

Erarta Museum Inaugurates an Annual Contemporary Art Prize and Announces a Call for Entries

The total prize value of 3.2 million rubles will be divided between artists (2.5 million rubles) and viewers (700,000 rubles). For the first time in history, the prize will be awarded through a public vote rather than by a closed board of experts.

This premise is consistent with Erarta's core philosophy: art is being created by the artist, but it is the viewers' perception that makes it truly powerful. That is why Erarta encourages the viewers to not only vote for the artworks of their choice, but to actively campaign for them and promote them using any creative methods imaginable.

From 9 February through 11 June 2023, Erarta's main exhibition space will showcase 50 creations by our contemporaries selected by the museum out of the entire pool of works submitted by the contesting artists. The exhibition will be accompanied by two rounds of viewer voting: on 10 April, 10 artworks will be shortlisted based on the outcome of the viewers' secret ballot vote, while on the show's closing date the results of the viewers' open public vote will be announced. The 2.5 million rubles of prize money will be distributed among the creators of the top 10 artworks according to the same principle: in proportion to the number of viewer votes received. Every viewer shall have one vote for each round. The 700,000 rubles worth of prize money will be distributed among the viewers deemed by Erarta to be the most committed to and creative in supporting their favourite artworks.

Erarta invites everyone to take an active part in organising the exhibition and finalising its results. The deadline for artist submissions is 1 November 2022. Submissions can be made through the online form at prize.erarta.com.



About the Prize

Erarta Prize is an annual contemporary art prize inaugurated by Erarta Museum. Prize winners will be determined by the majority of votes given by the viewers for their favourite artwork in an open public vote rather than by a closed board of experts. The voting will take place at a special exhibition curated and staged by Erarta Museum.

Please visit prize.erarta.com to learn more about the Prize.

About Erarta Museum:

Erarta is the largest private museum of contemporary art in Russia. Its permanent collection features over 2,800 works by more than 300 artists from all across the country as well as several unique projects created by Erarta: U-Space total installations, Audio Installations, Art-Literature, Art-Animation, and others. Erarta Museum was repeatedly mentioned as a top choice tourist attraction by the world's leading Lonely Planet guidebooks, ranks among the top 10 museums in Russia on TripAdvisor travel website, was spotlighted as one of the '5 Cultural Gems in St. Petersburg' by National Geographic, and became the country's first contemporary art museum to be featured on Google Arts and Culture Project.

In addition to the permanent collection, Erarta annually stages more than 40 exhibitions alternately focusing on painting, sculpture, photography, fashion, design, architecture and video art. Every year, Erarta attracts nearly half a million visitors.

Please visit erarta.com to learn more about Erarta Museum.

Erarta Museum's Communications Department: pr@erarta.com