

newbreedart.co.za

new 2021 breed art

COMPETITION

ENTRIES • 13 – 19 September

DISCOVERING NEW BREED ART

entry form

phatshoanehenney
ATTORNEYS



Olwenhuis Art Museum is a satellite of the National Museum, Bloemfontein, an agency of the Department of Sport, Arts and Culture.

INVITATION TO ENTER

Phatshoane Henney Attorneys, in association with Oliewenhuis Art Museum, the Free State Art Collective and the Art Bank of South Africa, invites new and emerging Free State artists to enter the 2021 New Breed Art Competition and stand a chance of being discovered as a new breed artist.

The competition aims to uncover emerging Free State talent and provide a one-of-a-kind platform for Free State artists to showcase their talent and contemporary Free State art, and to benefit from the competition prizes and national exposure the competition provides.

The competition is open to all South African artists that reside in or are primarily resident in the Free State, are 18 years or older and have not held a solo exhibition at a commercial gallery involving more than 20 works.

PRIZES	First prize of R50 000
	Runner-up prize of R20 000
	2 Merit Award prizes of R10 000 each
	1 Public Choice Award prize of R10 000

CONSIDERATION FOR THE FREE STATE ART COLLECTIVE

Artists selected to participate in the New Breed Art Competition Exhibition at Oliewenhuis Art Museum, including the final winners, automatically qualify for consideration and possible inclusion in the prestigious and exclusive Free State Art Collective, founded and headed up by Karen Bruschi.

EXPOSURE TO THE ART BANK OF SOUTH AFRICA

The Art Bank of South Africa, a national programme of the Department of Sports, Arts and Culture, is tasked with purchasing art from emerging South African artists. As a competition partner the Art Bank will be intimately involved in the competition, providing artists selected to participate in the New Breed Art Competition Exhibition a valuable opportunity to gain exposure with this important national programme, as well as the opportunity to attend a skills development workshop conducted by the ArtBankSA.

THE NEW BREED COMPETITION AND THE ARTIST

- The competition seeks to identify and provide a platform for exposure, recognition and awareness of new and emerging local artists to showcase the diversity and talent that is on offer in the Province.
- In addition to substantial prize money the competition provides national exposure and awareness to artists selected for the competition exhibition, and competition winners.
- Selected works will form part of a public competition exhibition in the Main Building at Oliewenhuis Art Museum from 5 October to 14 November 2021.
- Selected artists are featured on the official New Breed Art Competition website at www.newbreedart.co.za.
- A Public Choice nomination category enables broader public and social media involvement and exposure of artists.

TIMEFRAMES

- 13 April 2021** • Virtual competition launch and information session
- 13 Sept 2021** • Competition opening for submission of entries
- 19 Sept 2021** • Closing date for entries
- 27 Sept – 29 Sept 2021** • Notification of selected artists
- 27 Sept – 3 Oct 2021** • Collection of unselected works
- 5 Oct 2021** • Exhibition opening at Oliewenhuis
- 5 Oct 2021** • Website opening of selected artists' works
- 5 Oct – 1 Nov 2021** • Public Choice Award voting on website
- 4 Nov 2021** • Awards announcement at Oliewenhuis
- 14 Nov 2021** • Closing of exhibition at Oliewenhuis
- 15 – 21 Nov 2021** • Collection of works

LAUNCH AND INFORMATION SESSION

A non-compulsory virtual competition launch and information session for the 2021 competition will be held on 13 April 2021 at 15:00. All entrants are encouraged to attend as important information and pointers on preparing for the competition will be provided. RSVP to Azola Ndiza at azola@phinc.co.za by 11 April 2021 to receive a link for virtual attendance of the launch event.

TERMS AND CONDITIONS

The competition is subject to the following terms and conditions of entry which should be carefully noted. Non-compliance may lead to disqualification.

Who can enter?

- South African citizens or permanent residents in South Africa who are 18 years or older on 13 September 2021.
- Entrants must reside in or be primarily resident in the Free State for at least six months during 2021. Proof of residence must be submitted.
- Entrants must be new or emerging artists (art students are not excluded) who have not held a solo exhibition at a commercial gallery involving more than 20 works. This excludes exhibitions held for academic purposes.
- Entrants who have previously won the first prize in the New Breed Art Competition are not allowed to enter.

What must be submitted?

Each entry must be accompanied by the following documentation:

- A duly completed and signed entry form.
- A maximum of two works meeting the submission requirements listed below.
- A copy of the artist's identity document or permanent residence permit.
- Proof of place of residence in the Free State (e.g. municipal statement, account statement, lease agreement, affidavit of third party confirming residence, etc.).
- A short biography of the artist of no more than 300 words, provided on USB Flash drive.
- A short synopsis of each work submitted of no more than 300 words briefly explaining the work, its conceptualisation and choice of medium used, provided on USB Flash drive.
- A photograph of each work named according to the title of the work as indicated in the entry form, provided on USB Flash drive. This is not for publication purposes, but for administration purposes and ease of reference.
- Clear assembly, installation and/or mounting instructions. For works to be assembled this should include an illustrative or photographic depiction of the installed work.
- A high-resolution profile image of the artist in JPEG format (at least 300dpi) for marketing and promotional purposes, provided on USB Flash drive.
- Optional: A digital portfolio of images of a maximum of 10 other works of the artist in high-resolution JPEG format (at least 300dpi) for promotional purposes and artist portfolio, provided on USB Flash drive.
- Care should be taken that all information is correctly submitted and that the entry is neat and organised and in compliance with the Rules of Participation below.

RULES OF PARTICIPATION

1. A maximum of two works may be submitted by an artist. A collaborative work involving two or more artists is not permitted. Works must have been completed between 1 January 2020 and 13 September 2021. It may not previously have been submitted for the New Breed Art Competition.
2. Works in all media, including photography and digital/video art, will be accepted subject to the size and format restrictions listed below.
3. Performance art is however excluded.
4. All works must be the original creation of the artist and may not infringe on the intellectual property rights (such as copyright) of any other person. Where a work contains elements which are subject to the intellectual property rights of another, written permission must be obtained prior to submission of the work. Where a work contains identifiable images of a person, written consent of that person, or their parent or guardian where the person is a minor, must be obtained prior to submission of the work. The artist remains solely responsible and liable to obtain all necessary consents and permissions for the submission of a work and Phatshoane Henney Attorneys and its partners shall not be liable for any infringement of intellectual property or any violation of privacy or consent.
5. A single work should not exceed the following restrictions:
 - a. The work, including all parts or components, should not exceed a size of 2m x 2m x 2m.
 - b. The weight of the work if hanging from a wall should not exceed 30kg. If the work comprises several parts, each to be hanged separately, each part may not exceed 30kg. No drilling will be permitted for the hanging of any work.
 - c. Artworks will not be allowed to hang from the ceiling.
 - d. Sculptures or standing works may not exceed 100kg. If the work comprises several parts, the total weight of the work may not exceed 100kg. The work must be able to stand firm and must be stable.
 - e. Works must be of such a nature that they can easily be packed, transported and exhibited and are hang-ready for installation (if applicable).
 - f. The top end of the work must be clearly indicated with an arrow to avoid uncertainty during installation.
 - g. Works on paper or two-dimensional works must be properly mounted and preferably be framed. If not framed, they must be properly mounted in order to be framed or be accompanied by instructions on how the work must be installed. If not framed, the choice of framing will be at the discretion of Oliewenhuis Art Museum and the framing may be removed at the discretion of Oliewenhuis Art Museum following completion of the competition.
 - h. Delicate or fragile works must be clearly indicated as such together with clear installation instructions. Where the works cannot be installed by Oliewenhuis Art Museum taking reasonable care in following the artist's instructions, such a work will not be selected.
 - i. Works may not be dangerous, potentially dangerous or contain any substance of a hazardous, flammable, poisonous or explosive nature which may cause harm to person or property.
 - j. Each work must be clearly labelled on the back or base of the work (as appropriate) with the artist's name, contact details (tel, cell, e-mail), title of the work, work medium and proposed selling price.
 - k. Works should preferably be unsigned by the artist.
6. Digital/video entries will be permitted subject to the following requirements:
 - a. A work must be submitted as a single video file.
 - b. A work may not be longer than five minutes (300 seconds) in length.
 - c. A work must have a clear beginning and end and should not be provided to play with a continuous loop.
 - d. A work must be supplied on a USB drive in either high-resolution .mkv or .mp4 format.
 - e. The work must be an original work of the artist and may not violate intellectual property rights of others.
 - f. Where applicable, all persons presented in or assisting the artist with the making of the video must be credited.
 - g. Where a work displays an identifiable person, written consent of that person, or their parent or guardian where the person is a minor, must be obtained prior to submission of the work.
7. For the playing of selected digital/video entries, the organisers will supply a display screen at the Oliewenhuis Art Museum on which video entries will be played throughout the competition in a randomly selected sequential format. The organisers will not be responsible for video entries that have playback or quality issues and retain the right to remove any entry that fails to play correctly.
8. Works must be easy to handle and Oliewenhuis Art Museum retains the right to refuse any work that is difficult to assemble, hang, install and/or display. Clear assembly, installation and/or mounting instructions, which can include photographic or illustrative guides to installation, must be provided to enable Oliewenhuis Art Museum staff to correctly install works to the requirements of the artist. No artists shall be permitted to install any works themselves.
9. All works must be for sale and may be purchased from the opening night of the competition exhibition, subject to Phatshoane Henney Attorneys having exercised its option to purchase any work. All works sold are subject to a 25% commission, with all commissions reinvested in a competition fund. The selling price of any work shall include the 25% commission and must remain the same as reflected on the entry form submitted.
10. A complete entry (a work, a completed and signed entry form and supporting information) must be submitted at Reception at Oliewenhuis Art Museum, 16 Harry Smith Street, Bloemfontein from 10:00 to 16:00 on any day from Monday 13 to Sunday 19 September 2021. Tel: 051 011 0525 (ext 200) for enquiries. No entries will be received before or after these dates, or outside the hours of 10:00 to 16:00.
11. By submission of a signed entry form, the artist grants Phatshoane Henney Attorneys a non-exclusive royalty free licence in perpetuity to make reproductions of the works in any manner or form for use for marketing, promotional, advertorial, educational and academic purposes, including for purposes of exhibiting the works as part of the competition process. Should any work be selected for the competition exhibition, the artist shall not be allowed to withdraw the work for any reason whatsoever and the work should be available for display throughout the duration of the exhibition.
12. Works that have not been selected for the competition must be collected from Oliewenhuis Art Museum from 10:00 to 16:00 from Monday 27 September to Sunday 3 October 2021. Any works that are not collected between the indicated collection dates will be disposed of.
13. After the close of the competition, works that have not been sold must be collected from Oliewenhuis Art Museum from 10:00 to 16:00 from Monday 15 November to Sunday 21 November 2021. Any works that are not collected by the close of the applicable collection dates will be disposed of.
14. Although all works will be handled with care and reasonable safety measures and precautions to protect works against loss or damage to works will be taken, Phatshoane Henney Attorneys and Oliewenhuis Art Museum accept no responsibility for loss or damage to any works submitted and artists submit the works for the competition at their sole risk, responsibility and cost. Works submitted will not be insured although artists can arrange for insurance of works themselves and at their cost.
15. By entering this competition, the artist agrees to comply with the terms and conditions of the competition.

SELECTION PROCESS

The competition will be judged in two rounds:

1. During a first round selection a maximum of 60 works will be selected for inclusion in the competition; these works will form part of the exhibition at Oliewenhuis Art Museum. An independent panel of judges will select works, with works that do not meet competition requirements or are not deemed suitable, appropriate or at an acceptable level, being eliminated. Artists not selected will be contacted to collect their works.
2. A final round selection will be undertaken by an independent panel of judges who will choose the winning entries. Each work will be judged on its conceptual quality, technical execution, skill, craftsmanship, cohesiveness, vision, innovative use of materials and aesthetic appeal.
3. The Merit Awards will provide the judges the opportunity to recognise and reward new and developing talent and through these awards invest in these artists.
4. A Public Choice Award allows members of the public to vote for and judge their best work on display during the competition exhibition. The public choice award will be awarded to the artist receiving the most votes by members of the public.
5. All judging decisions are final and no reasons will be provided for any decision or correspondence entered into with any of the organisers. Phatshoane Henney Attorneys retains the final and sole discretion to disqualify any entry for any reason including due to any infringement of the terms and conditions of the competition.

Name of person receiving works _____

Date received _____ All entry form requirements met: Yes No

DESCRIPTION OF WORKS

Work 1

Title _____

Medium _____ Dimensions _____

Duration of video _____ Video format _____

Signed or unsigned _____ Selling price (25% commission included) R _____

Graphic print editions (if applicable) _____

Synopsis of work (±300 words) _____

Work 2

Title _____

Medium _____ Dimensions _____

Duration of video _____ Video format _____

Signed or unsigned _____ Selling price (25% commission included) R _____

Graphic print editions (if applicable) _____

Synopsis of work (±300 words) _____

ENTRY FORM

Name _____ Surname _____

Tel _____ Cell _____

Alternative tel no _____ E-mail _____

Facebook _____ Website _____

LinkedIn _____

Other web profiles _____

Physical address _____

Postal address _____

Identity number _____

Permanent residence permit number _____

Date of birth _____

Qualifications _____

Educational institutions attended _____

Did you attend the information session? Yes No

Acceptance of competition terms and conditions:

Signature _____ Date _____

Tick the following checkboxes to confirm that you have included all the required information in your entry:

- Completed and signed entry form
- Maximum of two works meeting the submission requirements
- A copy of identity document or permanent residence permit.
- Proof of residence in the Free State
- A short biography of no more than 300 words on USB Flash drive
- Completed description of both works respectively on USB Flash drive
- Assembly, installation and/or mounting instructions (if applicable)
- A USB Flash drive containing the digital/video work (if applicable)
- A high-resolution profile image of artist in JPEG format on USB Flash drive.
- A digital portfolio of images of a maximum of 10 other works of the artist on USB Flash drive (optional)

DISCOVERING

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ENQUIRIES

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