



VIA ARTS  
PRIZE

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# VIA Arts Prize 2019

*The Visual Ibero-American Arts Prize*

## CALL FOR ENTRIES

The **Embassy of Brazil in London** and **ACALASP** (the Association of Cultural Attachés of Latin America, Spain and Portugal), in partnership with Instituto Cervantes and **People's Palace Projects** (Queen Mary University of London), are inviting entries for the **VIA Arts Prize 2019**. The initiative is sponsored by **Itaú**.

The VIA Arts Prize, the UK's only Ibero-American themed arts prize, celebrates the significant global and historical reach of art and culture from Latin America, Spain and Portugal, both past and present, and promotes intercultural exchange.

Submission is free and open to UK-based artists of any nationality who submit original artworks inspired by Latin American, Spanish and Portuguese arts and cultures. The ethos of the prize must be referenced clearly in the application form. The top 30 selected works will be exhibited at The Embassy of Brazil, in the cultural heart of London, in November 2019.

A high-profile jury will make the final selection of winning entries. Cash prizes, generously provided by Itaú, will be awarded to the Jury's first (£5,000) and second (£2,000) choices. The VIA Arts Prize winner will be awarded a solo show at the Embassy of Brazil in the subsequent year.

## SUBMISSIONS

Creative artworks in different formats will be accepted for submission:

- Painting;
- Sculpture;
- Photography;
- Mixed Media/ assemblage;
- Collage;
- Drawing;
- Engraving;
- Digital print (non-photographic); and
- Textiles and tapestry.

Film and performance art are not under consideration.

Each artist or collaborative partnership can submit only one piece of work.



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Submissions must be made by individuals only, not institutions, and can be solo or collaborative.

Works entered:

- All submitted works must be specifically inspired by artistic or cultural expressions from Latin America, Spain or Portugal. Applicants must clearly demonstrate how the work is inspired by this particular artist, artwork or cultural expression within their application.
- Must not be replicas of already-existing works.
- Must be the sole and original work of the entrant or collaborative partnership.
- Must be easy to transport and made of non-perishable material.
- Must not exceed the maximum dimensions and weights, as follows:
  - Paintings, drawings, other works on paper, photography and prints must measure up to a maximum of 2m (height) by 2m (width); artworks which require hanging must not weigh more than 100kg;
  - All artworks must be able to enter a doorway of 2m (height) by 1.5m (width); sculptures larger than this must be able to be assembled in parts.
- Must be exhibition-ready:
  - Paintings, drawings, other works on paper, photography and prints must be ready for hanging, complete with all fixtures and fittings;
  - Sculptures must have plinths, where necessary.

Submissions will only be accepted between 12:00 on Monday 15<sup>th</sup> April 2019 and 23:59 on Monday 30<sup>th</sup> September 2019, by way of a completed Submissions Form, plus image file attachments. These must be submitted directly on our website following the instructions provided in the online submissions form.

**Note: Submissions can be made either in English, Portuguese or Spanish, which are the three official languages of the competition.<sup>1</sup>**

Please send an email to [viaartsprize@gmail.com](mailto:viaartsprize@gmail.com) if you have any queries.

## TIMETABLE

15 Apr 2019	Call for submissions opens
30 Sept 2019	Deadline for submissions
21 Oct 2019	Selected artists informed of results of pre-selection process by email
7 – 8 Nov 2019	Delivery of selected artworks/ exhibition set-up
13 Nov 2019 – 18 Dec 2019	Exhibition period

<sup>1</sup> Artists who apply in Spanish or Portuguese must note that, should their work be selected for the finalists' exhibition, they should subsequently be willing to provide an English translation of their original application to facilitate the final judging process and for display labelling purposes.



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12 Nov 2019	Award ceremony and reception
19-20 Dec 2019	Exhibition disassembly

## ELIGIBILITY

The Award is open to all UK-based artists of any nationality. Participants must be aged 16 or over. All artworks must be original and not previously exhibited (with the exception of degree show pieces); they must not infringe the copyrights or intellectual property rights of any person or entity. Artworks must not violate the privacy of any person, nor can they have any sexually explicit, violent or racist content. Only works by individuals or collaborative partnerships will be considered.

## JURY

The Jury this year will consist of high-profile personalities from the Arts world who combine expertise from the areas of curating and practicing art, as well as academia and cultural journalism. Their decisions will be final. The Jury will choose the two prizewinners from among the 30 pre-selected works on display.

ACALASP's curatorial committee will be responsible for pre-selecting the 30 works that go on display, from among all valid submissions.

## SELECTED ARTISTS

Artists will be contacted if their work has been selected for display. It will then be the artists' responsibility to deliver their work to the Embassy of Brazil (14-16 Cockspur Street, London, SW1Y 5BL), covering transportation costs and making sure it is ready to be displayed— e.g. pictures must be framed; fixtures and fittings must be provided; plinths must be provided for any work which needs one.

## PRIZES

The following prizes will be awarded:

- First prize will receive £5,000 plus the chance to put on a solo exhibition at the Embassy of Brazil, as an extension of next year's VIA Arts Prize.
- Second prize will receive £2,000.
- There will also be a People's Choice Prize awarded by visitors to the exhibition but with no cash award.

The remaining artworks should be collected from the Embassy in December 2019, after which the Embassy will not be held responsible for them.

More information for artists is available by contacting the Embassy of Brazil's cultural team:

Martha Ruby Parsons	<a href="mailto:martha.parsons@itamaraty.gov.br">martha.parsons@itamaraty.gov.br</a>	020 7747 4576
Luiz Carlos Chagas	<a href="mailto:luiz.chagas@itamaraty.gov.br">luiz.chagas@itamaraty.gov.br</a>	020 7747 4572



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Please direct all press enquiries to:

Phoebe Ruffels at Damson Communications, [phoebe.ruffels@damsonpr.com](mailto:phoebe.ruffels@damsonpr.com) or 0207 812 0645

[www.viaartsprize.org](http://www.viaartsprize.org)

@ViaArtsPrize

#ViaArtsPrize

London, April 2019

## END OF CALL FOR ENTRIES

### NOTES TO EDITORS

#### ABOUT THE VIA ARTS PRIZE

Established in 2015, the VIA Arts Prize is London's bespoke visual Ibero-American themed arts competition. It celebrates the coming together of Ibero-American cultures in London, arguably at the centre of the world's artistic and communication networks, with its rich migrant population and even richer arts scene. In all three official languages of the competition, "via" conveys a sense of travel, of establishing pathways and communication links, of being on the threshold, of "throughness" and liminality. It is organised by the Embassies of Latin America, Spain and Portugal and is hosted annually at the Embassy of Brazil in London.

Previous jury members include, Will Sorrell (London Design Biennale), James Maddox (Maddox Gallery), Marko Daniel (Tate Modern), Robert Bound (Monocle Magazine), Nayia Yiakoumaki (Whitechapel Gallery), Aaron Cezar (Delfina Foundation), Alastair Smart (Christies), Anderson and Lowe (photographer duo), Michael Asbury (Chelsea College of Arts) and Silvia Montes (King's College London). Visual artists Hugo Brazão, Ting Tong Chang, Gwil Hughes, Susan Phillips and Rafael D'Alo have been recognized with top prizes for their outstanding cross-cultural works of art.

#### ABOUT THE VENUE

Opened in 2012, Sala Brasil has become the main venue for a variety of cultural events carried out by the Embassy of Brazil.

With generous space, suitable for an ambitious cultural programme, Sala Brasil hosts a series of attractions, from art exhibition to concerts, in an effort to give the public an opportunity to experience the quality and diversity of Brazilian culture. Sala Brasil is a beautiful Grade II listed room, once the P&O ticketing office, where it is said that tickets for the Titanic were sold. It is located on the ground floor of the Embassy with an open plan area of approximately 250m<sup>2</sup> and a mezzanine of approximately 60m<sup>2</sup>.

#### ABOUT ACALASP



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The Association of Cultural Attachés from the Embassies of Latin American countries, Spain and Portugal is a non-profit organisation that promotes these cultures within the UK. They run cross-cultural initiatives, events and competitions to provide freelance artists across all disciplines with creative opportunities, which simultaneously help to raise the profile of Ibero-American nations.

## ABOUT ITAÚ

Itaú is one of the largest financial conglomerates in the world, with operations in 21 countries throughout the Americas, Asia and Europe. It is a universal bank with a range of services and products serving the most varied client profile – both individuals and companies of all sizes, from major transnational groups to local micro-entrepreneurs. It has 26,000 ATMs and points of service and 5,000 full-service branches in Latin America. Itaú is recognised for its governance practices and management, which is focused on the generation of economic, social and environmental value.

Itaú BBA is the Wholesale and Investment division of Itaú, and the largest corporate and investment bank in Latin America. Itaú BBA International offers wholesale, investment, and institutional treasury banking activities and services to institutional investors and clients, based out of headquarters in London and with offices in Paris, Madrid, Frankfurt, Lisbon and Dubai.  
Further information: [itau.com.br/itaubba-en/](http://itau.com.br/itaubba-en/)

## ABOUT INSTITUTO CERVANTES

Instituto Cervantes is the official Spanish Language and Cultural Centre. Founded in 1991 by the Spanish Government, Instituto Cervantes' mission is to promote Spanish language teaching and the cultures of Spanish speaking countries.  
Further information: [londres.cervantes.es](http://londres.cervantes.es)

## ABOUT PEOPLE'S PALACE PROJECTS

People's Palace Projects seeks to ask how the arts can bring about positive social change through participatory arts projects, performances, educational initiatives and debates. The institution brings artists, activists, academics and audiences together for projects that address a wide range of social justice and human rights issues. Based in the East End of London (Queen Mary University of London), they have worked with a wide range of local communities, in partnership with a range of arts organizations and artists across England and Wales with a legacy of international collaborative projects in West Africa, South America and Eastern Europe. For the past two decades they have maintained a special focus on strengthening cultural links between Brazil and the UK.  
Further information: [peoplespalaceprojects.org.uk](http://peoplespalaceprojects.org.uk)