

LOOK INTO THE FUTURE

# NEW BREED ART



## 2023

Aspirational | Innovative

OPEN - 11 SEPT  
CLOSE - 17 SEPT

# Entry form



Olwenhuis Art Museum is a satellite of the National Museum, Bloemfontein, an agency of the Department of Arts and Culture.



# INVITATION TO ENTER

**P**H Attorneys, in association with Oliewenhuis Art Museum, the Free State Art Collective, the Art Bank of South Africa, and Rooistoel, invites new and emerging Free State artists to enter the 2023 New Breed Art Competition and stand a chance of being discovered as a new breed artist.

The competition aims to uncover emerging Free State talent and provide a one-of-a-kind platform for Free State artists to showcase their talent and contemporary Free State art, and to benefit from the competition prizes and national exposure the competition provides.

The competition is open to all South African artists that reside in or are primarily resident in the Free State, are 18 years or older and have not held a solo exhibition at a commercial gallery involving more than 20 works.

## CONSIDERATION FOR THE FREE STATE ART COLLECTIVE

Artists selected to participate in the New Breed Art Competition Exhibition at Oliewenhuis Art Museum, including the final winners, automatically qualify for consideration and possible inclusion in the prestigious and exclusive Free State Art Collective, founded and headed up by Karen Bruschi.

## EXPOSURE TO THE ART BANK OF SOUTH AFRICA

The Art Bank of South Africa, a national programme of the Department of Sports, Arts and Culture, is tasked with purchasing art from emerging South African artists. As a competition partner the Art Bank will be intimately involved in the competition providing artists selected to participate in the New Breed Art Competition Exhibition, a valuable opportunity to gain exposure with this important national programme.

## THE NEW BREED COMPETITION AND THE ARTIST

1. The competition seeks to identify and provide a platform for exposure, recognition and awareness of new and emerging local artists to showcase the diversity and talent that is on offer in the Province.
2. In addition to substantial prize money the competition provides national exposure and awareness to artists selected for the competition exhibition, and competition winners.
3. Elected works will form part of a public competition exhibition in the Main Building at Oliewenhuis Art Museum from **12 October to 19 November 2023**.
4. Selected artists are featured on the official New Breed Art Competition website at [www.newbreedart.co.za](http://www.newbreedart.co.za).
5. A Public Choice nomination category enables broader public and social media involvement and exposure of artists.
6. A new Digital Art Award category recognises the importance of digital/video art and aims to encourage submissions in this category.

# COMPETITION TIMEFRAMES

Virtual competition launch and information session	May 2023
Competition opening for submission of entries	11 Sept 2023
Closing date for entries	17 Sept 2023
Notification of selected artists	26 Sept - 29 Sept 2023
Collection of unselected works	29 Sept – 6 Oct 2023
Exhibition opening at Oliewenhuis	12 Oct 2023
Website opening of selected artists' works	12 Oct 2023
Public Choice Award nominations open on website	12 Oct 2023
Awards announcement at Oliewenhuis	9 Nov 2023
Closing of exhibition at Oliewenhuis	19 Nov 2023
Collection of works	20 – 26 Nov 2023

# LAUNCH AND INFORMATION SESSION

This year, our launch will be done virtually. All entrants are encouraged to familiarise themselves with the important information and pointers on preparing for the competition that will be shared on our website and social media channels.

## TERMS & CONDITIONS

The competition is subject to the following terms and conditions of entry which should be carefully noted. Non-compliance may lead to disqualification

## WHO CAN ENTER?

- South African citizens or permanent residents in South Africa who are 18 years or older on 12 September 2022.
- Entrants must reside in or be primarily resident in the Free State for at least six months during 2022. Proof of residence must be submitted.
- Entrants must be new or emerging artists (art students are not excluded) who have not held a solo exhibition at a commercial gallery involving more than 20 works. This excludes exhibitions held for academic purposes.
- Entrants who have previously won the first prize in the New Breed Art Competition are not allowed to enter.

## WHAT MUST BE SUBMITTED?

- A duly completed and signed entry form.
- A maximum of two works meeting the submission requirements listed below.
- A copy of the artist's identity document or permanent residence permit.
- Proof of place of residence in the Free State (e.g. municipal statement, account statement, lease agreement, affidavit of third party confirming residence, etc.).
- A short biography of the artist of no more than 300 words, provided on USB Flash drive.
- A short synopsis of each work submitted of no more than 300 words briefly explaining the work, its conceptualisation and choice of medium used, provided on USB Flash drive.
- A photograph of each work named according to the title of the work as indicated in the entry form, provided on USB Flash drive. This is not for publication, but for administration purposes and ease of reference.
- Clear assembly, installation and/or mounting instructions. For works to be assembled this should include an illustrative or photographic depiction of the installed work.
- A high-resolution profile image of the artist in JPEG format (at least 300dpi) for marketing and promotional purposes, provided on USB Flash drive.
- Optional: A digital portfolio of images of a maximum of 10 other works of the artist in high-resolution JPEG format (at least 300dpi) for promotional purposes and artist portfolio, provided on USB Flash drive.
- Care should be taken that all information is correctly submitted and that the entry is neat and organised and in compliance with the Rules of Participation below.

# PRIZES

First prize	<b>R50 000</b>
Runner-up prize	<b>R20 000</b>
2 Merit Award prizes	<b>R10 000</b>
Digital Art Award prize	<b>R10 000</b>
1 Public Choice Award prize	<b>R10 000</b>

# NEW BREED ART

# RULES OF PARTICIPATION

1. A maximum of two works may be submitted by an artist. A collaborative work involving two or more artists is not permitted. Works must have been completed between 1 January 2022 and 11 September 2023. Works may not previously have been submitted for the New Breed Art Competition.

2. Works in all media, including photography and digital/video art, will be accepted subject to the size and format restrictions listed below.

3. Performance art is however excluded.

4. All works must be the original creation of the artist and may not infringe on the intellectual property rights (such as copyright) of any other person. Where a work contains elements which are subject to the intellectual property rights of another, written permission must be obtained prior to submission of the work. Where a work contains identifiable images of a person, written consent of that person, or their parent or guardian where the person is a minor, must be obtained prior to submission of the work. The artist remains solely responsible and liable to obtain all necessary consents and permissions for the submission of a work and PH Attorneys and its partners shall not be liable for any infringement of intellectual property or any violation of privacy or consent.

5. **A single work should not exceed the following restrictions:**

a. The work, including all parts or components, should not exceed a size of 2m x 2m x 2m.

b. The weight of the work if hanging from a wall should not exceed 30kg. If the work comprises several parts, each to be hanged separately, each part may not exceed 30kg. No drilling will be permitted for the hanging of any work.

c. Artworks will not be allowed to hang from the ceiling.

d. Sculptures or standing works may not exceed 100kg. If the work comprises several parts, the total weight of the work may not exceed 100kg. The work must be able to stand firm and must be stable.

e. Works must be of such a nature that they can easily be packed, transported and exhibited and are hang-ready for installation (if applicable).

f. The top end of the work must be clearly indicated with an arrow to avoid uncertainty during installation.

g. Works on paper or two-dimensional works must be properly mounted and preferably be framed. If not framed, they must be properly mounted and ready to be installed with instructions on how the work must be installed. If not framed, the choice of framing the artwork or not will be at the discretion of Oliewenhuis Art Museum and the framing may then be removed at the discretion of Oliewenhuis Art Museum following completion of the competition.

h. Delicate or fragile works must be clearly indicated as such together with clear installation instructions. Where the works cannot be installed by Oliewenhuis Art Museum taking reasonable care in following the artist's instructions, such a work will not be selected.

i. Works may not be dangerous, potentially dangerous or contain any substance of a hazardous, flammable, poisonous or explosive nature which may cause harm to people or property.

j. Each work must be clearly labelled on the back or base of the work (as appropriate) with the artist's name, contact details (Tel, Cell, E-mail), title of the work, work medium and proposed selling price.

k. Works should preferably be unsigned by the artist.

l. Works may not be unfinished or wet and must be submitted as 'exhibition ready'. This includes finishing of edges, cleaning, mounting, framing etc. as necessary to neatly and professionally display the work.

6. **Digital/video entries will be permitted subject to the following requirements:**

a. A work must be submitted as a single video file.

b. A work may not be longer than five minutes (300 seconds) in length.

c. A work must have a clear beginning and end and should not be provided to play with a continuous loop.

d. A work must be supplied on a USB drive in either high-resolution .mkv or .mp4 format.

e. The work must be an original work of the artist and may not violate intellectual property rights of others.

f. Where applicable, all persons presented in or assisting the artist with the making of the video must be credited.

g. Where a work displays an identifiable person, written consent of that person, or their parent or guardian where the person is a minor, must be obtained prior to submission of the work.

7. For the playing of selected digital/video entries, the organisers will supply a display screen at the Oliewenhuis Art Museum on which video entries will be played throughout the competition in a randomly selected sequential format. The organisers will not be responsible for video entries that have playback or quality issues

and retain the right to remove any entry that fails to play correctly.

8. Works must be easy to handle and Oliewenhuis Art Museum retains the right to refuse any work that is difficult to assemble, hang, install and/or display. Clear assembly, installation and/or mounting instructions, which can include photographic or illustrative guides to installation, must be provided to enable Oliewenhuis Art Museum staff to correctly install works to the requirements of the artist. No artists shall be permitted to install any works themselves.

9. All works must be for sale and may be purchased from the opening night of the competition exhibition, subject to PH Attorneys having exercised its option to purchase any work. All works sold are subject to a 25% commission, with all commissions reinvested in a competition fund. The selling price of any work shall include the 25% commission and must remain the same as reflected on the entry form submitted.

**10. A complete entry (a work, a completed and signed entry form and supporting information) must be submitted at Reception at Oliewenhuis Art Museum, 16 Harry Smith Street, Bloemfontein from 10:00 to 16:00 on any day from Monday, 11 to Sunday, 17 September 2023. Tel: 051 011 0525 (ext 200) for enquiries. No entries will be received before or after these dates, or outside the hours of 10:00 to 16:00.**

11. By submission of a signed entry form, the artist grants PH Attorneys a non-exclusive royalty free licence in perpetuity to make reproductions of the works in any manner or form for use for marketing, promotional, advertorial, educational and academic purposes, including for purposes of exhibiting the works as part of the competition process. Should any work be selected for the competition exhibition, the artist shall not be allowed to withdraw the work for any reason whatsoever and the work must be available for display throughout the duration of the exhibition.

12. Works that have not been selected for the competition must be collected from Oliewenhuis Art Museum from **10:00 to 16:00 from Friday 29 September to Friday 6 October 2023**. Any works that are not collected between the indicated collection dates will be disposed of.

13. After the competition closed, works that have not been sold must be collected from Oliewenhuis Art Museum from **10:00 to 16:00 from Monday 20 November to Sunday 26 November 2023**. Any works that are not collected by the close of the applicable collection dates will be disposed of.

14. Although all works will be handled with care and reasonable safety measures and precautions to protect works against loss or damage to works will be taken, PH Attorneys and Oliewenhuis Art Museum accept no responsibility for loss or damage to any works submitted and artists submit the works for the competition at their sole risk, responsibility and cost. Works submitted will not be insured although artists can arrange for insurance of works themselves and at their cost.

15. By entering this competition, the artist agrees to comply with the terms and conditions of the competition.

## SELECTION PROCESS

The competition will be judged in two rounds:

1. During a first round selection a maximum of 60 works will be selected for inclusion in the competition; these works will form part of the exhibition at Oliewenhuis Art Museum. An independent panel of judges will select works, with works that do not meet competition requirements or are not deemed suitable, appropriate or at an acceptable level, being eliminated. Artists not selected will be contacted to collect their works.

2. A final selection round will be undertaken by an independent panel of judges who will choose the winning entries. Each work will be judged on its conceptual quality, technical execution, skill, craftsmanship, cohesiveness, vision, innovative use of materials and aesthetic appeal.

3. The Merit Awards will provide the judges the opportunity to recognise and reward new and developing talent and through these awards invest in these artists.

4. A Public Choice Award allows members of the public to vote for and judge their best work on display during the competition exhibition. The public choice award will be awarded to the artist receiving the most votes by members of the public.

5. The Digital Art Award provides judges the opportunity to reward a digital or video work and so afford greater competition recognition to this important art medium.

6. All judging decisions are final and no reasons will be provided for any decision or correspondence entered into with any of the organisers. PH Attorneys retains the final and sole discretion to disqualify any entry for any reason including due to any infringement of the terms and conditions of the competition.

# ENTRY FORM

Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Tel: \_\_\_\_\_ Cell: \_\_\_\_\_

Alternative tel no: \_\_\_\_\_ E-mail: \_\_\_\_\_

Facebook: \_\_\_\_\_

LinkedIn: \_\_\_\_\_

Instagram: \_\_\_\_\_

Other web profiles: \_\_\_\_\_

Physical address: \_\_\_\_\_

Postal address: \_\_\_\_\_

Identity number: \_\_\_\_\_

Permanent residence permit number: \_\_\_\_\_

Date of birth: \_\_\_\_\_

Qualifications: \_\_\_\_\_

Educational institutions attended: \_\_\_\_\_

## Acceptance of competition terms and conditions:

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## TICK THE FOLLOWING CHECKBOXES TO CONFIRM THAT YOU HAVE INCLUDED ALL THE REQUIRED INFORMATION IN YOUR ENTRY:

- Completed and signed entry form.
- Maximum of two works meeting the submission requirements.
- A copy of identity document or permanent residence permit.
- Proof of residence in the Free State.
- A short biography of no more than 300 words on USB Flash drive.
- Completed description of both works respectively on USB Flash drive.
- Assembly, installation and/or mounting instructions (if applicable).
- A USB Flash drive containing the digital/video work (if applicable).
- A high-resolution profile image of artist in JPEG format on USB Flash drive.
- A digital portfolio of images of a maximum of 10 other works of the artist on USB Flash drive (optional).

# DESCRIPTION OF WORK

## WORK 1

Title: \_\_\_\_\_

Medium: \_\_\_\_\_ Video format: \_\_\_\_\_

Dimensions: \_\_\_\_\_ Duration of video: \_\_\_\_\_

Signed or unsigned: \_\_\_\_\_ Selling price (25% commission included): \_\_\_\_\_

Graphic print editions (if applicable): \_\_\_\_\_

Synopsis of work (±300 words): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## WORK 2

Title: \_\_\_\_\_

Medium: \_\_\_\_\_ Video format: \_\_\_\_\_

Dimensions: \_\_\_\_\_ Duration of video: \_\_\_\_\_

Signed or unsigned: \_\_\_\_\_ Selling price (25% commission included): \_\_\_\_\_

Graphic print editions (if applicable): \_\_\_\_\_

Synopsis of work (±300 words): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## ADMIN USE

Name of person receiving works \_\_\_\_\_

Date received \_\_\_\_\_ All entry form requirements: Yes  No



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## ENQUIRIES

[www.newbreedart.co.za](http://www.newbreedart.co.za).

### Competition Coordinators:

#### Lelanie De Wet

Tel: 051 400 4085

Email: [lelaniedw@phinc.co.za](mailto:lelaniedw@phinc.co.za)

#### Bontlenyana Maise

Tel: 051 400 4026

Email: [bontlenyana@phinc.co.za](mailto:bontlenyana@phinc.co.za)

#### Oliewenhuis Art Museum:

Ester le Roux

Tel: 051 011 0525 (ext 200)

Email: [oliewen@nasmus.co.za](mailto:oliewen@nasmus.co.za)

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