

M&C SAATCHI GROUP

M&C SAATCHI GROUP & SAATCHI GALLERY LAUNCH ART PRIZE TO DRIVE MEANINGFUL CHANGE FOR EMERGING ARTISTS WORLDWIDE

M&C Saatchi Group continue to deliver on their strategy to deliver meaningful change by launching a global Art Prize in partnership with Saatchi Gallery to identify the next generation of emerging artists based on this year's theme, Equality.



EMBARGOED UNTIL 9AM BST 14th JULY 2022

London, UK, 14 July 2022: Today, global creative company, M&C Saatchi Group and London's iconic Saatchi Gallery have launched a new international art initiative – the annual **Art for Change Prize**.

M&C Saatchi Group's partnership with the renowned contemporary art gallery aims to deepen access to contemporary art, broaden learning opportunities for young people in the UK and worldwide and identify the next generation of artists influencing *real* societal change. Together they believe in the power of creativity to change the world.

Moray MacLennan, M&C Saatchi CEO, comments: "Our partnership with the Saatchi Gallery is about providing meaningful support for emerging artists, globally. It is also about having a positive impact on society, because that's what art can do, create Meaningful Change."

Paul Foster, Director Saatchi Gallery, adds: "Art has the ability to help us understand ourselves; explore the issues we face as individuals and as a species; and to contribute fresh ideas for the future. We need those ideas more than ever. We need visionary artists and their creativity more than ever. Our aim is to nurture and develop this prize so that new voices from around the world are heard and progress might be realised."

As part of this shared mission in making art, culture, and creativity accessible to everyone, this free-to-enter prize is a celebration of emerging artistic talent. It will highlight and stimulate dialogue around visual arts as a medium for positive global and social change and give exposure to emerging artists worldwide.

With the concept of *Art for Change* in mind, this year's prize invites emerging artists from around the world to creatively respond to the theme of 'Equality'.

A total prize fund of £20,000 will be split between six regional winners, five to receive £2,000 each and one overall winner to receive £10,000. All artists will exhibit their winning works in a dedicated exhibition at Saatchi Gallery, a recognised authority in contemporary art, where the overall winner will be announced.

Applications will be invited through an open call online and the prize is available to emerging artists based in the following M&C Saatchi key global regions UK, Europe, Americas, Asia, Australia, and Africa. A winner from each location will be decided by some of the best business and creative minds from M&C Saatchi Group globally and eminent guest judges. Judges include:

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UK: Ben Golik, Chief Creative Offer at M&C Saatchi London, Darren Bowles, Partner & Executive Creative Director at Re, Part of M&C Saatchi Group, June Sarpong OBE, Author & Broadcaster.

Europe: Vincenzo Gasbarro, Co-Founder & Creative Partner at M&C Saatchi Milan, Klara Eide, Partner & Executive Strategy Director at M&C Saatchi Stockholm, Daniel Sundin, Founder of Litz Art Space Stockholm & Partner & Account Director at M&C Saatchi Stockholm.

Americas: Nicholos Rotondi, Executive Creative Director at M&C Saatchi Sport & Entertainment North America, Lucas Crigler, Creative Director at SS+K, Part of M&C Saatchi Group, Andre Bato, Founder, Director & Creative Director at Andre Bato Corp

Africa: Neo Mashigo, Chief Creative Officer at M&C Saatchi Abel South Africa, Robert Grace, Founding Partner and Head of Strategy at M&C Saatchi Abel South Africa, Mary Corrigan, African Art Critic & Founder of Corrigan & Co.

Asia: Ali Shabaz, Chief Creative Officer at M&C Saatchi Singapore, Tony Liu, Chief Creative Officer at M&C Saatchi aeiou Shanghai, Circe Henestrosa, Fashion Curator & Head of the School of Fashion at Lasalle College of the Arts Singapore

Australia: Emma Robbins, Executive Creative Director at M&C Saatchi Melbourne, Mandie van der Merwe, Executive Creative Director at M&C Saatchi Sydney, Blak Douglas, Artist and 2022 Archibald Prize winner

One overall winner will then be chosen by a grand jury, still to be announced, led by Saatchi Gallery.

To apply artists must be aged 18 or over, within the first five years of what they hope will be a successful artistic career and be working in one or more of the following media: painting, drawing, illustration, photography, collage, 2D mixed-media, video or film.

Key Dates

Call for entries open: Thursday 14 July 2022

Deadline for entries: Thursday 8 September 2022, 11.59pm UK BST

Regional winners announced: Friday 28 October 2022

Overall winner announced: Wednesday 7 December 2022

Exhibition dates: Thursday 8 December 2022 – Friday 6 January 2023

For more information and to enter visit <https://mcsaatchi.com/artforchangeprize>

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NOTES TO EDITORS

About M&C Saatchi Group

M&C Saatchi Group is a creative company that connects specialist expertise, fuelled by data, technology and culture, to help clients navigate, create and lead meaningful change. The Group operates across five core divisions: Connected Creativity; Passion Marketing; Global & Social Issues; Brand, Experience & Innovation; and Performance Media. Headquartered in London, operations span 23 countries with major hubs in the UK, Europe, US, Middle East & Africa, Asia and Australia. M&C Saatchi Group's two principles, Diversity of Thought and Brutal Simplicity of Thought, guide how they build teams and solve problems.

It is listed as 'M&C Saatchi PLC' (LON:SAA) on the AIM stock exchange in London.

www.mcsaatchi.com

About Saatchi Gallery

Since 1985, Saatchi Gallery has provided an innovative platform for contemporary art. Exhibitions have presented works by largely unseen young artists, or by international artists whose work has been rarely or never exhibited in the UK. This approach has made the Gallery one of the most recognised names in contemporary art. Since moving to its current 70,000 square feet space in the Duke of York's Headquarters in Chelsea, London, the Gallery has welcomed over 10 million visitors. The Gallery hosts thousands of school visits annually and has over 6 million followers on social media. In 2019, Charles Saatchi formally stepped back from his management of Saatchi Gallery with the organisation beginning a new chapter in its

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history as a fully independent registered charity. Saatchi Gallery has an expansive education and learning program and partners with a wide variety of schools, colleges, universities and community organisations.

The Saatchi Gallery was founded by Charles Saatchi in 1985, ten years before he became a founding partner of M&C Saatchi in 1995. Charles Saatchi stepped down as a Director of M&C Saatchi in 2004 and sold his remaining shares in the Group in 2006.

www.saatchigallery.com

Saatchi Gallery, Duke of York's HQ, King's Rd, Chelsea, London SW3 4RY

Instagram/ Twitter/ TikTok: @saatchi_gallery

Registered Charity Number: 1182328