



BLACK SWAN PRIZE FOR PORTRAITURE

MEDIA RELEASE

13 July 2016

EYE ON THE PRIZE FOR PORTRAIT ARTISTS

In an Australian first, WA's only portrait prize - the prestigious Black Swan Prize for Portraiture, which is celebrating its tenth year in 2016 has added a new prize for artists of \$10,000 called the 'Tony Fini Foundation Artist Prize'.

This prize is in addition to the main \$50,000 Lester Group Prize, \$7,500 Amana Living People' Choice, and \$500 each for two highly commended artists from art supplier HU Kendall & Co, making the Black Swan Prize for Portraiture the third richest prize in Australia behind the Archibald and Moran competitions.

The 'Tony Fini Foundation Artist Prize' will be chosen by the artists. This new unique approach may change how art is judged in Australia in the future.

ARTrinsic Inc, the creators and organisers of the Black Swan Prize for Portraiture, is partnering with the Art Gallery of Western Australia (AGWA) for the event's ten-year celebrations. The finalists' works will be open to the public as part of AGWA's Portraiture Month from 8 October-31 October, 2016.

The new partnership with AGWA allows an extension of the event's timeframe from 10 days to a month, greater exposure to the WA public, and an expansion of its community programs thanks to the support of Lotterywest and the Metropolitan Redevelopment Authority.

Tina Wilson, Executive Director of ARTrinsic Inc, said that 'with the addition of the 'Tony Fini Foundation Artists Prize' to our prize pool, The Black Swan Prize for Portraiture now offers a chance for all stakeholders – judges, artists and the public, to have their say in who has produced an award winning portrait'

'Our artist entries last year exceeded 350, and with the addition of this new prize, we are confident of attracting more than this from throughout Australia'.

MEDIA CONTACT:

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Artists are invited to submit portraits of an Australian, or Australians that they respect or admire, or a self-portrait. A full list of terms and artists conditions is available via www.blackswanprize.com.au.

Artists submissions **close on Friday 22 July at 5:00pm WST.**

Finalists will be announced on 5 August, 2016, with the main prizes to be announced at an award night on 14 October, 2016.

The proud sponsors/partners of the Black Swan Prize for Portraiture are:

The Art Gallery of WA (Exhibition Partner), The City of Perth (Presentation Partner), The Lester Group (Founding Partner), Amana Living (People Choice Prize), Tony Fini Foundation (Artist Prize), Lotterywest, The Ian Potter Foundation, Brookfield, St John of God Health Care, Deloitte, Metropolitan Redevelopment Authority, Westpac Community Foundation, Spinifex Trust, Forbes Partners, HU Kendall & Co, Squire Patton Boggs Youth Arts Foundation, Artsedge Photo and Frame, Mondoluce, WASP, Jaz Design, International Art Services, The Lions Club City of Perth, Alex Hotel, Singapore Airlines, Abbott & Co Printers, Heyder & Shears.

www.blackswanprize.com.au

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EXHIBITION DETAILS

Main Exhibition

Dates: 8 - 31 October, 2016

Times: 10:00am - 5:00pm daily (except for Tuesdays which is closed)

Location: Art Gallery of WA, Perth Cultural Centre, WA.

Cost: Free to attend

An electronic display of the exhibitions will also be displayed at the new City of Perth library as well as the big screen at the Perth Cultural Centre, the cultural heart of the City.

Youth Exhibition

Dates: 3 - 21 October, 2016 (original artworks)

Times: 8:00am - 6:00pm weekdays only

Location: Tower 1, Brookfield Place, 125 St Georges Terrace, Perth, WA

Cost: Free to attend

Original artworks will be on display at Brookfield Place, whilst a printed exhibition of youth artworks will be showcased at the Perth Cultural Centre from 18 - 31 October, 2016.

Salon (an alternative selection of artworks as entered into the prize)

Dates: 3 - 21 October, 2016

Times: 8:00am - 6:00pm weekdays only

Location: Tower 2, Brookfield Place, 125 St Georges Terrace, Perth, WA

Cost: Free to attend

Touring Exhibition

Dates: 7 November – 7 December, 2016 (TBC)

Times: Open hospital hours

Location: St John of God Hospitals: Murdoch, Midland and Subiaco campuses.

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