



Press Release

Stockholm, 9 June 2016

## **2017 Absolut Art Award Jury announced and new Emerging Artist Award**

**2017 Jury President: Daniel Birnbaum**

**2017 Jury: Simon Castets, Elena Filipovic, Polly Staple and Jack Bankowsky**

Absolut is pleased to announce the Jury for the 2017 Absolut Art Award, led by newly-appointed Jury President **Daniel Birnbaum**, Director of the Moderna Museet, Stockholm. The international Jury for the 2017 Absolut Art Award comprises four additional distinguished art world figures: **Simon Castets**, Director and Curator of Swiss Institute, New York; **Elena Filipovic**, Director and Chief Curator of Kunsthalle Basel; **Polly Staple**, Director of Chisenhale Gallery, London; and **Jack Bankowsky**, critic, curator and Editor-at-Large at *Artforum*.

For 2017, Absolut launches a new strand of the Award – the Emerging Artist Award – which will sit alongside the Absolut Art Award for Art Work and Art Writing. Individuals under the age of 40 who have collaborated with the brand creatively from January 2015 to February 2017 are eligible to be nominated by their local Absolut teams.

The Absolut Art Award offers an artist and an art writer a unique opportunity to realise their dream project, unencumbered by commercial restraints, and demonstrates our continued commitment to supporting and collaborating on transformative projects with the world's most interesting creative talent.

The winner of the Absolut Art Award for Art Work will receive a cash prize of €20,000 complemented by a budget of €100,000 to produce and exhibit a new art work or project, and the winning art writer will be awarded a cash prize of €20,000 along with a budget of €25,000 to be used towards the research and production of a new art publication.

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The Absolut Company has the worldwide responsibility for the production, innovation and strategic marketing of Absolut Vodka, Malibu, Kahlúa, Wyborowa, Luksusowa and Fris.

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Each member of the 2017 Jury will invite two nominators, who range across multiple artistic disciplines and professional art backgrounds, to nominate five artists and one art writer unrestricted by age or geography, generating a maximum of fifty nominees for the Art Work category and a maximum of ten nominees for the Art Writing category. The Jury will select one winner in each category from a final shortlist of five artists and five art writers.

The winner of the first Emerging Artist Award will be chosen from the list of nominees by the distinguished 2017 Absolut Art Award Jury. They will receive a cash prize of €20,000, along with a budget of €25,000 to realise their winning project or art work in their region.

The winners of the three Absolut Art Award strands – Art Work, Art Writing, and Emerging Artist Award – will be announced during the Vernissage of La Biennale di Venezia – 57th International Art Exhibition in May 2017, followed by an award ceremony in September 2017 in Stockholm, Sweden.

“There are those rare awards in the cultural field that don’t only honour what has already been achieved, but also function as catalysts for things yet to come. The Absolut Art Award has established itself as one of these inspirational prizes, both for the most relevant artists and the key voices in contemporary art writing. I am honoured to chair the 2017 instalment of the award”, says Daniel Birnbaum, 2017 Absolut Art Award Jury President.

“We are delighted to announce this year’s Jury and begin our search for the winners of the 2017 Absolut Art Award. The Award offers artists and art writers the opportunity to realise their dream project and it is great to be able to support creative talent in this way. The new part of the Award – the Emerging Artist Award – will also continue our commitment to supporting young creatives”, says Saskia Neuman, Global Art Manager, Absolut, and Director of the Absolut Art Award.

## THE 2017 ABSOLUT ART AWARD JURY

### 2017 Jury President:

**Daniel Birnbaum** has been the Director of Moderna Museet, Stockholm since autumn 2010. He was the Rector of Städelschule in Frankfurt from 2000 – 2010, and Director of

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the Kunsthalle Portikus. He is contributing editor of *Artforum* in New York and has curated exhibitions including 'Airs de Paris' at Centre Pompidou in Paris (in co-operation with Christine Macel) in 2007. In 2009, Daniel was the Director of the 53rd Venice Biennale.

### 2017 Jury Members:

**Simon Castets** is the Director and Curator of Swiss Institute, New York and co-founder of 89plus. His curatorial work includes exhibitions and programmes at Palais de Tokyo, Paris; Moderna Museet, Stockholm; Serpentine Galleries, London; Centre Pompidou, Paris; Museo Jumex, Mexico City, among others.

**Elena Filipovic** is Director and Chief Curator of Kunsthalle Basel. She was Senior Curator at WIELS Contemporary Art Centre, Brussels from 2009-2014, and in 2008 co-curated the 5th Berlin Biennial with Adam Szymczyk.

**Polly Staple** has been Director of Chisenhale Gallery, London since 2008. She was formerly Director of Frieze Projects and Curator at Cubitt Gallery, London. Staple has written for numerous catalogues and publications; she was formerly Editor at Large of *frieze* magazine.

**Jack Bankowsky** is a critic, curator, and Editor-at-Large at *Artforum*. He served as Editor-in-Chief of *Artforum* from 1992 to 2003, and is the founding editor of *Artforum's* sister publication, *Bookforum*, where he was editor from 1996 to 1998.

### Notes to the editor:

#### Absolut and Art

The first spirit brand to forge genuinely close ties with art and artists, Absolut has been active in the art world since 1985, when it invited Andy Warhol to create the first in a series of iconic advertisements inspired by the Absolut bottle. Since then, Absolut has collaborated with more than 550 artists on over 850 commissioned projects. Today, Absolut supports acclaimed artists, art writers and institutions in their efforts to present new works, stimulate ideas, bring people together and broaden access to creativity.

#### The Absolut Art Award

The Absolut Art Award was instituted in 2009 to mark 30 years of creative collaborations with artists. The award offers an artist and an art writer a unique opportunity to realise their dream projects, demonstrating Absolut's continue commitment to collaborating on transformative projects with the world's most creative talent. In 2012, Absolut announced

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a new format for the Absolut Art Award providing recognition and project funding for both artists and art writers. In 2016, Absolut announced the introduction of the Emerging Artist Award, a new part of the award for 2017.

In 2015, the Absolut Art Award for Art Work was awarded to Frances Stark, and to Mark Godfrey for Art Writing. Frances is working on a pedagogical opera of Mozart's 'The Magic Flute' which will premiere in autumn 2016, and Mark Godfrey is editing an anthology dedicated to 'The Black Art Debate' and African-American art in the 1960s and 70s.

The 2013 Absolut Art Award winners were Renata Lucas for Art Work and Coco Fusco for Art Writing. Renata Lucas created a series of site-specific architectural interventions and installations located throughout the Pier Mauá area of Rio de Janeiro, Brazil, unveiled in September 2014. For the Award for Art Writing, Coco Fusco's book *Dangerous Moves: Performance and Politics in Cuba* was released in October 2015 in collaboration with Tate Publishing.

Absolut continues to offer artists and writers a global platform through artist collaborations, most recently through a number of ambitious site-specific Art Bar installations. Previous collaborations include Jeremy Shaw on *Kirlian* (2012) and Mickalene Thomas on *Better Days* (2013) at Art Basel; Los Carpinteros on *Güiro* (2012) and Ry Rocklen (2013) on *Night Court* at Art Basel in Miami Beach; Adrian Wong on *Wun Dun* (2013), Nadim Abbas' *Apocalypse Postponed* (2014) and Guru Jimmy (2016) in Hong Kong; Olafur Eliasson on *Little Sun* (2014) at Coachella; artist collective Caravan (2014) and Yazan Khalili (2015) at Art Dubai; John Kørner at Chart Art Fair (2015); Sangree at Material Art Fair (2016); and Michele Ormas at Kölner Liste (2016). In September 2015 Ilja Karilampi created *President Room* during the Absolut Art Award ceremony.

[www.absolut.com](http://www.absolut.com)

#AbsolutArtAward

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