

## **LOEWE FOUNDATION**

Established as a private cultural Foundation in 1988 by Enrique Loewe Lynch, a fourth-generation member of LOEWE's founding family, today under the direction of his daughter Sheila Loewe, the Foundation continues to promote creativity, educational programmes and to safeguard heritage in the fields of poetry, dance, photography, art and craft. In 2002, the LOEWE FOUNDATION was awarded the Gold Medal for Merit in the Fine Arts, the highest honour granted by the Spanish Government.

In accordance with LOEWE's ambition to further safeguard its craft legacy of more than 175 years of history, the Foundation created in 2016 the 'LOEWE FOUNDATION Craft Prize', an annual international prize which celebrates excellence in craftsmanship.

Craft artists who leave their individual imprint on their work dig into the quicksands of art and claim the chance of making trades flourish once again, recycling and not forgetting the past.

The LOEWE FOUNDATION believes that the artistic vision describes the craft that will make a better future.

## **Rules of Entry**

### **LOEWE FOUNDATION Craft Prize 2025**

The LOEWE FOUNDATION, a Spanish entity based in Goya 4, 28001 Madrid, Spain, with registered ID Number (CIF): G-78772266 is launching, in collaboration with LOEWE S.A, a Spanish company based in Goya 4, 28001 Madrid, Spain, with registered ID Number (CIF): A-28003861, an open call for the eighth LOEWE FOUNDATION Craft Prize 2025, hereafter referred to as 'Craft Prize'.

## **Aim**

The aim of this Prize is to disseminate and raise awareness of the work of talented craftspeople, sharing their greatest achievements. The LOEWE FOUNDATION aims to recognise outstanding works that show artistic vision and innovation, and which reflect the personal language and distinct hand of their maker. The LOEWE FOUNDATION aims to support artistic craft and acknowledge leading artisans from around the world at the forefront of their fields. The winning work should reinterpret tradition to make it relevant now and demonstrate the continuing valuable contribution to the culture of our time.

## **Prize**

The Prize for the winning piece of work is fifty thousand euros (50,000 euros). The winning entry can be made up of either one single piece of work or one series of works.

The Prize for the works awarded with a Special Mention is five thousand euros (5,000 euros), regardless of the number of Special Mentions granted.

Prizes will be subject to the withholding of the corresponding Spanish personal income tax (Impuesto sobre la Renta de las Personas Físicas, IRPF) in accordance with current legislation in Spain.

The works created by the Winner and Finalists will be included in the exhibition 'LOEWE FOUNDATION Craft Prize 2025' (herein after 'the Exhibition') and its accompanying catalogue, on view in Madrid in the spring of 2025 or any other location that LOEWE FOUNDATION may deem appropriate.

### Conditions of Entry

All participants must be professional artisans of 18 years or older at the time of the submission of entries. Entries may be made by an individual or collective (as a 'group submission'). Businesses and mercantile companies of any kind are excluded. All nationalities are welcome.

Each participant can present either one single piece of work or one series of works, understood as a number of objects considered as a single artistic creation (henceforth, 'the Work'). This should fall within an area of the applied arts and, as a guide, within the following categories: ceramics, bookbinding, enamelwork, jewellery, lacquer, metal, furniture, leather, textiles, glass, wood, paper, etc.

Materials and products outside the categories listed are not excluded; they may be accepted by the Experts Panel if they comply with the aim and requirements of the competition.

Dangerous, prohibited or alive materials are excluded.

All Works must:

- Be owned by the participant, at all times, since its creation until the end of the License period,
- Be an original one-off piece, handmade or partly handmade by the participant,
- Have been recently created (in the last five years),
- Have won no prizes previously,
- Be innovative, in the sense that it updates tradition,
- Demonstrate artistic intent,
- Be able to travel and be installed by LOEWE and/or the LOEWE FOUNDATION.

These conditions are essential for the Works to be admitted as Finalists.

Each maker may participate with only one Work or one series as an individual or as a group in each call. Works selected as finalists in previous calls of this competition will not be admitted.

- If a participant submits the Work to another competition and wins a prize, or
- if the Work ceases to be in the possession of the participant or
- if, for any reason whatsoever, ownership of the Work is transferred to a third party, or
- if the Work is damaged once it has been submitted, the participant must urgently notify the LOEWE FOUNDATION of such occurrence by email so that the work may be removed from the competition.

Once a Work has been submitted to the competition, it may not be altered in any sense.

In case of detection of any irregularity in the conditions of entry, the participant may be disqualified and his/her application may not be considered.

## Submission of Entries

Entries must be submitted through the [www.loewecraftprize.com](http://www.loewecraftprize.com) webpage from 9 July 2024 to 30 October 2024 inclusive, on which date the period for entry will be deemed closed at 23.59 CET.

Each participant must include the following information. It is compulsory to submit all this information only in English:

- The name of the maker or group, the country/region of entry, date and place of birth, contact telephone number, email and postal address.
- Short biographical note of the maker.
- A portfolio of the maker showing up to 5 highlighted works of the maker's career.
- The name of the Work, its measurements (in mm, cm or m), its material, its weight (in g or Kg), the category in which it is entered, and the approximate value of the Work (in Euro) for insurance purposes.
- Copy of passport or official ID document.
- Brief conceptual and technical statement about the Work presented (not more than 200 words).
- Photographs of the Work presented: a minimum of 2 and a maximum of 5 photographs will be needed, taken from different perspectives and only one of them must make reference to the scale by having a person next to the Work presented. Each photo should be taken with a white neutral background and sent in jpg or png format, minimum size 800 x 600 px and maximum weight 2 Mb.
- Optionally, a video of the Work showing the different perspectives, with a maximum duration of 1 minute.

All participants must take care of the accuracy of the information provided for it will be used in the Exhibition and the catalogue.

All entries presented through the webpage [www.loewecraftprize.com](http://www.loewecraftprize.com) will be confidential. Only LOEWE, the LOEWE FOUNDATION, the Experts Panel and the Jury will have access to them.

Only the winning and the finalist Works will be made public.

## Expert Panel

An Expert Panel will shortlist up to 30 Works from among all the entries submitted. These finalists (hereafter called the 'Finalists') will be then submitted to the Jury for their final decision.

In this call, the Expert Panel will be composed of:

- Andrew Bonacina, LOEWE Art Advisor and independent curator.
- Antonia Boström, Director of Collections at the Victoria & Albert Museum, London.
- Hyeyoung Cho, Chairwoman at the Korea Association of Art and Design.
- Michelle Fisher, Curator of Contemporary Decorative Arts at the Museum of Fine Arts, Boston.
- Sara Flynn, ceramicist and finalist of the LOEWE FOUNDATION Craft Prize 2017.
- Kevin Grey, metal artist and finalist of the LOEWE FOUNDATION Craft Prize 2024.
- Wolfgang Lösche, Head of Exhibitions and Fairs at the Chamber of Skilled Trades, Munich.
- Ibrahim Mahama, mixed media artist.
- Juha Marttila, LOEWE Leather Goods Design Director.
- Aya Oki, glass artist and finalist of the LOEWE FOUNDATION Craft Prize 2024.
- Anatxu Zabalbeascoa (Executive Secretary), architecture and design correspondent for El País.

### **Reception and Return of Finalists' Works**

The Expert Panel will deliberate and take their decision at the end of the month of January 2025. After their decision is reached, the LOEWE FOUNDATION will get in touch with all the Finalists by means of the telephone number and/or email included in the entry form.

The Finalists' Works must be in Madrid before 1 March 2025 for the Jury's deliberation and to form part of the Exhibition.

The Finalists will be responsible for suitably crating their Works. LOEWE and/or the LOEWE FOUNDATION will organise their transport to Madrid and will cover all transport costs incurred in this process, as well as any customs duties, taxes, insurance, and the like.

Any Finalists' Work that cannot be transported to Madrid, or which does not arrive in time for the Jury's deliberation, may be automatically disqualified.

The Exhibition may travel to other cities during the License period (see Intellectual Property Rights).

Upon the end of the Exhibition, LOEWE and/or the LOEWE FOUNDATION will return the Works to their respective makers and will also cover all the transport expenses and insurances incurred in this process.

Works will be only returned to the same location where they were collected.

LOEWE and the LOEWE FOUNDATION might request additional Works of the Finalists to be included in the Exhibition.

LOEWE and the LOEWE FOUNDATION shall decide on the final set up and placing of the Works during the Exhibition, and reserve the right not to exhibit Works that have suffered any damage after having informed the Finalists.

LOEWE and the LOEWE FOUNDATION shall take all the measures at their disposal to conserve and safeguard the Works during the Exhibition, and, where applicable, will be liable under the provisions of the insurance policy contracted for this period.

### **Jury**

The Jury for this call will be made up of:

- Jonathan Anderson, LOEWE Creative Director.
- Naoto Fukasawa, designer and Director of the Japan Folk Crafts Museum, Tokyo.
- Olivier Gabet, Director of the Art Department at the Louvre Museum, Paris.
- Andrés Anza, winner of the LOEWE FOUNDATION Craft Prize 2024.
- Minsuk Cho, architect and Venice Golden Lion winner.
- Frida Escobedo, essayist and architect.
- Sheila Loewe (Chairwoman), President of the LOEWE FOUNDATION.
- Magdalene Odundo, ceramist.
- Wang Shu, architect and Pritzker Prize winner.
- Deyan Sudjic, essayist and Director Emeritus of the Design Museum, London.
- Abraham Thomas, Curator of Modern Architecture, Design and Decorative Arts at the Metropolitan Museum of Art, New York.
- Patricia Urquiola, architect and industrial designer.
- Anatxu Zabalbeascoa, architecture and design correspondent for El País.

### **Winning Work**

The Jury will deliberate, take their decision and make it public in the spring of 2025.

The LOEWE FOUNDATION will notify the Finalists in advance the date of the event in which the Jury will make their decision public. All Finalists, if required, agree to be present in this event and must be able to fulfil press requests if any. The LOEWE FOUNDATION would assume travel and accommodation expenses.

The Winner will be invited to form part of the Jury in the following call of the Prize.

The Prize Winner shall be selected by an absolute majority of the votes of the Jury. Each member has one vote, with the Chairwoman of the Jury holding a casting vote.

The decision of the Jury shall be final. No appeal shall be admitted in any case. The Jury's deliberations shall remain confidential.

The Jury is not required to select a Prize Winner if the quality of the applications is not deemed to meet the relevant qualitative criteria. Similarly, the Jury reserves the right to grant a Special Mention to any finalist at its sole discretion.

### **Legal Considerations**

By submitting a Work to this competition, the participant fully and unconditionally accepts these rules. Violations of these rules may be grounds for disqualifying the participant, in which case his or her Work will be withdrawn from the competition.

### **Intellectual Property Rights**

The Winner, the Finalists and any participant to the Craft Prize declare on their honour that the Work they submit is original and has not won any previous awards, and that it does not violate or infringe trademarks, Copyrights, Design or Model, or any other industrial and/or Intellectual Property Rights, or any third party rights, including image, patronym rights and/or rights over the voices.

Also the Winner, the Finalists and any participant to the Craft Prize expressly declare and guarantee that the Work and information entered in the competition fully meets the stipulations of current legislation on the rights to honour, personal and family privacy and reputation, protection of personal data, as well as industrial and intellectual property and any other regulations that may apply.

The Winner, the Finalists and any participant to the Craft Prize also declare that they have not licensed, assigned nor transferred the ownership over the Intellectual Property Rights, nor the material title/property of the Work entered in the competition, in whole or in part to any third party from its creation until the end of the License period.

Participants to the Craft Prize must notify the LOEWE FOUNDATION of any changes in the information about the Work presented.

The Winner, the Finalists and any participant in the Craft Prize accept and undertake to respond to any judicial or extrajudicial claim, as well as to any other claim relating to copyright or other rights, that may be brought against the LOEWE FOUNDATION or LOEWE, and consequently exempt said entities from any liability in relation to the provisions of these rules.

The Winner and Finalists agree to automatically grant to LOEWE and the LOEWE FOUNDATION, upon disclosure of the Experts Panel's decision as to the Finalist works selected, an exclusive worldwide license, free of charge, for a period of 1 year on all Intellectual Property Rights related to their Work, (hereafter 'the License') in view of the Exhibition, its preparation and related communication including the Catalogue, as well as in view of communicating on the Prize, and the project related to the Prize, and in a general manner, the LOEWE FOUNDATION's activities, in particular: the right to reproduce the Work (adapting right included) using any and all methods; the right to represent the Work in all media and using any methods, known and unknown to date; and full rights to translate and subtitle the Works in any language if needed, in whole or in part.

The License shall benefit LOEWE, the LOEWE FOUNDATION and any person or legal entity designated by LOEWE, including its distributors, licensees, and commercial partners and within the LVMH Group to which LOEWE and the LOEWE FOUNDATION belong.

LOEWE, the LOEWE FOUNDATION and the LVMH Group shall be also authorized to use directly or indirectly, in perpetuity, worldwide, directly or indirectly, the Works for internal Company presentations, for internal communications, for external corporate information, for cultural, training, teaching, or information purposes, for internal and external retrospectives, internal and external exhibitions and books, including corresponding promotional materials.

LOEWE and/or the LOEWE FOUNDATION reserve the right not to use the Works in whole or in part.

During the term of the License, LOEWE and/or the LOEWE FOUNDATION only authorize the Winner and the Finalists to use the Works on their personal Website and personal social network pages for professional reference purposes, and only after first disclosure of the Works by LOEWE and/or the LOEWE FOUNDATION. Any other use of the Works shall be subject to LOEWE's and/or the LOEWE FOUNDATION's prior written authorization.

Any mutual reference between the participants, Winner or Finalists, and LOEWE and/or the LOEWE FOUNDATION that could be considered detrimental to its image and/or reputation is also prohibited, before, during and after the term of the License.

Any participant in this Craft Prize acknowledges that, in taking part in it (and in the Exhibition and its communication as regards the Winner and Finalists), he/she acquires no Intellectual Property Rights whatsoever on any sign or creation belonging to LOEWE and/or the LOEWE FOUNDATION, including but not limited to the Trademarks, Designs, Copyrights, and that any use of the said signs or creations can give rise to civil and criminal proceedings.

## Protection of Personal Data

In compliance with Spanish Organic Law 15/1999 of 13 December, on the Protection of Personal Data (Spanish Data Protection Act [Ley Orgánica de la protección de datos con carácter personal]) and Royal Decree 1720/2007 of 21 December, which approves the Regulation implementing the Spanish Data Protection Act (the "Regulation"), you are hereby informed that the personal data provided by contestants and, as appropriate, winners to participate in the contest, are necessary and mandatory to manage their participation and, as applicable, to deliver the prize.

This data will be incorporated into a file in the custody of the LOEWE FOUNDATION (registered office at c/ Goya 4, 28001 Madrid, Spain) and used for the sole purpose of managing contest participation, communication, and prize allocation, including, as appropriate, the posting on social media and other communication channels belonging to LOEWE and/or the LOEWE FOUNDATION of any information related to the cultural events organised by LOEWE and/or the LOEWE FOUNDATION, the control and management of the awards given, the administration of winners and participants, and the public announcement of the winners and prizes. Likewise, by participating in the contest, participants consent and accept that their data may be transferred by LOEWE and/or the LOEWE FOUNDATION to other companies within the LOEWE Group for the purposes specified in this clause, as well as for other correspondence with participants (email, catalogues, events, etc.). Once the contest is over, the LOEWE FOUNDATION will retain the data of the participants and winners who gave their consent to incorporate the same into a file for the purposes of staying informed about the Foundation's latest promotions and activities. The data of the other participants will be deleted from the LOEWE FOUNDATION's personal data processing systems. The processing of personal data will be performed in accordance with the General Data Protection Regulation 679/2016 of the European Parliament and of the Council (GDPR).

Participants may withdraw their consent at any time for any reason, simply by communicating as much to the LOEWE FOUNDATION through any means. Nevertheless, you are hereby informed that the withdrawal of consent during the contest will terminate your participation in the same. Likewise, we would like to inform you that you can exercise your rights of access, rectification, erasure, portability, opposition, the right to be forgotten, and/or non-systematic processing to obtain profiles by sending a written request specifying which right you wish to exercise, with a copy of your national identification document or equivalent, to the address indicated. In addition, participants agree to notify the LOEWE FOUNDATION of any changes to their personal data in order that it is up-to-date at all times and devoid of errors.

The personal data of the Winner and the Finalists may be published by LOEWE and/or the LOEWE FOUNDATION in any means at their disposal, such as its website [www.loewecraftprize.com](http://www.loewecraftprize.com), or on social media in order to promote the Prize and ensure its transparency.

The LOEWE FOUNDATION agrees to process your personal data with the utmost confidentiality at all times and in accordance with the purposes established in this clause. Moreover, the LOEWE FOUNDATION will adopt the technical and organisational measures necessary to ensure the security of your data and prevent its alteration, loss, unauthorised processing or access, taking into account the state of technology, the nature of the data stored, and the risks to which it is exposed, all in compliance with the Regulation.

The competent data protection authority is the Spanish Data Protection Agency, c/ Jorge Juan, 6, Madrid, 28001.

The mechanics of the contest require that the data be provided in a truthful and complete manner, and that the data is maintained and updated with the cooperation of participants. If the personal data is dubious, incomplete, or out-of-date the LOEWE FOUNDATION and/or LOEWE is released, with regard to the specific cases, from the successful completion of the contest and any consequence related to the foregoing, ultimately arriving at the non-declaration of a contest winner as a last resort.



## **Communication**

The Winner and Finalists agree that they shall not make any press announcement, press release or any other communication concerning the Craft Prize and/or the Exhibition without LOEWE and/or the LOEWE FOUNDATION's prior written consent.

The Winner and Finalists agree to make themselves available to LOEWE and the LOEWE FOUNDATION, for the subsequent promotion and dissemination of the Prize, including the self-recorded studio tours and the contribution of content to the platform LOEWE FOUNDATION The Room, in addition to anything else that LOEWE and the LOEWE FOUNDATION decide to promote and disseminate the Prize.

Furthermore, LOEWE and/or the LOEWE FOUNDATION on the one hand, the Winner, the Finalists and any participant for the Prize on the other hand, commit to always refer to each other in professional and favourable terms, in any press announcement, press release or any other communication.

LOEWE and/or the LOEWE FOUNDATION will mention the name of the makers in connection with the Works when using them. They shall also be free to communicate about the Winner and the Finalists, and to credit them in any communication and/or promotional material and tools, in accordance with the use provided within the above paragraphs regarding Intellectual Property Rights.

For communication purposes, LOEWE and/or the LOEWE FOUNDATION shall be authorized to use the name, biography and likeness of the Winner and of the Finalists in any media whatsoever, in accordance with the use provided within the above paragraphs regarding Intellectual Property Rights.

## **Material ownership over the Winner and Finalists' Works**

Upon the end of the one-year License's period from the announcement of the Finalist Works and in the event that the Winner or the Special Mentions decide to sell the material ownership of their Work, LOEWE and/or the LOEWE FOUNDATION shall benefit from a pre-emptive right, namely that the Work shall be first proposed to LOEWE and/or the LOEWE FOUNDATION for sale.

## **General**

LOEWE and the LOEWE FOUNDATION reserve the right to withdraw, suspend, extend or modify the Craft Prize and these Rules of Entry, at any time, without any prior notice in case of any unforeseen circumstances outside its reasonable control or in case of force majeure that may hinder the scheduled procedure of this Prize. No judicial, extra-judicial or any other claim may be brought the participants against LOEWE and/or the LOEWE FOUNDATION.

Any changes in the Rules of Entry will be published in the [www.loewecraftprize.com](http://www.loewecraftprize.com) website. The participant holds the right to withdraw from participating in case he/she does not agree with the changes made.

These rules are available in Spanish, English, Japanese, French and Simplified Chinese. The English version shall prevail.

These rules and all rights and obligations herein, shall be governed by and construed in accordance with the Laws of Spain. Any proceeding and/or legal action arising out of, or in connection with these rules and in a general manner with the Prize, shall be submitted to the exclusive jurisdiction of the Courts of Madrid, Spain.

(LOEWE FOUNDATION Office hours Monday-Thursday 9-18:30 hours, Friday 9-15 hours CET).