

CM MÁLAGA RECOGNISES STARTUP QX AND THE ARTCAPSULE PROJECT WITHIN THE CULTURAL INNOVATION AWARDS

The fifth edition of CM Málaga, Culture and Museums International Tech Forum, came to a close today at FYCMA (Trade Fair and Congress Center of Málaga), run by Málaga City Council, celebrating talent, creativity, and innovation in the cultural sector. The startup QX won the award in the 4th Open Call for Startups, while ArtCapsule, an initiative developed by Museums Workshop, was named the winner of the 2nd Award for Innovative and Sustainable Design for Museum Shops and Cultural Institution

Meanwhile, the 2nd 'Culture in Code: Transforming culture through technology' Ideathon, organised by the Área de Cultura y Patrimonio Histórico of Málaga City Council in collaboration with 42 Málaga Fundación Telefónica, recognised the Kmina project for developing the most innovative proposal to address technological challenges linked to the digital transformation of the cultural sector

CM Málaga 2026 brought together more than 1,200 professionals over two days, with the participation of more than 180 cultural organizations, institutions, technology companies and startups. The event has further strengthened its position as one of the leading international forums connecting culture, technology, and innovation, fostering the exchange of knowledge, professional collaboration and new opportunities for the future of the cultural sector

Málaga, 23 de junio de 2026.- CM Málaga, Culture & Museums International Tech Forum, concluded its fifth edition today at FYCMA (Trade Fair and Congress Center of Málaga), run by Málaga City Council, with the presentation of awards recognising talent, innovation, and sustainability in the cultural sector, including the 4th Open Call for Startups and the 2nd Award for Innovative and Sustainable Design. The closing ceremony was attended by the Mayor of Málaga, Francisco de la Torre; the Director-General of Museos y Conjuntos Culturales de la Junta de Andalucía, Aurora Villalobos; and the Editor-in-Chief of Diario Sur, Antonio González. Also taking part in the awards ceremony were the Councillor for Cultura y Patrimonio Histórico of Málaga City Council, Mariana Pineda; the Head of Visual Arts at the Fundación Unicaja, Emilia Garrido; and Ana Zaragoza from 42 Málaga Fundación Telefónica.

In the 4th Open Call for Startups, an initiative aimed at identifying, promoting and supporting innovative projects capable of providing new solutions to the cultural ecosystem, the winner was startup QX, whose project is based on an artificial intelligence assistant designed to provide multilingual information to visitors. The company has received a €500 cash prize as well as the opportunity to participate in the next edition of the event. Escena 4.0, which focuses on the creation of immersive, sustainable, and modular cultural spaces, was selected as a finalist alongside ArtCentrica, which proposed an educational tool enabling users to explore more than 8,000 works of art interactively. This year, for the first time, the evaluation committee awarded a special mention to PreventIA, an AI-based technology platform designed to optimise the management and maintenance of cultural heritage assets.

The call had received a total of 17 applications, which were assessed by a multidisciplinary committee composed of representatives from cultural institutions, public bodies, innovation organizations, universities, and entities specializing in culture and technology. These included 42 Málaga Fundación Telefónica; Acción Cultural Española; Andalucía TRADE; the Association of Museology and Museography of Andalusia (AMMA); AVIXA; Málaga City Council through its Área



de Innovación, Digitalización Urbana, Promoción de la Inversión Tecnológica y Empresarial, y Captación de Inversiones, as well as the Área de Cultura, Deporte, Turismo, Educación, Fomento del Empleo y Juventud; Ciudad; the Consejería de Cultura y Deporte de la Junta de Andalucía; EIT Culture & Creativity; Fundación Unicaja; ICOM Spain; Immersive VR; the Pole National Digital Content; and the University of Málaga.

CM Málaga has also recognized the work of artists who develop products and services for museum shops and cultural institutions through the second edition of the Award for Innovative and Sustainable Design for Museum Shops and Cultural Institution. The award went to ArtCapsule, an initiative by Museums Workshop that transforms the museum experience through collectible capsules enriched with interactive digital content. The winner received a €500 cash prize and the opportunity to take part in the next edition of CM Málaga. The finalists were Pieza Viva, by Novelingo Studio, an interactive souvenir line for museum shops, and Pintar el Pasado, by Ideosmedia Creative Studio, an educational kit containing reproductions of heritage objects, watercolor paints and brushes.

The award received eight submissions from creators, designers and industry professionals. The selection of the finalists and winners was carried out by a specialized jury comprising representatives of leading organizations in the fields of museology, cultural management, design and craftsmanship. These included Málaga City Council through its Área de Cultura y Patrimonio Histórico and the Agencia Pública para la Gestión de la Casa Natal de Pablo Ruiz Picasso y otros equipamientos museísticos municipales y culturales; the Association of Museology and Museography of Andalusia (AMMA); the European Crafts Alliance; ICOM Spain; Laie; Palacios y Museos; and the Thyssen Museum Málaga shop.

The 2nd Ideathon, 'Culture in Code: Transforming culture through technology' took place as part of CM Málaga, organised by Área de Cultura y Patrimonio Histórico of Málaga City Council in collaboration with 42 Málaga Fundación Telefónica. The aim of the competition was to drive digital transformation and create new business opportunities for cultural agents in Málaga by identifying and solving technological challenges linked to the digitalization of the cultural sector. Throughout the event, participants developed proposals capable of addressing these challenges combining creativity, technological expertise, and forward-looking vision. The winning project was Kmína, by José Miguel Buendía, Andrés Cervantes, and Sabina Mangiavacchi. Second prize went to SYLA, presented by Emilio García Burgos, Manuel Morales Gómez, and María Ramos Ruíz, while Impulsa Creativa IA, by Leía Martín and Alejandro Amorós, received third prize.

CM Málaga, a strategic forum for culture, technology, and innovation

With the participation of more than 1,200 professionals, CM Málaga 2026 has once again established Málaga as an international hub for culture, technology, and innovation. Over the course of two days, the forum brought together representatives from more than 180 cultural organizations, institutions and participants from 16 countries, fostering knowledge exchange, professional collaboration and the development of new partnerships for the future of the cultural sector.

In this regard, this year's edition has highlighted the growing interest in the application of technology to culture and its ability to transform artistic creation, heritage preservation and audience experiences. It has also demonstrated the potential of innovation to generate new opportunities for collaboration, promote more accessible and sustainable models and expand the ways in which cultural institutions engage with the public.

The professional activity registered during the event and the positive feedback expressed by experts, companies, and participating institutions have reinforced CM Málaga's position as a leading event for the cultural sector, consolidating its role as a platform capable of generating valuable connections, fostering projects and anticipating the trends that will shape the future of culture.

CM Málaga was organized by FYCMA in collaboration with the Área de Cultura y Patrimonio Histórico of Málaga City Council, alongside the Consejería de Cultura y Deporte de la Junta de Andalucía, with the support of Diario Sur. Institutional partners included Andalucía TRADE – Agencia Empresarial para la Transformación y el Desarrollo Económico de la Junta de Andalucía and Acción Cultural Española. Gross was Technology partner, while Fundación Unicaja and EulenArt were Golden partners. Abacus Idea and the Museos de Castilla-La Mancha, under the Junta de Comunidades de Castilla-La Mancha, participated as Silver partners.

More information available on www.cmmalaga.com and on CM Málaga's social media profiles on [Facebook](#), [X](#), [LinkedIn](#) and [Instagram](#).