

**TERNA PRIZE 02: THE SECOND EDITION OF THE PRIZE
DEVOTED TO CONTEMPORARY ART IS ABOUT TO BEGIN**

“Energy: Mankind = Future: Environment. *The proportion for new aesthetics*”:

***This year’s novelties: a new curator, internationalization, a new Committee of Honor and Jury,
greater selection of the artworks, attention to gallery owners.***

Tuesday, May 26, 2009 at 12.00 noon at the MAXXI, National Museum of the Arts of the 21st Century, Terna and the Minister for Cultural Heritage and Activities will present the **second edition of the Terna Prize**, a project aimed at promoting contemporary artists and art through an innovative formula of synergy between the business world and culture. The Terna Prize, an original idea within the national cultural scenario, inputs energy of established and emerging artists into the network, joining research and competition, transmission of values and ideas, public and private initiatives. The first edition of the contest, launched in 2008, obtained a wide success among artists and the public; nearly 3,200 artworks participated in the contest in four months and over 600 thousand visitors in the website with 3 million pages visited and a media coverage that had never been registered for similar initiatives: over 400 articles published in newspapers, radio, TV and specialized press. The press conference was attended by **Sandro Bondi**, Minister for Cultural Heritage and Activities, **Flavio Cattaneo**, Terna’s CEO, **Renato Mannheim**, President of ISPO - Istituto per gli Studi sulla Pubblica Opinione (Institute for Studies on the Public Opinion) and the curators of the Prize, **Gianluca Marziani** and **Cristiana Collu**.

“Energy: Mankind = Future: Environment. *The proportion of new aesthetics*”: this is the theme of the Prize’s second edition on which artists are invited to express their creativity. Inspired by Terna’s values and activities, safely managing 24 hours a day the electricity transmission in Italy, the theme was chosen with the intention of encouraging reflections on an aspect that involves everyone as “inhabitants” of the planet: the need to look ahead to mankind’s future with a responsible attitude toward the environment and energy. The artists can register directly on the website www.premioterna.com in one of the categories: **Gigawatt** and **Megawatt**, respectively for artists under and over 35 that work in Italy, **Connectivity** for Italian and foreign artists that work steadily in New York and, upon invitation, the **Terawatt category** for established artists.

The second edition introduces various novelties. The first one is that Gianluca Marziani will be working with a new curator, Cristiana Collu, Director of the Man, Art Museum of the Province of Nuoro since 1997, professor of Contemporary Art at La Sapienza University, Rome. A new Committee of Honor chaired also this year by **Sandro Bondi**, Minister of Cultural Heritage and Activities and formed by **Carlo Sangalli**, President of Confcommercio, **Giuseppe Guzzetti**, President of Fondazioni Bancarie, **Federico Motta**, President of the Italian Editors Association and of the European Editors Association, **Domenico De Masi**, professor of Occupational Sociology, **Massimo Di Carlo** President of Italian Gallery Owners.

As part of the Prize’s internationalization, the **Connectivity** project was created that includes a new category of participation reserved to all artists, both Italian and foreign, who work steadily in New York. This project will also select a world capital each year with which it can establish “connectivity”. The first city will be **New York** where, next June 25th, **upon invitation of the Chelsea Museum the exhibit of the 16 winning artworks of the Terna Prize 01 will be held.**

The procedure for choosing the participating artists will be even more selective: three winners instead of seven and 30 finalists instead of 50 for each one of the three categories – Megawatt, Gigawatt, Connectivity.

Among the important novelties, the **Committee of Gallery Owners**, coordinated by the art advisor **Francesco Cascino** and formed by six of the most representative and prestigious Italian galleries, that will choose among the finalists of the contest other two winners (one for the Megawatt category, one for the Gigawatt). The introduction of the gallery owner category was created with the objective of promoting more constructive dialogue between artists and the market.

The second edition of the Prize also sees the entrance by right into the Jury of last year's winner of the Terawatt category as a sign of continuity between the editions. Therefore, this year **Luigi Ontani** will also be part of the Jury.

The web is confirmed as the Prize's privileged channel of communication and the public will be able to vote their favourite artwork on the website www.premioterna.com, regardless of the category, in this way proclaiming the winner of the "**Online Award**". An important opportunity for every artist will be to have the possibility to use an "artist profile" page, a sort of personal window where, in addition to the artwork participating in the Prize, the artist can include his CV, other three works and a video, all this to represent his work. The Terna Prize 02 is open at no cost to the participation of all artists over 18 with paintings, photographs, elaborations, light-box, etc.

Lastly, a new Internet domain which is a natural "consequence" of the project's internationalization, the web address changes passing from the .it domain to the ".com" which is more appropriate in meeting the communication needs to and from other countries.

The **prizes**, for a total value of 185 thousand euros are distributed among the different categories. The first prize of the Terawatt category, for a value of 100 thousand euros, will follow the same method used last year: 70,000 euros will be allocated to a social initiative in the cultural and artistic field. The remaining 30 thousand euros will be allocated to the winning artist who during the Prize's next edition will also contribute to its creativity. The winners of the Megawatt and Gigawatt will be awarded a three month artist residency program in New York, while the winner of the Connectivity category will be awarded with three months in Rome. The second and third places will win purchase bonuses for a value of 4,000 and 3,000 euros. The most voted artist by the popular on line vote will receive a purchase bonus for a value of 4,000 euros.

www.premioterna.com

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