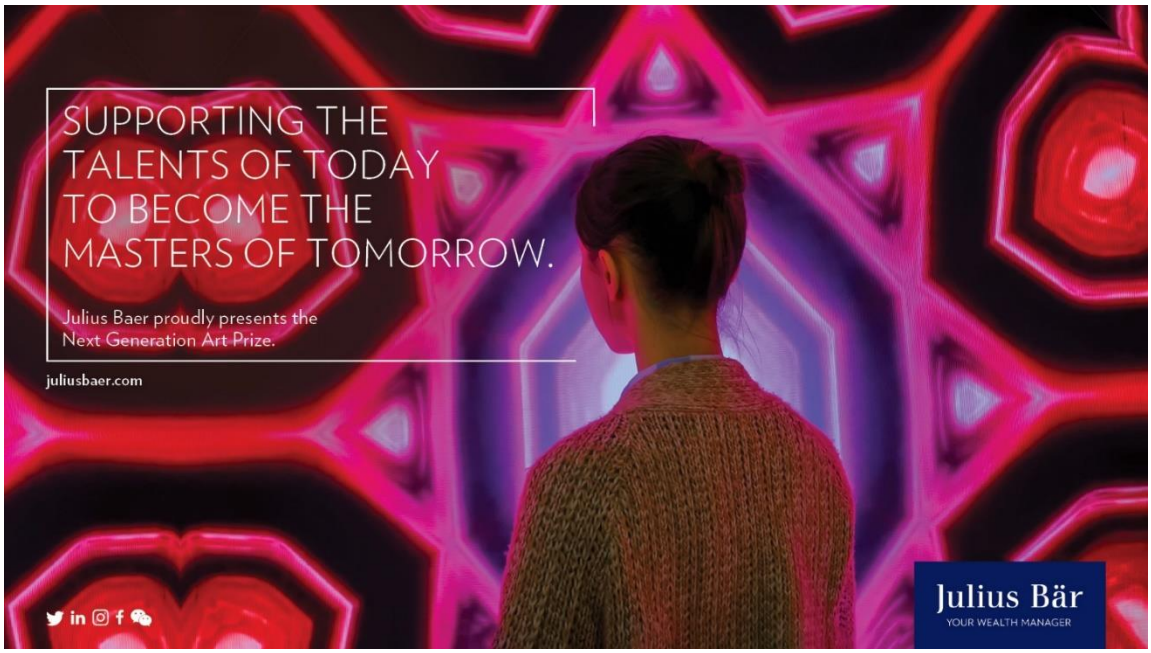
Julius Bär

MEDIA RELEASE

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The Julius Baer Next Generation Art Prize for Asia Opens for Entries

The second edition is a prestigious art prize for the digital age in Asia that supports the talents of today to become the masters of tomorrow.



- The Julius Baer Next Generation Art Prize returns for its second edition, expanding its reach beyond Southeast Asia to include artists in Greater China and India.
- The Prize is dedicated to artwork in digital mediums and will recognise next-generation art talents in this digital age.
- Entries are open from 19 October 2022 to 27 November 2022.
- From a prize pool of USD 60,000, six winners will be selected, each standing to win USD 10,000 and a place on a virtual Art x Tech Accelerator Programme led by non-profit organisation The MeshMinds Foundation.
- The judging panel includes artists Refik Anadol and Shubigi Rao; curator Fu LiaoLiao; Shivajirao Gaekwar from Sotheby's, India; Theresa McCullough, Asian Civilisations Museum; Simon Fisher from Ocula.
- The winners will showcase their winning concepts in a virtual and interactive art exhibition in July 2023.

19 October 2022, Singapore / Hong Kong / Zurich — Julius Baer, the leading Swiss private wealth management group, is pleased to announce the second edition of the Julius Baer Next Generation Art Prize (the "Prize") for Asia, the group's second home market. A testament to Julius Baer's long tradition of supporting the arts and a prestigious award dedicated to the digital age, the prize aims to nurture young artistic talent across Asia, to discover and promote emerging voices, ideas and expressions that create impactful and meaningful art that defines and pushes the boundaries of the digital art medium.

The Julius Baer Next Generation Art Prize invites artists residing in Greater China, India, and Southeast Asia, aged 21 to 40, to submit concept proposals in a specialised digital medium of their choice. These concepts can range in digital media, such as graphic images, videos, generative art, augmented or virtual reality, or interactive art. Entries open from 19 October to 27 November 2022 at https://www.juliusbaer.com/en/spotlight/next-generation-art-prize/.

Jimmy Lee, Member of the Executive Board, Julius Baer Group Ltd and Head Asia Pacific, said: "The rapid development of digital technologies has revolutionised the art landscape, where digital art is fast becoming a prominent medium. Through the Julius Baer Next Generation Art Prize, we herald a new era of arts and support its progressive direction by nurturing and awarding emerging next-generation artists. Asia is our second home market, and with our long history of supporting art, we are thrilled to be continuing with the second edition of the Next Generation Art Prize following its successful premiere in 2021, and to extend the artist line-up beyond Southeast Asia to include all of Asia this year."

As part of Julius Baer's long-term vision for the future, artists are invited to address themes on sustainability or any of these next generation investment themes identified by Julius Baer:

- **Arising Asia** – The growing economies and expanding middle classes of emerging Asia.
- **Digital Disruption** – The phenomenon of digitalisation, which is affecting every corner of our lives.
- **Energy Transition** – The shift from fossil fuels to new sources of energy.
- **Feeding the World** – Sustainable food production for a 10-billion world population by 2050.
- **Shifting Lifestyles** – Aging populations and extended longevity are altering global lifestyles.
- **Future Cities** – The opportunities and challenges related to a more and more city-centric world.
- **Inequality** – The opportunities and challenges related to the vast topic of inequality.
- **Sustainability** – The strategy that enables a shift towards a more equitable future and healthier planet for the generations to come.

At its heart, the Julius Baer Next Generation Art Prize is about elevating cultural diversity and technological advancement in the arts for young artists looking to build their body of artistic work and professional networks. Approximately 100 applicants to the Prize will be long-listed in January 2023 and invited to attend virtual sessions, talks and workshops conducted by luminaries in the digital art world who are among our expert panel* of judges, advisory board and mentors. The sessions are free to attend for invited artists, and they aim to enrich and fuel inspiration for young talents working with digital art mediums.

An esteemed panel of judges* will choose six winners. Each winner will receive a USD 10,000 cash prize and entry to a 3-month Art and Tech Accelerator Programme led by non-profit organisation The MeshMinds Foundation, which empowers artists in Asia-Pacific to harness new technologies and reach global audiences in innovative and engaging ways.

The six winners will be mentored by art industry stalwarts* as they develop their winning art concept to fruition during the 3-month programme. The resulting artworks will be showcased in a collective and interactive virtual exhibition in July 2023.

**The complete list of Judges, Advisory Board, and Mentors can be found under Editor's Notes.*

Key Dates

19 October – 27 November 2022	Julius Baer Next Generation Art Prize 2022 – Open Call. Submit entries at https://www.juliusbaer.com/en/spotlight/next-generation-art-prize/
January 2023	Long-listed applicants are invited to participate in virtual sessions conducted by luminaries from the digital art world.
March 2023	Announcement of six winners.
March – June 2023	3-month Art x Tech Accelerator Programme with Mentor Workshops.
July 2023	Interactive and virtual exhibition of Winners' artworks.

Editor's Notes:

1. The Prize is free to enter and open to digital artists who are residents of Greater China, India, and Southeast Asia, aged 21 to 40.

2. Long-listed artists will be invited to submit their proposed digital art concepts that must be related to the themes of the Julius Baer Next Generation Art Prize.

3. Proposed concepts must be for artwork in any digital medium (listed below), size, format, genre or approach, as long as it engages digital media in its creation process.

   Digital mediums:
   - Static 2D/3D Image
   - Animated 2D/3D Video
   - Generative Art
   - Augmented/ Virtual Reality Art
   - Interactive Art

4. Only proposals for digital art will be considered. Digital art can either be understood as any artistic work or practice that uses digital technology as part of the creative or presentation process, or, more specifically, as computational art that uses and engages with digital media.

5. The Prize is supported by an esteemed panel of judges, mentors, and an outstanding advisory board.

   - Judges:
     - Refik Anadol, internationally acclaimed new media Artist and NFT Pioneer
     - Simon Fisher, Co-Founder of Ocula
     - Fu LiaoLiao, Shanghai-based independent Curator
     - Shivajirao Gaekwar, Deputy Director, Specialist for Modern and Contemporary South Asian Art, Sotheby's (India)

    - Theresa McCullough, Principal Curator for South and Southeast Asian Art at Asian Civilisations Museum
    - Shubigi Rao, award-winning multidisciplinary Singaporean Artist

- Mentors:
    - Sergiu Ardelean, Co-Founder and CEO at Artivive
    - Chao Jiaxing, Consultant Curator, Start Museum, WestBund, China
    - Ina Conradi, Award-winning new media artist, Associate Professor at the School of Art, Design and Media, Nanyang Technological University Singapore
    - Unnikrishna Menon Damodaran, visual artist and digital specialist
    - Audrey Yeo, Founder of Yeo Workshop

- Advisory Board:
    - Paul Abraham, Founder of Sarmaya, India
    - Christine Chan-Chiu, Co-Founder AARRTT, Hong Kong
    - Tammy Gur, Senior Design Art Director at Artsy
    - Honor Harger, Vice-President of ArtScience Museum, Singapore
    - Venus Lau, independent Curator, Shanghai
    - Clara Che Wei Peh, Art Lead and Curator of Appetite, Singapore

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About Julius Baer
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Julius Baer is present in over 25 countries and around 60 locations. Headquartered in Zurich, we have offices in key locations including Bangkok, Dubai, Dublin, Frankfurt, Geneva, Hong Kong, London, Luxembourg, Madrid, Mexico City, Milan, Monaco, Mumbai, Santiago de Chile, São Paulo, Shanghai, Singapore, Tel Aviv 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