

THE 6TH AUDEMARS PIGUET PRIZE
FOR THE PRODUCTION OF AN ARTWORK

AUDEMARS PIGUET
Le Brassus

AR
CO

organiza
organised by



IFEMA
Feria de
Madrid

As part of their sponsorship agreement for ARCOMadrid 2018, the Swiss Manufacturer of fine watches, Audemars Piguet, is delighted to announce the 6th edition of the prize for the production of an artwork of contemporary art. A fifteen thousand euros prize will be awarded to the winning art creation, which will be exhibited in Audemars Piguet's space at the ARCOMadrid's 2018 fair.

This prize will acknowledge the mastery, passion and the creativity of the artists; values Audemars Piguet praises in the luxury watches they create in the manufacture in Le Brassus.

Proposals are welcome for the 6th AUDEMARS PIGUET prize for the production of an artwork for ARCOMadrid 2018, which will be awarded to the work of art that embraces the spirit and philosophy of the brand:

"COMPLEXITY AND PRECISION"

As indicated above, a €15,000 prize will be awarded for the creation of a work of art. The winning creation will be exhibited during the ARCOMadrid fair in the Audemars Piguet space. The winner will be chosen by a panel of judges, presided by Carlos Urroz, director of ARCOMadrid, alongside Winka Angelrath, Art Exhibitions Manager of Audemars Piguet, and a selection of leading personalities involved in the art world.

The Audemars Piguet brand was founded in 1875 in Valle de Joux, Switzerland, when two passionate watchmakers, Jules Louis Audemars and Edward Auguste Piguet, decided to join forces. From its conception to the present day, Audemars Piguet has always been at the technological and creative cutting edge, combining rigorous technical methods with very user orientated designs to create their watch collections, which, in the eyes of the media and collectors, end up becoming "works of art".

Since 2013, Audemars Piguet has launched a pioneering series of engagements with visual artists. The Manufacture has commissioned artists to create works which offer a personal interpretation of the company's origins. In 2015, the first Audemars Piguet Art Commission was presented during Art Basel in Basel. Exploring themes of complexity and precision, as well as Audemars Piguet's cultural and geographic origins, the supported works testify to a deep and fertile dialogue between two areas of creative endeavor that have much to say to each other.

We invite you to put our proposition to your artists; the attached rules apply for the competition.

We look forward to receiving your proposals.

Kind regards,

Brian Lavio
Country General Manager
Audemars Piguet Iberia

Carlos URROZ
Director of ARCOMadrid

PRESENTATION OF PROJECTS

I.- Proposal presented by the gallery:

Gallery name

II. The artist.

1. Name and surnames
2. Place and date of birth. Nationality.
3. Contact details
4. Biography: no more than ten lines. This biography could be published by Audemars Piguet and/or ARCOmadrid)
5. The artist's complete CV.

III. Artwork proposed for the prize

- 1- Project:
 - a. Presentation and description of the Project both conceptual and technical.
 - b. Production plan for the artwork: technical data, images... It is important to make clear if the artwork is to be handed in completed in Audemars Piguet's lounge or if it will need to be completed or installed there. In the latter case, please describe the installation process.
- 2- Already produced work:
 - a. Presentation and description of the Project both conceptual and technical.
 - b. Technical details of the work, images and installation specifications.

IV. Non compulsory additional documents

1. Artist press kit
2. Additional documentation: catalogues, images of previous artworks

The proposal should be limited to 5 pages maximum
The information above may be consulted or downloaded on ArcoMadrid's website.

TERMS

1ª.- The project has to be based around the claim:

“PRECISION AND COMPLEXITY”

2ª.- All the galleries participating in the ARCOMadrid 2018 General Programme can submit 1 proposal.

3ª.- The work of art can be a painting, a sculpture, a video, an installation or an ephemeral piece specifically created for this unique event. The winning art work will be exhibited in Audemars Piguet's space at ARCOMadrid 2018. Recommended dimensions should not exceed 10m² and a height above 2m if it is a sculpture or an installation. For two dimensional works or videos, the size should not be more than 5m wide and 2m high. Nonetheless, the size of the art work will not affect the chances of winning.

4ª.- The total amount for this prize is FIFTEEN THOUSAND EUROS. Production costs for the art work, artist fees, transport and installation in Audemars Piguet's space in ARCOMadrid 2018 are included in this total.

5ª.- The galleries should present the proposals in .pdf format to the following email address, secretariadearco@ifema.es before the 10th of November 2017. Only nominations that have been correctly presented will be assessed by the jury.

6ª.- The jury will consist of Mr. Carlos Urroz, Director of ARCOMadrid; Mrs. Winka Angelrath, Art Exhibitions Manager of Audemars Piguet, and selection of leading personalities involved in the art world. The jury will come up with a short list, and the galleries will be notified (and asked for photographs of the artists to be used in the press). The final decision will be taken in the second half of November 2017. From this point, the winner will be committed to producing the work of art and will be awarded 50% of the total amount of the price.

Audemars Piguet will review the progress of the winning work of art on 1st February 2018, and once it has been ascertained that project timelines are being fulfilled, the remaining 50% of the prize will be awarded. The winning artist will be decided by a majority vote taken by the jury.

7ª.- Acceptance of participation in this competition authorises both Audemars Piguet and ARCOMadrid, for the purposes of publicity, the right to reproduce and communicate the work of art in the public domain through exhibitions, promotions, photographs, and all types of audiovisual recordings. The artist also agrees to attend to the media when requested for an interview, whether printed, audiovisual, electronic, or any other form.

8ª.- The artist will remain the owner of the work of art and will be able to sell it, lend it, or conduct any other form of transaction. Independently of the options previously described, Audemars Piguet reserves the right to exhibit the work of art for up to a maximum of three years after the final day the work of art is exhibited in ARCOMadrid 2018. If exhibited, Audemars Piguet commits to always include the artist's name, the name of the work of art, and the year it was created.

9ª.- Participation in this competition involves the comprehensive acceptance of these rules and the winner's commitment to produce and deliver within the timeframes established in clause six of these rules.

10ª.- Audemars Piguet and ARCOMadrid, reserve the rights to declare void the present prize in the event that the artwork presented for the prize does not fulfil Audemars Piguet's and ARCOMadrid's expectations or for any unforeseeable reason. Any dispute in relation to the prize, be it the art work produced or the decision making process, will be resolved by the General Director of Audemars Piguet Iberia who will make the final decision.