

DISCOVERING
NEW
BREED

ART

2022



phatshoanehenney
ATTORNEYS



Olewenh's
ART MUSEUM
Olewenh's Art Museum is a satellite of the National Museum,
Bloemfontein, an agency of the Department of Sport, Arts and Culture.

WELCOME



Presenters today

- **Magdel Louw**, Competition Coordinator
- **Ester le Roux**, curator of the Oliewenhuis Art Museum
- **Karen Brusch**, founder of the Free State Art Collective
- **Nonto Msomi**, project manager of ArtbankSA

2022 COMPETITION



Proudly presented by **Phatshoane Henney Attorneys**,
in association with **Oliewenhuis Art Museum**,
ArtbankSA and the **Free State Art Collective**.

6th year of the New Breed Art Competition

Kicks off today!

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Oliewenhuis
ART MUSEUM

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EXCITEMENT!



Entry form now available

- Online at www.newbreedart.co.za
- At Oliewenhuis Art Museum
- At Phatshoane Henney Attorneys, 35 Markgraaff Street

Stay glued to our social media pages!

- **Facebook:** New Breed Art
- **Instagram:** newbreedart

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WHO CAN ENTER



Free State-based artists

- Resident in the Free State for at least 6 months this year
- **New** or **emerging** artists (art students welcome)
- Not held a solo exhibition at a commercial gallery with more than 20 works
- Are 18 years or older
- No previous first prize winners of this competition

YOUR ART



Visual arts competition

- All mediums
- Photography and digital/video art included
- No performance art
- Diversity of mediums encouraged

YOUR ART



Each artist can enter up to 2 works

Works must be completed between:

👉 1 January 2021 and 13 September 2022

Current and contemporary – NEW BREED!

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THE PRIZES

First prize: R50 000

Runner-up prize: R20 000

2 Merit Award prizes of R10 000 each

1 Public Choice Award Prize of R10 000



THE PERKS



Showcasing the world your art and talent

National exposure

Consideration for the Free State Art Collective

Exposure to the Art Bank of South Africa

Being discovered as a New Breed Artist



WHEN AND HOW



Entry dates

- 12 to 18 September at Oliewenhuis Art Museum
- Enter your artworks together with completed entry form

Selected artists notified by 28 September

Competition exhibition from 4 October to 13 November

- Public Choice voting online from 4 to 31 October

Winners announced on 3 November!

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SELECTION



First round

- Independent panel of judges select works for exhibition

Second and final round

- Independent panel of judges select competition winners

Public Choice Award

- Public chooses – artist with the most online votes, wins!
- Get involved - [encourage public to vote](#) for their favourite artist

CREATIVE PROCESS



Follow New Breed Art on both [Facebook](#) & [Instagram](#)

Visit www.newbreedart.co.za

Download or get hard copy of entry form

Attend **mentorship session & webinars** (information to follow)

Carefully read the T&C's and Rules of Participation

Plan, prepare, create and finish your entries

Submit completed entry form with your works

Pricing must include the 25% sales commission for the competition

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NEW BREED ART MENTORSHIP



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MENTORSHIP



Mentorship Session

Saturday, 21 May 2022 • 10am - 12pm

Oliewenhuis Reservoir

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MENTORSHIP



Presented by leading artists of the Free State Art Collective

- Former New Breed Art Competition winners and finalists
- Personal *guidance, inspiration and mentorship* to be competition-ready

All artists welcome, but please [RSVP/register by 16 May 2022](#)

Stay glued to website & social media for more information!

MENTORS

Baitumetse Moloabi

2021 New Breed Art Competition: **Overall winner**

Specialises in **mixed media**



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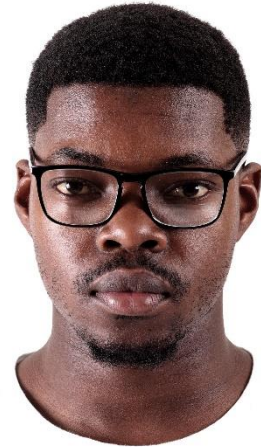
MENTORS

Neo Theku

2019 New Breed Art Competition: **Overall winner**

Specialises in **digital photography**

Finalist of 2021 Sasol New Signatures competition



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MENTORS

Kay Fourie

2019 New Breed Art Competition:
Runner-up (2nd)

Specialises in **sculpture, printmaking & drawing**



MENTORS

Miné Kleynhans

2019 New Breed Art Competition: *Merit Award winner*

Specialises in **sculpture**



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MENTORS

Xola Sello

2018 New Breed Art Competition: *Merit Award winner*

Specialises in **mixed media**



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MENTORS

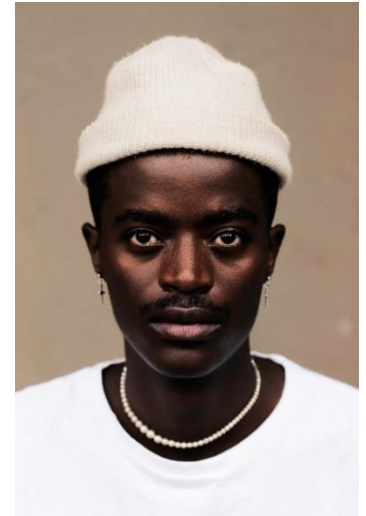
Bongani Tshabalala

2019 New Breed Art Competition: *Public Choice Award winner*

Specialises in **digital photography**

1st place in Sony World Photography Awards 2022 for SA

Finalist of 2021 Sasol New Signatures competition



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MENTORS

Nandipha Jantjies

2021 New Breed Art Competition:

Finalist

Specialises in **painting & digital painting**



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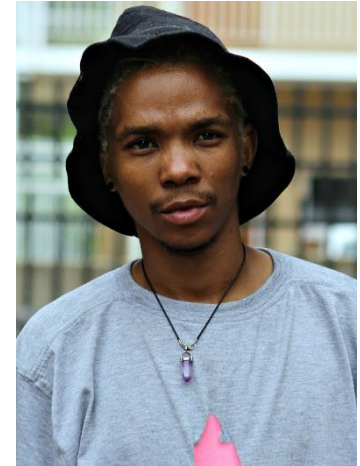
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MENTORS

Lesego Motsiri

2021 New Breed Art Competition: *Finalist*

Specialises in **digital media**



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NEW BREED ART WEBINARS



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WEBINAR SERIES



Dedicated four-part series • Starts in June
Virtual series held via Zoom

Not to be missed!

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WEBINAR SERIES



Sponsored by Absa

Led by leading South African artists... soon to be revealed!

- Opportunity to grow and learn from the best
- Live, online mentorship by experienced and established artists

All artists welcome, but [MUST RSVP/register!](#)

Follow new breed art on social media & website

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WORKSHOP



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WORKSHOP



Professional Art Practice

Presented by ART Bank SA

August 2022 • Virtual via Zoom

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WORKSHOP



Professional Art Practice in a nutshell:

- **The business of art**
- Pricing your artworks right *and* selling your works
- Correct finishing of artworks
- How to get your works competition/exhibition-ready and build a thriving career

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Thank You!



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