

Press Release

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FREEDOM
TO CREATE

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Prize to Champion Creative Freedom

1 July, 2008, London – A unique creative-prize has been established to recognise artists who use their talents to promote creative freedom, empathy and understanding and to confront discrimination and oppression.

The Freedom to Create Prize will carry a total prize of US\$ 125,000 and be judged by a panel of eminent artists and human rights experts. It will consist of three categories, including one for imprisoned artists.

The prize has been established by the philanthropic organisation, ArtAction. The magnitude of the total prize reflects the importance of promoting creative freedom especially in repressive societies.

The main category in the Freedom to Create Prize category is open to artists in all creative fields including the visual arts, film, music, dance and literature. The prize will be awarded to an individual or group that uses their creative work to promote human rights and freedom of expression in a restrictive or repressive environment. The winner of this award will receive \$50,000 (\$25,000 to the artist or group and \$25,000 to a nominated organisation to further the cause the artwork has highlighted). The second and third placed artist will receive \$15,000 and \$10,000 respectively.

The Freedom to Create Youth Prize is open to artists who are under the age of 18 with the winner receiving \$25,000 (\$10,000 towards an education scholarship and \$15,000 for a nominated advocacy issue).

The final category, Freedom to Create Imprisoned Artist Prize, focuses on artists who are currently imprisoned due to their artwork. The winner will receive \$25,000 towards supporting their family, paying legal costs and supporting advocacy efforts.

ArtAction director, Robert Ashforth, commented: "Freedom to Create is critical in fostering innovation, commerce and prosperity, yet this right is not respected in all countries. Some leaders harass and impoverish their citizens, steal resources, stifle entrepreneurship and undermine human ingenuity and hope. In these societies, art can play an important role in giving a voice to those who are denied opportunity and resources." He added, "The Freedom to Create Prize is not simply about judging the skill of an artist's work, instead it will recognise how the artist has used their work to promote awareness and alert people to the plight of others."

Entries for the Freedom to Create Prize will close on 31 October, 2008 and the winner will be announced in London on 26 November.

About Freedom to Create:

Freedom to Create (www.freedomtcreate.com) is an initiative that seeks to improve lives by addressing society's ability to support and sustain creativity. The initiative focuses on those societies in greatest need.

For creativity to flourish, it's critical to have certain foundations in place – things like education, trust, and freedom of expression. The Freedom to Create initiative concentrates on these foundations. Through our ArtAction arm (www.artaction.com), which was formerly called ArtVenture, we support arts-driven projects that try to strengthen those foundations where they are weak. Through our annual Freedom to Create Prize (www.freedomtcreateprize.com), we celebrate artists who are beacons of inspiration for social change working in the most challenging conditions around the globe. Collectively our efforts seek to drive future prosperity by enabling creativity to flourish.

Freedom to Create is backed by R.F. Chandler(www.rfchandler.com), a Singapore-based private investment group with more than 20 years' experience investing in emerging markets.