

Luiss Creative Business Center
ANNOUNCEMENT
INTERNATIONAL PRIZE GENERAZIONE CONTEMPORANEA
Competition for artists under 35

Application deadline is October 11th, 2021.

The Luiss Creative Business Center announces the sixth edition of the International Prize Generazione Contemporanea with the aim of promoting Italian and International contemporary art supporting artists under 35 and expanding the **Luiss Business School's** permanent collection of contemporary art. This initiative brings forth a new field of cultural innovation, not only devoted to educating young artists, but also to supporting them and researching new talents internationally.

The competition provides the winner with a cash prize valued at € 4,000.00, awarded as the purchase of the artwork. This is chosen by a prestigious jury formed by the scientific committee of the Luiss Master of Art, an important center of higher education aimed at the creation of professionals in the art trade.

The jury:

- Peter Benson Miller – Art Historian and Curator
- Achille Bonito Oliva – Art Critic, Scientific Director of the Luiss Master of Art
- Roberto Cotroneo – Journalist, Writer, and Photographer
- Pia Lauro – Independent Curator with a Luiss Master of Art diploma
- Gianfranco Maraniello – Art Historian and Curator
- Giovanna Melandri – President – Fondazione MAXXI
- Mons. Paolo Nicolini - Deputy Director for the Administrative-Management Sectors, Musei Vaticani
- Domenico Piraina – Director, PAC - Padiglione d'Arte Contemporanea, Milan
- Luca Pirolo – Director, Luiss Master of Art
- Guido Talarico – Director, InsideArt
- One representative from the Curatorial Collective of the 11th edition of the Luiss Master of Art

The **three finalist artworks** will become part of the Luiss Master of Art's final exhibition, and of its catalogue. The competition, therefore, requires the candidates' artworks to develop the same theme as the exhibition **Reazioni** [Reactions]: *'The term reaction means to act in response to an action and / or in opposition to it. This 'opposing' motion has affinities with the concept of irony, when seen in terms of simulation and dissimulation. In literature, irony is a rhetorical procedure in which words take on an opposite meaning compared to*



what one actually expresses. This attitude offers, through art, one of the possible antidotes to an era that requires not only the individual, but the entire community to accept the sense of abandonment of their freedoms and ideals.'

Candidates may enter the competition with a single artwork, either previously released or not, from which the adherence to the Prize's theme clearly emerges. All artistic media are allowed, including painting, sculpture, installation, photography, graphics, video.

Application Deadline: **October 11th, 2021, at 12.00**

The attendance is free.

We strongly suggest reading carefully the competition announcement, attached below.



INFO

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