



FACT SHEET

Title:	Terna Award for Contemporary Art
Subject:	“Transmitting Energy: a Contemporary metaphor”
Artworks	Paintings, Photography, Elaborations, Light-Box
Concept:	Terna
Sponsored by:	Ministry for Cultural Heritage and Activities, Ministry for Youth Policies
Curators:	Gianluca Marziani and Francesco Cascino
Website:	<u>www.premioterna.it</u>
Beginning Date:	July 1, 2008
Closing Date:	October 30, 2008 at 6:00 pm
Initiatives:	Catalogue publication Awards ceremony and Art exhibit Period: November-December 2008
Award Categories:	TERAWATT Reserved category only by invitation for artists with already recognized experience in Italy and/or abroad who participate on the basis of their resumes within July 20, 2008. The Limited Evaluation Committee will select the 30 finalist Artworks and among those the Jury will select the winner. GIGAWATT Registration open to artists under 35 years of age that presumably have not yet had the opportunity to adequately develop their artistic search and expression. 50 finalist Artworks will be selected and among them the winner of the award and 6 other artworks will have the right to a purchase award. The finalist artworks will be included in the Catalogue and the winners will collect the award during the Awards Ceremony and be displayed at the exhibit. MEGAWATT Registration open to artists over 35 years of age who presumably have acquired a greater artistic experience. 50 finalist Artworks will be selected and among these the winner and other 6 will have the right to a purchase award. The finalists will be included in the Catalogue and the winners will collect the award during the Awards Ceremony and be displayed at the exhibit.



ONLINE AWARD

All the Artworks participating in the Terna Award, regardless of their category, can be voted on the official website at www.premioterna.it. Everyone can vote, expressing only one preference, during the period from November 3, 2008 and 6.00 pm of November 11, 2008 ("Voting Time"). Voting will be anonymous. The Artwork receiving the highest number of popular votes will be awarded first prize during the Awards Ceremony, displayed at the exhibit and published in the Catalogue.

Online voting begins: November 3, 2008, at 8:00 am

Online voting ends: November 11, 2008, at 6:00 pm

Culture and art under the spotlight: In agreement with the Ministry for Cultural Heritage and Activities, the Award will also support a social initiative in the cultural and artistic fields devolving the prize for the Terawatt category reserved for the well-known artists who will become the protagonists of the ambitious enhancement project for Italian art and culture.

Awards:

TERAWATT Category

Prize for € 100,000.00 to be entirely devolved to social initiatives. In the TERAWATT category, it will be rewarded the work which will be able to render the sense of the art indissolubly linked to the ENERGY TRANSMISSION AS CONTEMPORARY METAPHOR.

GIGAWATT Category

Purchase award for the value of € 10,000.00. From second to seventh place: purchase award for the value of 2,000.00 euro.

MEGAWATT Category

Purchase award for the value of € 10,000.00; from second to seventh place, purchase award for the value of 2,000.00 euro

ONLINE AWARD

Prize for the value of €5,000.00

Registration:

Carefully read the competition regulations. Send the registration form, the image of the Artwork and resume directly to www.premioterna.it or to Premio Terna, c7o Xister, Vicolo della Frusta 8/9, 00153 Rome



Awards: At the Awards Ceremony and in any case no later than January 31, 2009

Press conference: Tuesday, July 1, 2008, 11:30 am

Press conference venue: Maxxi, Museo nazionale delle arti del XXI secolo
Via Guido Reni 6, 00196 Roma

Information: info@premioterna.it
and
Xister srl
Vicolo della Frusta, 8/9 – 00153 Roma
Tel. + 39 06 58335926

Press Office: Studio Pesci di Federico Palazzoli
Via San Vitale 27, 40125 Bologna
Tel. +39 051 269267 – Fax +39 051 2960748
www.studiopesci.it
info@studiopesci.it