



**SKODA Auto India and Seventy Event Media Group announces second edition of
THE SKODA PRIZE for Indian Contemporary Art 2011**

The award aims to recognize and honour the talent from the world of Indian contemporary art

New Delhi, Friday 27th May 2011: After the stupendous success in 2010 of **The SKODA Prize**, SKODA Auto India and Seventy Event Media Group have come together again to present year two of this prestigious award celebrating contemporary art in India.

Last year, the prize received a total of 169 entries from across India and after careful consideration the judging panel selected the Top 20 artists and then the Top 3. The winner was Delhi-based artist Mithu Sen, who was awarded the first SKODA Award for Indian Contemporary Art and a cheque for a million rupees. She was one of the Top 3 finalist artists apart from Balasubramaniam Alwar and Kiran Subbaiah. Mithu's work on paper "Black Candy" with the added tag-line *iforgotmypenisathome* was a funny commentary of male sexuality and its psychic anxieties, which was much appreciated. She was awarded the prize by the World-famous sculptor Anish Kapoor.

The SKODA Prize will be an annual celebration of recognition of outstanding work in contemporary art in the country. It is a first of its kind award that strives to recognize and reward young Indian artists under the age of 45. Each artist will be judged on the exhibitions, or other presentations of their body of work produced in the twelve months preceding the award.

The jury panel for the award is chaired by one of **India's most prominent philanthropist and art curator Kiran Nadar**. She has recently opened the largest private museum of Indian contemporary and modern art in the country. Other Jury members include **Pooja Sood** who is the **Director of KHOJ International Artists' Association**, an autonomous, artists' led registered society aimed at promoting intercultural understanding through experimentation and exchange. **Vivan Sundaran** a **renowned India contemporary artist** who has been consistent in his pursuit of a politically honed art. His works on many different media, including painting, sculpture, printmaking, photography, installation and video art, and his work is politically conscious and highly intertextual in nature.

Speaking on SKODA Prize, Thomas Kuehl, Board Member and Director Sales & Marketing, SKODA Auto India, said *"With the second year of The SKODA Prize, we truly hope that we are able to transcend the geographies and move beyond the tier 1 markets. Through this we can provide an*



opportunity to so many contemporary Indian artists who have the talent but not the platform. In our first season we identified immense talent from the metros, so this year's focus for the search for India's talent in contemporary artist will go beyond the metros to smaller towns and cities. We at Skoda look forward to an exciting second year of 'The Skoda Prize'"

Martin da Costa, CEO, Seventy Event Media Group added "We were amazed at the success and impact of the Skoda Prize last year. It was a triumph on two levels. One was the impact and attention it brought to the world of Contemporary Indian Art, and to Mithu Sen the first winner of the Prize. The second - which was as interesting and I think as historically valuable - was the fact that we were able to archive and store over 170 separate exhibitions and artists from the 2010 Indian Art calendar. The SKODA Prize has therefore become not just a celebration of India's best regarded Contemporary Artists, but a repository of all the best Art exhibited in India over the next 20 years. The SKODA Prize will become a major cultural resource for India. "

Artists can enter their nominations for The SKODA Prize based on guidelines given on the official website www.theskodaprize.com.

Top 20 shortlisted artists will be featured in The SKODA Prize Catalogue and the artworks of the final three artists will be exhibited in New Delhi. The SKODA Prize patron Pro Helvetia – Swiss Arts Council will offer a four-week residency each in Switzerland to the two runners-up of the The SKODA Prize 2011.

The final winner will be announced in January and shall be awarded **Rs. 10,00,000** apart from earning the prestigious title of The SKODA Prize winner for the year 2011-2012