



## MAX-OSCAR-ARNOLD- AWARD 2025

The international  
award for  
contemporary  
Doll Art

You are an artist and you  
would like to take part in?

All information on the "Max-Oscar-Arnold-Award" and the  
complete call for entries can be found on

[www.moa-kunstpreis.de](http://www.moa-kunstpreis.de)

Deadline for registration and submission  
of the required documentation: 6 May 2025

For questions please contact:  
Stadt Neustadt b. Coburg  
Department of Culture Sports Tourism  
kultur.werk.stadt  
Bahnhofstr. 22  
96465 Neustadt b. Coburg  
Phone: +49 9568 81-139  
E-Mail: [kontakt@moa-kunstpreis.de](mailto:kontakt@moa-kunstpreis.de)



**INVITATION**  
to the International  
Doll Festival  
Neustadt and  
Sonneberg 2025

**MAX-OSCAR-ARNOLD-  
AWARD 2025**  
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award for  
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## Wanted: The most beautiful dolls in the world!

- 14 categories for handmade works of art at the highest level
- Endless artistic possibilities
- Exclusive chance for newcomers: the Newcomer Award
- Winners named by a jury of experts
- Participation alone is considered an award
- Honoring the winners with the Max-Oscar-Arnold-statulette - the "Oscar of Doll Art"
- Attractive cash prizes in all categories
- Announcement and presentation of the winners

## The Max-Oscar-Arnold-Award

is considered the world's most important award in contemporary doll art and is the established competition in the international doll art scene. This "Oscar for Doll Makers" is awarded by the city of Neustadt bei Coburg – in 2025 for the 29th time.

The Bavarian Doll Town in the toymaking region Upper Franconia in Germany would like to use this award to highlight the artistry and creativity within contemporary doll art at the highest level.

The prize is named after Privy Councillor Max Oscar Arnold († 1938). This great patron of the town ran a successful doll company in Neustadt from 1894 until World War 1.

The public awarding of the art prize will take place on Wednesday, 28 May 2025. All award participants and prizewinners will receive a separate invitation to the award ceremony with all event details.

The fantastically beautiful and exclusive competition originals are exhibited in the Mehrzweckhalle Heubischer Straße from 25 to 30 May 2025, daily from 10 am to 5 pm, and on 31 May from 10 am to 4 pm.

The International Doll Festival Neustadt and Sonneberg offers doll fans on the subject of doll art a lot of special exhibitions in the regional museums and manufactures.

We look forward to all participants of the Max-Oscar-Arnold-Award and all visitors of the International Doll Festival Neustadt and Sonneberg.

With kind regards

Your



Frank Rebhan  
Lord Mayor



The happy winners 2024

