

## VIA Arts Prize launches its 2020 Call for Entries

LONDON JULY 2020 - VIA Arts Prize has launched its Call for Entries for its special 2020 edition. The Embassy of Brazil in London and ACALASP (the Association of Cultural Attachés of Latin America, Spain and Portugal), in partnership with Instituto Cervantes and People's Palace Projects (Queen Mary University of London), are once again collaborating for the sixth iteration of the Prize. In order to meet current social distancing requirements, this year's Prize will take shape in a new multi-platform format.



Left to right: "Viver" by Estabrak (Jury Commendation 2019) and "Baiana" by Kevin Chester. As featured in the VIA Arts Prize 2019, copyright: the artists

The VIA Arts Prize is the UK's only Ibero-American-themed arts prize. Its mission is to celebrate the significant global and historical reach of art and culture from Latin America, Spain and Portugal, both past and present, and to deepen cultural awareness and strengthen visibility of these regions within the UK. The Prize also seeks to encourage mutual cultural exchange and enhance relations between these locations.

The Prize is open to any artists currently residing in the UK of any nationality. Artists are invited to submit an original artwork specifically inspired by Ibero-American arts and culture in the fields of painting, sculpture, photography, mixed media and assemblage, collage, drawing, engraving, digital print (non-photographic), video art, and textiles and tapestry. Submissions for this year's Prize will be open until 27 September.

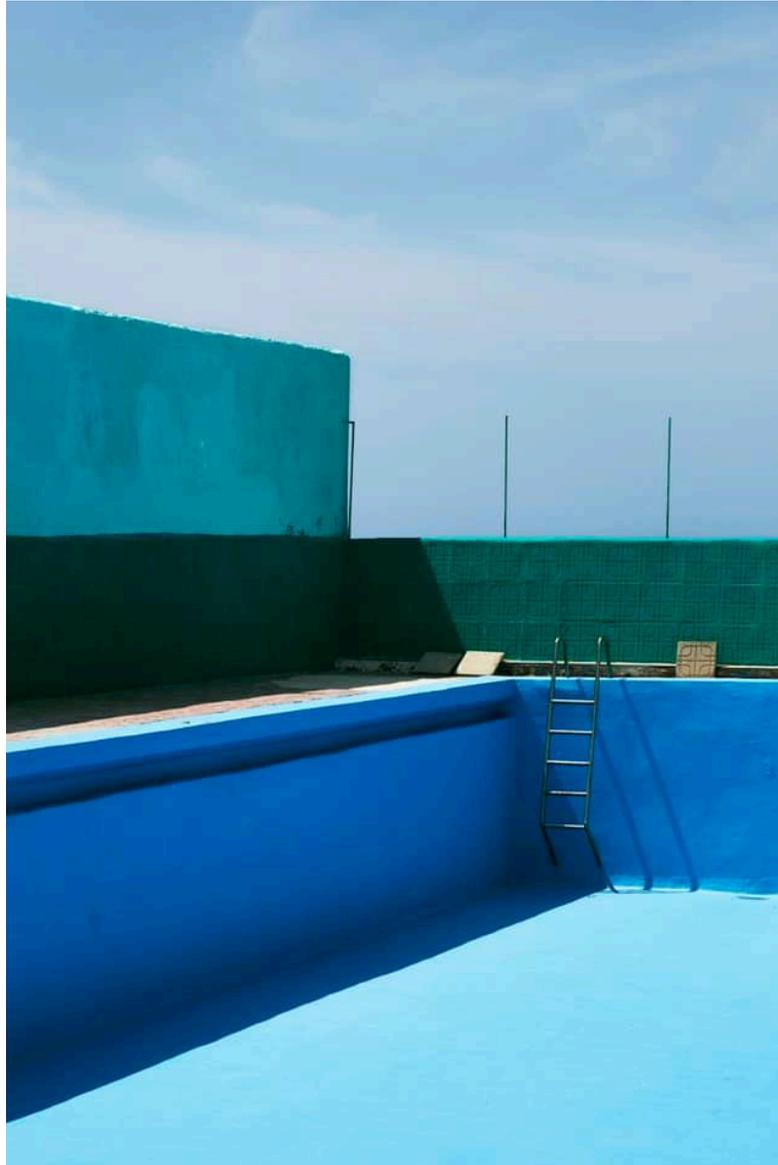
Previous winners of the prestigious Prize include Taiwanese artist Ting-Tong Chang, British sculptor Susan Phillips, Brazilian artist Antonio Tarsis and Portuguese artist Hugo Brazão.



Left to right: "St John according to Frank Zappa" by Carlos Cortes and "Parallel" by Jose Garcia Olivia (Winner of the People's Choice Award 2019). As featured in the VIA Arts Prize 2019, copyright: the artists

As a response to the challenges and restrictions presented by the Covid-19 outbreak, the 2020 edition of the VIA Arts Prize will take on a special cross-channel format. The 30 shortlisted works will be exhibited online at the VIA Arts Prize official website from November 2020. As the social distancing measures brought on by the pandemic are set to continue for some time within creative industries, VIA organisers have therefore decided to adapt this year's award, taking this as an opportunity to support more artists and reach wider audiences during these challenging circumstances.

Three cash prizes of £2,000, generously provided by Itaú, will be awarded to the jury committee's first, second and third choices in December of this year. A cash prize of £1,000 will also be granted to the winner of the 'People's Choice Award' (to be determined by the public via an online voting system). The four winners of the 2020 VIA Arts Prize will also be awarded a joint exhibition in the Embassy of Brazil's Sala Brasil in 2021, alongside the 2019 winner's show.



"Cuban Walls" series by photographer Claudia Legge, as featured in the VIA Arts Prize 2019, copyright: the artist

The jury will consist of high-profile figures from the art world and creative industries who combine expertise from the areas of curating and practicing art, as well as academia and journalism. Together they will choose the three prize-winners from amongst the 30 pre-selected artworks on display. Previous jury members include Will Sorrell of the London Design Biennale, James Nicholls of Maddox Gallery, art historian, collector and patron Catherine Petitgas, Marko Daniel of Tate Modern, Nayia Yiakoumaki of the Whitechapel Gallery, Aaron Cezar of the Delfina Foundation, Robert Bound of Monocle, and arts editor and critic Alastair Smart.

ACALASP's curatorial committee will be responsible for pre-selecting the 30 artworks that go on display online, from amongst all the valid submissions.

Jury members and dates for the winners' exhibition will be announced in the coming months.

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**Notes to Editors**

**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 ITAÚ**

Itaú is the largest financial conglomerate in Latin America, 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 profiles – both individuals and companies of all sizes, from major international groups to local micro-entrepreneurs. It has almost 50,000 ATMs and 5,000 full-service branches in Latin America. With the purpose of encouraging people's transformation power, Itaú is recognised for its governance practices and management, which is focused on the generation shared value to its employees, customers, shareholders and society. Itaú BBA is the Wholesale and Investment division of Itaú, and the largest corporate and investment bank in Latin America. Itaú BBA International offers wholesale, investment, and institutional treasury banking activities and services to institutional investors and clients, based out of headquarters in London and with offices in Paris, Madrid, Frankfurt, Lisbon and Dubai.

For further information: [www.itaubba-en/](http://www.itaubba-en/)

**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](http://peoplespalaceprojects.org.uk).

**ABOUT THE VENUE**

Opened in 2012, Sala Brasil has become the main venue for a variety of cultural events carried out by the Embassy of Brazil. With generous space, suitable for an ambitious cultural programme, Sala Brasil hosts a series of attractions, from art exhibition to concerts, in an effort to give the public an opportunity to experience the quality and diversity of Brazilian culture. Sala Brasil is a beautiful Grade II listed room, once the P&O ticketing office, where it is said that tickets for the Titanic were sold. It is located on the ground floor of the Embassy with an open plan area of approximately 250m<sup>2</sup> and a mezzanine of approximately 60m<sup>2</sup>.