



blau
orange

07

Kunstpreis der Deutschen
Volksbanken und Raiffeisenbanken

About the art prize

The German cooperative banks have established the art prize as a means of consistently fostering professional creative work. The art prize represents the nationwide commitment of the Financial Services Network in the decentrally organised cooperative banking group, which sponsors numerous local and regional initiatives to support cultural activities.

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New concept: "blueOrange" has become "blauorange"

The art prize of the Deutsche Volksbanken und Raiffeisenbanken (German Cooperative Banks) was redesigned in 2007. The prize, formerly known as the "blueOrange", will provide more intensive and targeted support in the future. The prize, which is awarded annually, now focuses on encouraging and supporting young, internationally active artists living in Germany. Artists who are in the initial years of their professional career are sought as prize winners. Selected art associations and renowned representatives of art academies throughout the country cooperate closely with the banks to determine the prize winner, particularly with regard to nominations and jury selection. Art academies and art associations provide the fertile environment which nurtures numerous contemporary artists of outstanding national and international repute. Each year, representatives of different art associations and art academies are selected to choose the prize winner, and a different venue in Germany is chosen each year for the prize winner's exhibition, so that all regions maintain their involvement over the years. Reflecting the change in concept, the prize has been renamed "blauorange".

Nomination process, shortlist and prize money

The 20 artists to be nominated for the blauorange are recommended by professors at German art academies. The jury, made up of representatives from seven art associations, then select the shortlist from among the nominees. After the candidates have been shortlisted, the winner is selected in a second round of



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evaluation. On July 10, the 2007 blauorange jury picked the artist Danh Vo as the winner; the shortlisted artists were Asli Sungu and Claus Richter. The blauorange consists of a sponsorship prize of € 10,000 plus a further € 10,000 for the prizewinner for work that will be produced specifically for the sponsoring banks, as well as the presentation of his works in a solo exhibition and the publication of a catalogue in the form of an art book. The art experts Veit Loers and Fanny Gonella, who is also the curator for this year's prize, are assisting BVR, which organises the art prize on behalf of its member banks.

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blauorange 2007 prizewinner's exhibition - Danh Vo: Untitled

The exhibition by the 2007 blueorange prize winner Danh Vo will open on November 23, 2007 in the premises of the Potsdam-based Brandenburgischer Kunstverein (BKV). The exhibition will be on show there from November 24, 2007 to January 20, 2008.