

Julius Bär

MEDIA RELEASE

Bank Julius Baer & Co. Ltd.

LAUNCH OF THE INAUGURAL JULIUS BAER NEXT GENERATION ART PRIZE

Julius Baer, the leading Swiss private banking group, launches the inaugural Next Generation Art Prize for Southeast Asian artists with a focus on digital art

Singapore / Zurich, 5 November 2020 – Julius Baer launches the inaugural Art Prize for young artists and solely on digital art.

The Julius Baer Next Generation Art Prize is open for Southeast Asian artists, aged 18 to 40 years old, to send in their digital art creations from 5 November 2020 to 28 February 2021 at <https://www.juliusbaer.com/en/spotlight/next-generation-art-prize/>

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 we identify and translate into investment themes today. Entries should reflect at least one of the Bank's Next Generation investment themes:

- Arising Asia
 - Digital disruption
 - Energy transition
 - Feeding the world
 - Future cities
 - Shifting lifestyles and inequality
- or the theme on Sustainability.

“We are pleased to extend Julius Baer’s long tradition of supporting the arts to Asia, the Group’s second home market. With this inaugural Art Prize, we hope to nurture and empower young artistic talent, discover and promote emerging voices, ideas and expressions in Asia,” said Jimmy Lee, Head Asia Pacific and Member of the Executive Board, Bank Julius Baer.

“With a focus on Southeast Asia, we are excited to play a role in developing the region’s burgeoning art scene and promoting a culturally diverse and technologically advanced arts community. This is in line with a worldwide shift to focus on digital and technology’s value as a conduit of business and leisure that has seen attitudes and assumptions challenged by the advent of the pandemic,” said Jason Moo, Head Private Banking Southeast Asia, and Manager of Singapore Branch, Bank Julius Baer.

There are two categories of Digital Art: Still Image (e.g. digital photography) and Moving Image (e.g. video art). 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.

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All digital artworks must be original and completed between 1 January 2019 and 28 February 2021 in order to qualify for consideration.

The panel of five jurors will select twenty finalists, ten from each category. The finalists will be assessed on conceptual insight, originality of visual expression and utilisation of the medium.

“The Julius Baer Art Collection highlights our corporate culture that fosters innovation and creativity and our social responsibility through supporting artists in Switzerland. I am very happy that we extend our commitment to promote young talents with the ‘Next Generation Art Prize’ in Asia,” said Barbara Staubli, Curator of The Julius Baer Art Collection, Bank Julius Baer.

The panel of jurors include **Barbara Staubli**, Curator of The Julius Baer Art Collection based in Switzerland; **Dr. Wiyu Wahono**, Art Collector based in Indonesia; **Dr. Cheryl Loh**, Contemporary Art Collector and practicing doctor based in Singapore; **Audrey Yeo**, Gallerist of Yeo Workshop in Singapore, and **Inti Guerrero**, Curator based in Manila.

“In times like this where art is needed more than ever, it is heartening that Julius Baer has launched such an initiative to encourage artists who in turn can encourage others. Furthermore, focusing on the digital medium, which is accessible and has the potential to reach audiences far and wide, is a move that is future-forward.” Audrey Yeo, Gallerist said.

Definitions of Digital Media

Submissions can include digital paintings and drawings, digital print, digital photography, digitally manipulated image, video art, or virtual or augmented reality artwork. Virtual artworks are eligible, but not virtual exhibitions (i.e. digital photography or videography of an exhibition / artwork). Digital documentation of artworks is not eligible. For the purposes of the Prize, entries may only incorporate two-dimensional images. While the artworks can be multi-disciplinary and incorporate other sensory elements (e.g. sound), they must contain a significant visual component. Applicants are to state their process under ‘medium’ in the entry form.



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About Julius Baer

Julius Baer is the leading Swiss wealth management group and a premium brand in this global sector, with a focus on servicing and advising sophisticated private clients. At the end of September 2020, assets under management amounted to CHF 413 billion. Bank Julius Baer & Co. Ltd., the renowned Swiss private bank with origins dating back to 1890, is the principal operating company of Julius Baer Group Ltd., whose shares are listed on the SIX Swiss Exchange (ticker symbol: BAER) and are included in the Swiss Leader Index (SLI), comprising the 30 largest and most liquid Swiss stocks.

Julius Baer is present in over 20 countries and more than 50 locations. Headquartered in Zurich, we have offices in key locations including Dubai, Frankfurt, Geneva, Hong Kong, London, Luxembourg, Mexico City, Milan, Monaco, Montevideo, Moscow, Mumbai, São Paulo, Singapore and Tokyo. Our client-centric approach, our objective advice based on the Julius Baer open product platform, our solid financial base and our entrepreneurial management culture make us the international reference in wealth management.

For more information, visit our website at www.juliusbaer.com

About Julius Baer Art Collection

The Julius Baer Art Collection encompasses over 5,000 works spanning a wide array of media. Paintings, sculptures, photographs, videos, graphics, and drawings are displayed in Julius Baer's meeting rooms, staff restaurants, offices, foyers, and corridors around the globe. Established in 1981 by Hans J. Baer (1927-2011), the Collection was inspired by the belief that art in the workplace presents a wonderful starting point for conversation. Today the works continue to engage and intrigue both employees and visiting clients alike. The Collection features works by some of Switzerland's most important contemporary artists, including John Armleder, Silvia Bächli, Sylvie Fleury, Lutz & Guggisberg, Markus Raetz, Pipilotti Rist, Shirana Shahbazi, Roman Signer, to name but a few.

<https://artcollection.juliusbaer.com/>