

Q&A FOR JB NEXT GENERATION ART PRIZE

<p>What does the JB Next Generation Art Prize aim to achieve?</p>	<p>Julius Baer has been an avid art supporter since 1981. The Julius Baer Art Collection in Switzerland specialises in collecting works by contemporary artists in Switzerland. In early 2020, the collection extended to include digital art.</p> <p>The inaugural launch of Julius Baer Next Generation Art Prize launches in Asia for the first time to recognise artists in Southeast Asia who use the digital medium to express their artistic creations.</p>
<p>Why is Julius Baer conducting this art prize?</p>	<p>Julius Baer has a long tradition of supporting the arts in Asia, the Group's second home market.</p> <p>With this inaugural art prize, we hope to nurture and empower young artistic talent working with the digital art medium. We are dedicated to discover and promote emerging voices, ideas and expressions in Asia.</p>
<p>What is the criteria?</p>	<p>Open to artists in South East Asia between age 18 and 40 years old.</p> <p>Artists can submit their digital artwork from 5 November 2020 to 28 February 2021 at https://www.juliusbaer.com/en/spotlight/next-generation-art-prize/</p> <p>All digital artworks must have started and completed between 1 January 2019 and 28 February 2021 in order to qualify for consideration. Additionally, they must be original and not previously exhibited.</p>
<p>What is Julius Baer Next Generation and the themes to follow?</p>	<p>The Next Generation investment philosophy at Julius Baer is a thematic investing approach with a focus on long-term structural growth. It is our vision of the future that is shaped by mega trends that are identified and translated into investment themes today. Entries should include at least one of the Next Generation investment themes:</p> <ul style="list-style-type: none">• Arising Asia• Digital disruption• Energy transition• Feeding the world

	<ul style="list-style-type: none"> • Future cities • Shifting lifestyles and inequality <p>Or the theme on Sustainability.</p>
<p>What is the scope of the digital art media?</p>	<p>Submissions can include digital paintings and drawings, digital print, digital photography, digitally manipulated image, video art, or virtual or augmented reality artwork.</p> <p>Virtual artworks are eligible but not virtual exhibitions (i.e. digital photography or videography of an exhibition or artwork). Digital documentation of artworks is not eligible too.</p> <p>The prize is open to other interpretations of digital, such as digital culture, etc.</p> <p>The artworks can be multi-disciplinary and incorporate other sensory elements (e.g. sound), they must contain a significant visual component.</p> <p>Entries may only incorporate two-dimensional images. Applicants are to state their process under “medium” in the entry form.</p>
<p>What are the categories, selection process and prizes?</p>	<p>There are two categories of Digital Art:</p> <ul style="list-style-type: none"> • Still Image (e.g. digital photography) • Moving Image (e.g. video art) <p>The finalists will be on assessed on conceptual insight, originality of visual expression and utilisation of medium.</p> <p>20 finalists, 10 from each category, will be selected by a panel of five jurors.</p> <p>Three winners will be selected from each category and will each receive a cash prize of USD \$15,000, USD \$10,000 and USD \$5,000 respectively. Prizes total up to US\$60,000.</p>
<p>Who are the jurors?</p>	<p>The panel of jurors include:</p> <ul style="list-style-type: none"> • Barbara Staubli, Curator of The Julius Baer Art Collection based in Switzerland • Dr. Wiyu Wahono, Art Collector based in Indonesia

Is this a recurring prize?

- **Dr. Cheryl Loh**, Contemporary Art Collector and practicing doctor based in Singapore
- **Audrey Yeo**, Gallerist of Yeo Workshop in Singapore
- **Inti Guerrero**, Curator based in Manila

This is a new prize. We will decide on the next version after the launch.

