

CONDITIONS OF ENTRY

THE PRIZE

Basil Sellers is supporting the award of a prize for an artwork on the open theme of sport. The prize will be managed by the Ian Potter Museum of Art.

The prize recognises the achievement evident in an individual artwork and acknowledges the significance of the artist's vision. The prize is awarded in the hope that it will support the artist's continued development.

A judging panel will select a shortlist of finalists who will be invited to submit artworks for display in an exhibition at the Potter. The winning artwork will be selected from this exhibition. The prize is acquisitive and the single winning artwork will become the property of Sellers Holdings Pty Ltd.

Artists shortlisted for the finalists' exhibition will each receive a participation fee of \$3,000 (GST excluded), payable upon the opening of the exhibition. This fee recognises artists' contributions to the staging and promotion of the exhibition.

The value of the prize is \$100,000 (GST excluded) and this includes the acquisition of the work.

A People's Choice award of an additional \$5,000 (GST excluded) will be awarded at the conclusion of the exhibition for the artwork deemed most popular, on the basis of votes lodged by visitors to the exhibition at the Potter.

THE EXHIBITION

Artists shortlisted by the judging panel will be included in an exhibition at the Potter. A minimum of 10 and a maximum of 16 artists will be shortlisted. The exhibition will be installed over two levels of the museum, and each artist will be allocated a discrete wall (between 6.5 and 14 m in length) or equivalent floor space. The exhibition is an opportunity for artists to present a number of related works addressing the theme of sport. Shortlisted artists will work closely with Potter curatorial staff to best present their work for exhibition.

Artists may choose to exhibit existing works, produce new works or a combination of both. Physical and technical limitations for displayed works are outlined below.

The exhibition will be managed by curatorial staff of the Potter. Freight and insurance of artworks will be covered within the exhibition budget.

JUDGING PANEL

The prize will be judged by a panel consisting of:

- a representative of Sellers Holdings Pty Ltd
- the director of the Ian Potter Museum of Art, the University of Melbourne
- a figure of national or international standing in the field of sport
- a least two figures of national or international standing in the visual arts sector.

SELECTION CRITERIA

Shortlisted artists will be selected from applications that best demonstrate:

- engagement with the theme of sport
- a high degree of artistic merit in the artist's work to date
- the potential for the project to contribute to the artist's professional development.

IMPORTANT DATES

- 5 pm, Friday 24 June 2011: Closing date for submission of entries
- August 2011: Announcement of shortlisted finalists
- June 2012: Artworks completed for exhibition
- August to November 2012: Exhibition at the Potter.

Final judging will be on the basis of the installed exhibition at the Potter. The winner will be announced at the opening of the exhibition.

The winner of the People's Choice award will be announced at the conclusion of the exhibition

Shortlisted artists will be offered support assisting their presence at the announcement of the winner. The winning artist must be prepared to participate in the media activities surrounding the announcement.

SUBMITTING AN ENTRY

An entry will consist of:

- a signed entry form
- an administration fee
- supporting material: images or video/moving image, list of images, artist's statement, brief CV (see below).

The entry form is available at www.sellersartprize.com.au

An administration fee of \$33 (GST included) will be used to support registration.

The administration fee is to be paid by cheque or Australia Post money order made payable to The University of Melbourne.

Entries should be submitted by mail only to: Basil Sellers Art Prize, the Ian Potter Museum of Art, the University of Melbourne, Victoria, 3010.

Entries must be received by 5pm, Friday 24 June 2011.

SUPPORTING MATERIAL

1. Artists may submit either images or video/moving image.

Images:

- Applicants may submit up to 5 images of previous or proposed work
- Images must be submitted in JPEG format (no larger than 2MB). PowerPoint presentations will not be accepted
- JPEGs must be 300 DPI on a high-quality non-rewritable CD-ROM
- JPEGs must be labelled to match the list of images.

Video/moving image:

- Applicants may submit one .mp4 or QuickTime .mov file (no larger than 100MB), no longer than two minutes in duration, on a high-quality non-rewritable DVD.

2. List of images:

- Applicants must include a list of images including artist's name, title and year of work, media, dimensions/duration and credit line.

3. Artist's statement:

- Applicants should address the broad themes of the artist's work including how the work proposed for exhibition relates to the theme of sport, and the specific character of the images submitted

- Statements should be written in non-specialist language.

4. Brief CV:

- Applicants should submit a CV of 1–2 pages only highlighting key professional achievements.

PLEASE NOTE

- Artists are advised to submit high-quality images
- Artworks do not need to be complete by the entry deadline. However, if submitting a proposal, artists should include sketches and images of related previous work
- CD-ROMs and DVDs will not be returned. Do not submit original material
- Any material supplied in addition to the required support material will not be considered in the assessment of your application
- Applications postmarked by the submission deadline will be accepted.

LIMITATIONS TO ENTRIES

These limitations reflect such practical limits as the scale of gallery spaces at the Potter, capacity for technical support and the cost of freight.

The following works cannot be considered for exhibition:

- Two-dimensional works greater than 3 m in height or width (this maximum applies to the full width of multi-panel works)
- Three-dimensional works greater than 3 m in height, width or depth
- Works where any individual component weighs more than 30 kg
- Installations
- Projected video works
- Performance pieces
- Works which present an unacceptable risk to the safety or security of exhibition visitors.

Works submitted for consideration by the judging panel are exempt from these technical limitations, as they are indicative images only. However, the judging panel must be convinced that the entrant will produce exhibition works within the technical limits.

CONDITIONS

Entry is open to Australian citizens or permanent residents. Entrants must be residing primarily in Australia.

Employees of the Ian Potter Museum of Art and their immediate family may not enter.

The judges' decision is final and no correspondence shall be entered into.

A completed entry form indicates that in the event the entrant is shortlisted he or she authorises the reproduction of images of their work and extracts from the artist's statement and CV in the catalogue, website, publicity and associated publications related to the prize.