



VIA ARTS
PRIZE

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EMBASSY OF
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LONDON



VIA Arts Prize launch

THE VIA ARTS PRIZE LAUNCHES TODAY WITH A CALL FOR ARTISTS TO DIALOGUE WITH LATIN AMERICAN, SPANISH AND PORTUGUESE ART

- Theme: Dialogues
- Deadline for submissions: 16 October 2017
- Prizes: 1st Prize £5,000 and a solo exhibition at the Embassy of Brazil; 2nd Prize £2,000
- No submission fee
- For more information, visit our website: viaartsprize.org

LONDON, 25 MAY 2017 - The Embassies of Latin American countries, Spain and Portugal, in collaboration with Itaú Unibanco are delighted to launch the 2017 edition of the VIA Arts Prize, a visual arts Ibero-American arts prize. The prize invites all UK-based artists to explore the concept of **dialogues with Ibero-American art and artists**.

This year marks the third edition of this dedicated visual Ibero-American arts prize. The 2016 edition, entitled the “Ibero-American Arts Award”, was a resounding success, attracting a richly diverse range of entries responding to the theme of “Utopias”. The Jury consisted of Catherine Petitgas (lecturer and writer), José María Cano (visual artist), Marko Daniel (Tate Modern), Robert Bound (Monocole Magazine) and Nayia Yiakoumaki (Whitechapel Gallery). They were delighted to award visual artists Ting Tong Chang and Gwil Hughes with the first and second prizes respectively.

This year we have re-named the competition “VIA Arts Prize” to better reflect the prize’s mission. In all three official languages of the competition, “via” conveys a sense of travel, of establishing pathways and communication links, of being on the threshold, of “throughness” and liminality. All of these ideas encapsulate the ethos of the endeavour, which is to



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celebrate the coming together of Ibero-American cultures in London, arguably at the centre of the world's artistic and communication networks, with its rich migrant population and even richer arts scene.

The VIA Arts Prize is dedicated to supporting UK-based artists in the production of cross-cultural artworks, giving them the freedom to develop their creative ideas, based on a theme, and contributing to their personal and professional growth. It also encourages them to engage with and take inspiration from Ibero-American art and cultures, through a process of intercultural exchange. It will be an opportunity for the artists to exhibit their work in a prestigious and highly visible space in the heart of London and to raise their profile correspondingly.

Renato Lulia, CEO of Itaú BBA International, said: “Itaú has a long history of supporting art and culture and in particular being a custodian of Brazilian and Latin American art. We are, therefore, delighted to once again be sponsoring the VIA Arts Prize which aims to foster the development of Latin-inspired art around the world.”

Ana Elizabeth González, President of ACALASP, said: “We are proud to be supporting the production of cross-cultural artworks which celebrate the engagement and connection with Latin America, Spain and Portugal. This year we have chosen the theme of Dialogues as a strong mechanism for unity and conciliation, of nations coming together as one through art and expression.”

Submissions for the competition, which may include paintings, drawings, sculpture, photography and prints, are now invited from artists living and working in the UK. Participants must be aged 16 or over. Entries can be submitted using the VIA Arts Prize online submissions form up until midnight on Monday 16 October 2017.

For further information please visit: viaartsprize.org/

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NOTES TO EDITORS

THE VIA ARTS PRIZE

Established in 2015, the VIA Arts Prize is dedicated to supporting UK-based artists in the production of cross-cultural artworks, giving them the freedom to develop their creative ideas, based on a theme and contributing to their personal and professional growth. It will provide the artists with an opportunity to exhibit their work at a prestigious and highly visible space in the heart of London and to have their profile raised through media coverage.

The VIA Arts Prize is organized by the Embassy of Brazil and ACALASP (The Association of Cultural Attachés of Latin America, Spain and Portugal), in partnership with People's Palace Projects (Queen Mary University of London), and sponsored by Itaú Unibanco, Latin America's largest private bank.

ABOUT ACALASP

The Association of Cultural Attachés from the Embassies of Latin American countries, Spain and Portugal is a non-profit organisation that promotes these cultures within the UK. They run cross-cultural initiatives, events and competitions to provide freelance artists across all disciplines with creative opportunities, which simultaneously help to raise the profile of their Ibero-American home nations.

ABOUT THE VENUE

Opened in 2012, Sala Brasil has become the main venue for a variety of Brazil-related cultural events carried out by the Embassy. With generous space, suitable for an ambitious cultural programme, Sala Brasil hosts a series of attractions, from art exhibitions to concerts, in an effort to give the public an opportunity to experience the quality and diversity of Brazilian culture. Sala



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Brasil is a Grade II listed room located on the ground floor of the Embassy with an open plan area of approximately 250m² and a mezzanine of approximately 60m².

Further information: londres.itamaraty.gov.br/en-us/

ABOUT ITAÚ UNIBANCO

Itaú Unibanco is one of the largest banks in the world, with operations in 19 countries throughout the Americas, Asia and Europe. It is a universal bank with a range of services and products serving the most varied client profile – both individuals and companies of all sizes, from major transnational groups to local micro-entrepreneurs. In Brazil, Itaú has nearly 5,000 full-service branches and nearly 28,000 ATMs. Itaú Unibanco is recognized for its governance practices and management, which is focused on the generation of economic, social and environmental value. Itaú BBA is Itaú Unibanco's Wholesale and Investment division, and its European headquarters are in London. Itaú BBA's service offering includes Term Loans, Project Finance, LBO's, Revolving Credit Facilities, Schulschein, Guarantees, Letters of Credit and Trade Finance, hedging solutions, Latin-American currencies, among others.

Further information: itaubba.co.uk

ABOUT PEOPLE'S PALACE PROJECTS

People's Palace Projects seeks to ask how the arts can bring about positive social change through participatory arts projects, performances, educational initiatives and debates. The institution brings artists, activists, academics and audiences together for projects that address a wide range of social justice and human rights issues. Based in the East End of London (Queen Mary University of London), they have worked with a wide range of local communities, in partnership with a range of arts organizations and artists across England and Wales with a legacy of international collaborative projects in West Africa, South America and Eastern Europe. For the past two decades they have maintained a special focus on strengthening cultural links between Brazil and the UK.

Further information: peoplespalaceprojects.org.uk