



Art Prize for Central Eastern Europe and Central Asia in 28 Countries

Henkel Art.Award. 2007 for industrial design

Vienna, March 2007. For the sixth consecutive year, Henkel Central Eastern Europe is announcing the Henkel Art.Award., its annual art prize for the Central and Eastern European and Central Asian region. This award encompasses three key components of modern art – drawing, photography and design – which will alternately serve as the main theme of the award every three years. This year, the Henkel Art.Award. will be granted the second time for design (industrial design).

Henkel considers its art prize, endowed with the sum of 7,000 Euro, to be a contribution to the process of European integration and to the cultural understanding of the region. This is a topic which is of increasing importance, thanks to the process of EU enlargement in the CEE region. Promoting young, talented artists is also one of Henkel's priorities. For this reason, Henkel is also granting a Youth Artist's Prize endowed with a monetary award of 2,000 Euro to the participants of the Artists-in-Residence Program of "KulturKontakt Austria".

An additional attractive feature of the Henkel Art.Award. is an exhibition of the works of art created by the nominated finalists in Vienna in November 2007 as well as an exhibition of the award winner in his or her home country with the support of Henkel CEE.

After the awards ceremony, previous winners of the Henkel Art.Award. have gone on to be invited to international exhibitions. For example, the works of Dan Perjovschis were exhibited in Cologne, New York and in a large exhibition organized by the Generali Foundation in Vienna. Furthermore, the photographic artist Vidmantas Ilciukas was the Lithuanian representative at the large art project called "Compilation Europe", which took place in Hainburg near Vienna.

KulturKontakt Austria has served as the long-term partner of Henkel CEE for this project. For the last ten years, it has been carrying out artistic projects in Central, Eastern and Southeastern Europe, and has also initiated an artists-in-residence program for artists and photographers from Central, Eastern and Southeastern European countries.



About Henkel CEE – Responsibility to Society as the Driving Force

“The future lies in the emerging markets, in the new countries and markets. It not only applies from an economic but from a social point of view as well. Promoting art is therefore a top priority for Henkel. Art contributes to international understanding and to a greater appreciation of other cultures. With the Art.Award., we are making a vital contribution to this process”, says Mr. Günter Thumser, President of Henkel Central Eastern Europe.

Henkel CEE based in Vienna has positioned itself as the regional headquarters for Central and Eastern Europe within the worldwide Henkel Group. Henkel products have been available in Austria for 120 years. The company has been manufacturing at its business location in Vienna since 1927.

Today, Henkel CEE has market responsibility for 30 countries, with a total population of approximately 490 million people: Austria, Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Macedonia, Moldova, Mongolia, Poland, Romania, Russia, Serbia and Montenegro, Slovakia, Slovenia, Tajikistan, Turkmenistan, Turkey, Ukraine and Uzbekistan.

Henkel CEE employs 8.762 people, posting revenues of 1.881 billion Euro in 2006. Henkel CEE is the market leader for adhesives and hair cosmetics in Central and Eastern Europe and a strong number two in the detergents segment. Henkel is also the leading regional provider in the technologies segment. The most well-known Henkel brands include Loctite, Pattex, Schwarzkopf, Poly, Fa, Silan and Persil, the premium brand which celebrates its 100th birthday in 2007

In cooperation with KulturKontakt Austria, Henkel CEE invites artists from Central and Eastern Europe as well as Central Asia to apply for the art prize and the artists-in-residence program.

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The prize winner will be selected by an international jury and will receive a monetary award of 7,000 Euro. Henkel will also provide support to organizing an exhibition of the prize winner in his or her homeland as well as an exhibition to be held in November 2007, featuring the entries of all nominated finalists.



Application materials:

- Curriculum vitae and artistic career (in English or German)
- Documentation of the artistic work (plans/blueprints or printable [300dpi] photos of the work)
- All works must originate after the year 2004
- The works have to be either industrial design (works of other fields of design are excluded)
- Only artists from the following countries are eligible to participate: Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Macedonia, Moldova, Mongolia, Poland, Romania, Russia, Serbia and Montenegro, Slovakia, Slovenia, Tajikistan, Turkmenistan, Ukraine and Uzbekistan.

The works should **not** be in a relation to Henkel or Henkel products!

Henkel CEE can not assume any liability for any losses or damages to the works of art. A national jury will select the country's five best artists, a international jury (requested: Tulga Beyerle, FH-Prof. DI Gerhard Heufler, o.Univ.-Prof. Mag. arch. Paolo Piva, Jurgen Bey, acceptances by Katarina Hubova und Wladyslaw Pluta)elects the finalists and the award winner from among the works of art which are submitted.

The works of art created by the five nominated finalists will be shown to the public within the framework of an exhibition held in Vienna in November 2007. The artists will be asked to make additional photographs available for this exhibition. Transport costs of up to 150 Euro will be covered.

The works of art submitted by the artists will be returned after the jury session or the exhibition. No fees will be paid to the artists for participating in the prize competition. There is no competition charge.

Entries for the Henkel Art.Award. 2007

By June 08, 2007 at the latest (date of postmark) to:

Henkel Bulgaria EOOD
C/o Dessislava Boyadjieva
Business Park Sofia
str. 1, block 2, 4th floor
BG-1766 Sofia



For further information, please contact KulturKontakt Austria at the email address application@kulturkontakt.or.at or the telephone number +43-1-523 87 65 Ext. 43.

Henkel Youth Artist's Prize – Artists-in-Residence Program of KulturKontakt Austria

The artists-in-residence program of KulturKontakt Austria offers a three-month scholarship in Vienna to artists specializing in the field of the fine arts as well as photographers from the emerging markets of Central, Eastern and Southeastern Europe. The scholarship encompasses a studio, room, insurance, a monthly monetary grant of 1,000,- Euro as well as a presentation of the works of art at the end of the three-month stay. Artists up to 40 years from the emerging markets of Central, Eastern and Southeastern Europe are eligible to apply.

Within the framework of the artists-in-residence program of KulturKontakt Austria, Henkel Central Eastern Europe announces its annual Youth Artist's Prize for industrial and product designers from the following countries: Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Macedonia, Moldova, Romania, Serbia and Montenegro and the Ukraine. The winner will receive a three-month scholarship from KulturKontakt Austria and a monetary award of 2,000 Euro from Henkel CEE.

The winner will be selected by an international jury and notified in written form. The jury session will be held at the beginning of September in Vienna. Following the decision of the jury, the results can be viewed on the home page of KulturKontakt Austria.

The application materials must include the following:

- Curriculum vitae and outline of artistic career (in English or German; age limit 40 years)
- Samples of works of art in the form of photos, slides, folder and/or art catalogues (maximum size: A3). No CDs allowed.

The works of art will be returned after the jury session at no cost to the applicant. Oversized works of art or applications per e-mail will not be accepted.

Entries for the Henkel Youth Artist's Prize

are to be sent by July 6, 2007 at the latest (date of postmark) to the following address:



KulturKontakt Austria

Cultural Promotion and Sponsoring

Universitätsstraße 5

A-1010 Vienna, Austria

For further information, please contact KulturKontakt Austria at the e-mail address:

application@kulturkontakt.or.at or the telephone number +43-1-523 87 65 DW 43.