

“THE MYSTERY OF PRECISION”

V AUDEMARS PIGUET PRIZE FOR THE
PRODUCTION OF AN ARTWORK



AUDEMARS PIGUET
Le Brassus

The 5th AUDEMARS PIGUET prize for the production of an artwork

As part of their sponsorship agreement for ARCOmadrid 2017, the Swiss Manufacturer of fine watches, Audemars Piguet, is delighted to announce the 5th edition of the prize for the production of an artwork of contemporary art. A fifteen thousand euros prize will be awarded to the winning art creation, which will be exhibited in Audemars Piguet's space in ARCOmadrid's VIP Lounge at the ARCOmadrid's 2017 fair.

This prize will acknowledge the mastery, passion and the creativity in artistic inspiration; values Audemars Piguet instil praises in the luxury watches they create in the manufacture in Le Brassus.

Proposals are welcome for the 5th AUDEMARS PIGUET prize for the production of an artwork for ARCOmadrid 2016, which will be awarded to the work of art that embraces the spirit and philosophy of the brand:

"The mystery of precision"

As indicated above, a €15,000 prize will be awarded for the creation of a work of art. The winning creation will be exhibited during the ARCOmadrid fair in the Audemars Piguet space in the VIP area. The winner will be chosen by a panel of judges, presided by Carlos Urroz, director of ARCOmadrid, alongside Winka Angelrath, the Exhibitions Manager of Audemars Piguet, and a selection of leading personalities involved in the art world.

The Audemars Piguet brand was founded in 1875 in Valle de Joux, Switzerland, when two passionate watchmakers, Jules Louis Audemars and Edward Auguste Piguet, decided to join forces. From its conception to the present day, Audemars Piguet has always been at the technological and creative cutting edge, combining rigorous technical methods with very user orientated designs to create their watch collections, which, in the eyes of the media and collectors, end up becoming "works of art".

We invite you to put our proposition to your artists; the attached rules apply for the competition.

We look forward to receiving your proposals.

Kind regards,

Carmen Sáenz
General Country Manager
Audemars Piguet Iberia

Carlos URROZ
Director of ARCOmadrid

I.- Proposal presented by the gallery:

Gallery name

II. The artist.

1. Name and surnames
2. Place and date of birth. Nationality.
3. Contact details
4. Biography: no more than ten lines. This biography could be published by Audemars Piguet and/or ARCOmadrid)
5. The artist's complete CV.

III. Artwork proposed for the prize

1. Project:
 - a. Presentation and description of the Project both conceptual and technical.
 - b. Production plan for the artwork: technical data, images... It is important to make clear if the artwork is to be handed in completed in Audemars Piguet's VIP lounge or if it will need to be completed or installed there. In the latter case, please describe the installation process.
1. Already produced work:
 - a. Presentation and description of the Project both conceptual and technical.
 - b. Technical details of the work, images and installation specifications.

IV. Non compulsory additional documents

1. Artist press kit
2. Additional documentation: catalogues, images of previous artworks

The information above may be consulted or downloaded on www.ap-arco.com

TERMS

- 1ª.- The project has to be based around the claim: "The mystery of precision"
- 2ª.- All the galleries participating in the ARCOmadrid 2017 General Programme can submit up to two proposals.
- 3ª.- The work of art can be a painting, a sculpture, video, or an ephemeral piece specifically created for this unique event. The winning art work will be exhibited in Audemars Piguet's VIP lounge at ARCOmadrid 2017. Recommended dimensions should not exceed 10m2 and a height above 2m if it is a sculpture or an installation. For two dimensional works or videos, the size should not be more than 5m wide and 2m high.
- 4ª.- The total amount for this prize is FIFTEEN THOUSAND EUROS. Production costs for the art work, artist fees, transport and installation in Audemars Piguet's VIP lounge in ARCOmadrid 2017 are included in this total.

5ª.- The galleries should present the proposals in .pdf format to the following email address, secretariadearco@ifema.es before the 3rd of November 2016. Only nominations that have been correctly presented will be assessed by the jury.

6ª.- The jury will consist of Mr. Carlos Urroz, Director of ARCOmadrid; Mrs. Winka Angelrath, Exhibitions Manager of Audemars Piguet, and selection of leading personalities involved in the art world. The jury will come up a short list, and the galleries will be notified (and asked for photographs of the artists to be used in the press). The final decision will be taken in the first half of November 2016, and the winner of the prize for the production of an artwork will be announced during the ARCOmadrid press conference, which is also a sign of the commitment to the work of art being produced. 50% of the total amount will be awarded at that point. Audemars Piguet will review the progress of the winning work of art on 1st February 2017, and once it has been ascertained that project timelines are being fulfilled, the remaining 50% of the prize will be awarded. The winning artist will be decided by a majority vote taken by the jury.

7ª.- Acceptance of participation in this competition authorises both Audemars Piguet and ARCOmadrid, for the purposes of publicity, the right to reproduce and communicate the work of art in the public domain through exhibitions, promotions, photographs, and all types of audiovisual recordings. The artist also agrees to attend to the media when requested for an interview, whether printed, audiovisual, electronic, or any other form.

8ª.- The artist will remain the owner of the work of art and will be able to sell it, lend it, or conduct any other form of transaction. Independently of the options previously described, Audemars Piguet reserves the right to exhibit the work of art for up to a maximum of three years after the final day the work of art is exhibited in ARCOmadrid 2017. If exhibited, Audemars Piguet commits to always include the artist's name, the name of the work of art, and the year it was created.

9ª.- Participation in this competition involves the comprehensive acceptance of these rules and the winner's commitment to produce and deliver within the timeframes established in clause six of these rules.

10ª.- Audemars Piguet and ARCOmadrid, reserve the rights to declare void the present prize in the event that the artwork presented for the prize does not fulfil Audemars Piguet's and ARCOmadrid's expectations or for any unforeseeable reason. Any dispute in relation to the prize, be it the art work produced or the decision making process, will be resolved by the General Director of Audemars Piguet Iberia who will make the final decision.

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