



# Societe Generale

## Chinese Art Awards 2010

*more details soon on [sgchineseart.com](http://sgchineseart.com)*



# Background

“**We stand by you**” is SG Group’s signature. Since 1987 the Group has been **nurturing talents and sharing passion** with young artists and musicians from around the world. SG has sponsored numerous art events in Europe and gradually grown a large contemporary art collection made of over 1.000 artworks on display at the Paris headquarters. The **SG Chinese Art awards** aim at identifying young artists in greater China and offer them international visibility.

[www.societegenerale.com/art](http://www.societegenerale.com/art)

# The Concept

- Time line:
  - ▶ Sept 2010 – early 2011
- Main elements of the Program
  - ▶ A contest for young artists (limit 35y) in Greater China
  - ▶ Focus on painting, photography and videography
  - ▶ A selection made by a Jury of renowned art specialists
  - ▶ A “vernissage” event for VIPs prior to each exhibition
  - ▶ Dinner proceeds given to charities helping artists
  - ▶ A roving exhibition in Beijing, Hong-Kong, Tapei and Paris with the 20 nominees



# Highlights of the art contest

- The 1<sup>st</sup> youth contemporary art award covering greater China (PRC, Hong-Kong, Taiwan)
- A contest lasting several months providing public and international media visibility to artists, culminating with the award ceremony and exhibitions.
- Important art institutions in China will be invited as the host partners, to raise the academic reputation of the program.
- Use the internet as a platform to ensure the public interest.
- The program will benefit from SG's experience as an "Art bank" passionate about nurturing talents.





# Societe Generale Chinese Art Awards Details

# Artwork submission & Selection

## Online artwork submission

### A registration website

- A five to six pages bilingual campaign website in both simplified Chinese and English to communicate information on the art contest including rules, Jury's biographies, submission page, partners information and media corner.
- An **artwork submission module** to allow artists to upload images/videos of their work. Each candidate will have to provide text description and image for the artwork, as well as personal details.
- A **jury module** to allow the jury members to log in and have a first assessment of the submissions.
- **Press materials**, selected artworks and exhibitions' details

# ■ A jury made of renowned art experts

A mix of experience and nationalities (7 to 9 persons max) -  
Priority will be given to the program sponsors

Gallery, museum curator (s) with the perspective of the art events and exhibitions (1/2)

Art Critic(s), with the local art trends perspective (2/3)

Market Expert(s), for the perspective of the artists market (1)

Media Observer(s), to bring international media visibility (1/2)

One Representative from SG Art Department (1)

**Project Director**

**Laurent TISON  
Communications  
Director  
SG Asia Pacific**



# The Awards

## 2 Jury prizes

The art jury will independently determine the 20 nominees and award 2 winners



## 1 public award

Public votes (via Internet) will award the public prize, among the nominees

All artists nominated by the Jury will also be offered an international exhibition tour in Beijing, Taipei, Hong-Kong and Paris

# Awards Assignment

## Final Nominees: 10/20 Artists

**Prime Award: 1 artist**

Money prize of 15,000Eur

**2<sup>nd</sup> Award: 1 artist**

Money prize of 7,000Eur

**3<sup>rd</sup> Award: Public prize**

Money prize of 7,000Eur



# An event for 157.000 staff in Societe Generale

## **SG staff contest**

All staff will vote via intranet and answer an art quiz.

The 3 winners will be offered a 3 days trip in BJ for the “Vernissage”



## **SG branches in 83 countries**

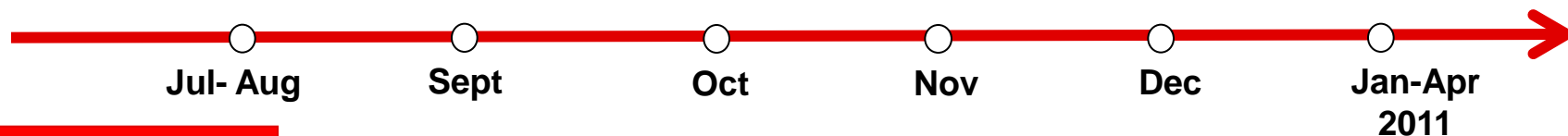
Can arrange a local exhibition in 1H2010 and will be allowed to purchase the artworks to decorate the SG offices with “SG Chinese Art Awards 2010” selected artworks.

# An international exhibition tour

- The 20 nominees will provide 1 or 2 art pieces for an exhibition tour in Beijing, Taipei and Hong-Kong (2 weeks in each city).
- An exhibition will also be arranged in Paris
- Other cities like Singapore, Tokyo have also shown an interest for a local exhibition with the nominees



# Time Line



## Preparatory Phase

- Project finalization
- Jury members selection
- Media Partnership
- Website setting
- Partnership with academies
- Sponsors research

## Press Conference

Launch the event

## Award Ceremony & Beijing Exhibition

## Collection Phase

Collecting artworks  
PR & Adv. for artwork  
collecting

## Selection Phase

Selecting 20 nominees

## Exhibition Tour

After PR



# Event Details

**We stand by you**