reality**.

The museum will have a unique originality and identity.

The museum will be free of any physical constraints.

This building will have to stay true to the mission of a museum, while challenging its usual architectural limits.

UMA will fully collaborate with the winner to finance and give life to the museum of their dreams. The selected design will become the main building of UMA and the first museum in virtual reality: a museum with a universal reach, accessible worldwide, which aims at becoming the most visited museum in the world in less than 2 years.

Just like Frank Lloyd Wright with the Guggenheim, Jean Nouvel with the Louvre Abu Dhabi, Frank Gehry with the Fondation Louis Vuitton, Ieoh Ming Pei with the Louvre, or Oscar Niemeyer with the Niteroi Museum, designing a museum building is the peak of many architects' work. A temple for the arts, the museum becomes an artwork in itself. As such, it mirrors and shelters one of the oldest human religions: artistic contemplation.

Let's challenge the laws of physics and gravity!

- The call for applications is open from February 5th to March 11th, 2018
- The winner will be announced on March 14th, 2018
- The building will be inaugurated during the summer of 2018
- Link to the call for applications:
<http://www.the-uma.org/images/ARCHITECTURE-PRIZE--EN.pdf>

ABOUT UMA

What drives UMA is the spirit of sharing. Art and culture are meant to find a place in everyone's daily lives. UMA goes beyond academic constraints to deliver a simple, attractive and pedagogical discourse.

UMA is a museum in virtual reality, that collaborates with specialists and institutions to realise unique exhibitions accessible for free, anywhere, all the time. Whether you're equipped with a laptop, a tablet, a smartphone, a VR headset, or any device, it has never been easier to visit a museum.

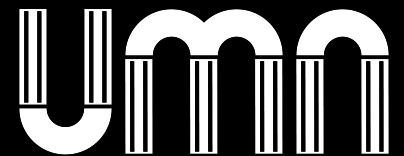
**THE MUSEUM IS ONE
OF THE PLACES THAT
GIVE THE HIGHEST
OPINION OF MEN**

ANDRÉ MALRAUX

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Universal Museum of Art