



פרס קשת לאמנות עכשווית
מיסודה של משפחת בר-גיל אבידן
Keshet Award for Contemporary Art
Founded by Bar-Gil Avidan Family

Keshet Award for Israeli Art **Herzliya Museum of Contemporary Art**

Mission statement

Keshet Award aims to expand and extend the support of Contemporary Israeli Art through a significant dialogue between a promising Israeli artist and a noteworthy international curator that will lead to a solo exhibition at the Herzliya Museum of Contemporary Art.

Keshet Award is based on a triangle-like structure – a dialogue between a curator and an artist, coupled with funds allocated to facilitate the joint project and accompanied by a professional platform exhibiting the project as a solo exhibition.

The Award seeks to develop the artist-curator relationship beyond Israel by providing overseas opportunities and having the project showcased at the international museum the curator is involved in.

We believe that the collaborative process that Keshet Award enables will build a bridge, a link and a connection to promote and encourage the expression of artists, curators and the participating institutions. We hope that winning the award will be a meaningful milestone for both artist and curator.

The innovativeness of Keshet Awards stands out along side Herzliya Museum of Contemporary Art's other supported activities.

Guidelines

1. The Award's solo exhibition curated by the international guest curator will take place at the Herzliya Museum of Contemporary Art in a 100 sq/m space.
2. An essay of 2,000 words written by the curator will be published in the exhibition booklet.
3. A talk on the project will be given by the curator to museum members (once or twice).
4. The exhibition will be promoted internationally by the curator and by others.
5. The exhibition will be included in the museum's educational programming.
6. The exhibition will be advertized in social media, newsletter, announcements and museum website.
7. The exhibition will travel to a second venue abroad, to the institution the curator is involved in.

Award Frequency

Keshet Award will be given biennially, with a new guest curator and new Judges' Panel each award.

Award Board and Judges Panel

Award Board: permanent committee includes the donors, the museum's director (who is also the head of the Judges Panel) with an option for a member of the museum's board of trustees.

Judges' panel: temporary panel whose members are invited by the Award Board. The Judges' Panel will include 5 members among them well known curators, prominent artists, leading academia members and Keshet Award donors. The panel includes equal number of men and women.

Head of Panel - Dr. Aya Lurie, Director and Chief Curator, Herzliya Museum of Contemporary Art – non-voting member

Award producer & coordinator - Vered Gadish, participates in all forums – non-voting member

International exposure

The Herzliya Museum of Contemporary Art and the parties involved will make all efforts in finding a distinguished exhibition venue abroad for the Keshet Award project. If required, the donors will provide funding to facilitate the exhibition overseas.

Award terms and conditions

1. Artist no older than 45 years old
2. Israeli citizen who lives in Israel and conducts a continuous and known career as an artist
3. Exhibited in at least two museum group exhibitions or one or more solo exhibitions in Israel
4. Holds B.A in art from a known art institution
5. Medium – painting, sculpture, drawing, photography, video, installation or other
6. Award will not be given twice to the same artist. Award is both for female or male artists.

Curator's guidelines

An international museum curator who writes, researches, active, holds a noteworthy reputation and has curatorial experience.

The curator is required to visit Israel twice:

1. Review and select the winning artist and his/her proposal (detailed below)
2. Accompany the installation of the exhibition, opening reception, lecture

Project selection process

1. The Judges' Panel will select about 10 artists (each panel member will recommend 2-3 artists) to be shortlisted for the Award as per the Award's terms and conditions.
2. Each of the nominated artists will be required to submit a written presentation that will include CV, selected works, scanned catalogues and a preliminary proposal for the exhibition in Hebrew and in English. All submitted materials will be forwarded to the curator by email.
3. The curator will visit each artist's studio for an equal visiting time of at least 90 min.
4. The curator will select 50% of the proposals suggested by the Judges' Panel, which will go on to the next level.
5. Each of the 5 artists will present their proposals to the curator. Out of the 5 proposals, the curator will make his decision on the winning one.
6. The curator alone will make his/her exclusive and final decision yet with the recommendation of the Judges' Panel. The curator will submit his/her decision in writing to the Panel.
7. The curator's decision and Judges' Panel approval will be final and cannot be appealed.
8. The selection process will be carried out while the curator is in Israel for the first research trip.

Proposals and judging criteria

1. The proposals have to engage in social, cultural and economic perspectives, explore both time and place or offer an interdisciplinary discourse with other forms of artistic expression.
2. The proposals will be reviewed according to several criteria: concept, usage of materials and technique, uniqueness and originality, whether proposal is achievable, and the likelihood of it being exhibited abroad.

Submission process

The artists will be notified on their nomination as early as possible following the formation of the shortlisted nominees.

The artists will be required to submit their proposals which include CV, presentation of selected works, scanned catalogues and proposal description of no more than two A4 pages, font Arial size 11 in Hebrew and English.

The proposal should be submitted to the museum as per the announced deadline.

All submitted material will be forwarded to the curator by email.

The artists will prepare for the curator's studio visit during which they will present previous works, catalogues and their proposal.

Schedule

Judges' Panel to select 10 shortlist artists – December 2017

10 shortlisted artists to submit proposals – January 2017

Guest-curator's research trip to Israel – visit artists and review Keshet Award proposals – Feb/Mar 2018

Public announcement of Keshet Award winner – Feb/Mar 2018

Keshet Award exhibition + curator's second trip to Israel – May 2019