

ATENEEO

FERNANDO ZÓBEL PRIZES FOR VISUAL ART

ART 2018

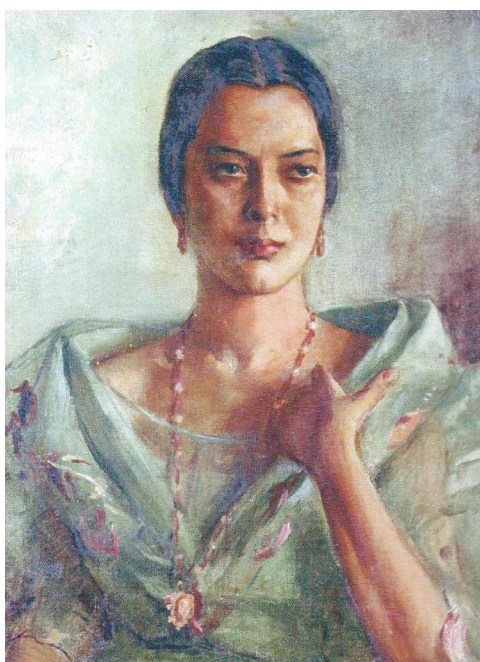
PURITA KALAW-LEDESMA PRIZES IN ART CRITICISM

AWARDS

CALL FOR ENTRIES

PURITA KALAW-LEDESMA PRIZES IN ART CRITICISM

The Purita Kalaw-Ledesma Prizes in Art Criticism, founded in 2014, was established by the Ateneo de Manila University through the Ateneo Art Gallery in partnership with the Kalaw-Ledesma Foundation Inc. and in association with The Philippine Star. In 2016, Ateneo Art Gallery announced ArtAsiaPacific Magazine as a new publication partner for the prizes. It honors the memory of Purita Kalaw-Ledesma, art patron, founder of Art Association of the Philippines (AAP), and an art writer who authored several important books on Philippine Art History.



Fabian dela Rosa
Portrait of Purita Kalaw-Ledesma
Oil on canvas
1932

QUALIFICATION OF PARTICIPANTS

Employees, whether full time or contractual, of AAG and KLF are not allowed to participate.

Must be based in the Philippines.

Bloggers defined as writers of online journals, websites, or whose written work is published in electronic social media may join.

To avoid conflict of interest, the participants must not have a regular column and must not hold an editorial post in any broadsheet or local/international magazine. Regular columnists are not allowed to join but contributors, defined as any person whose written work is published with a byline but not identified as a columnist, may join.

ABOUT THE PRIZES

Two (2) winners will be selected from the shortlisted writers—one for Purita Kalaw-Ledesma Prize - *The Philippine Star* and another for Purita Kalaw-Ledesma Prize - *ArtAsiaPacific Magazine*. The winner for each prize will be chosen by the partner publications from the top three (3) entries. Announcement of winners will be during the Ateneo Art Awards ceremony tentatively scheduled on 26 August 2018 at the Arts Wing, Areté, Ateneo de Manila University.

As one of the main goals of the prize is to get art criticism into the public sphere, the winner of the Purita Kalaw-Ledesma Prize for *The Philippine Star* will be awarded a regular column to be published twice a month or 24 articles for a year, under the column, 'Platforms' in the Arts & Culture section of the paper. The winner of the Purita Kalaw-Ledesma Prize for *ArtAsiaPacific Magazine* will be contributing to this bi-monthly publication, with a total of six articles for a year.

A new partnership begins this year with the Embassy of Spain and Instituto Cervantes through its annual publication titled *Perro Berde*. The two winners of the Ateneo Art Awards - PKL Prizes for Art Criticism will contribute to its 8th edition, scheduled to be released in the first quarter of 2019.

MECHANICS FOR ENTRIES

1. Entries should reflect the style of an art criticism article. Entry should be no more than 1000 words.
2. Visual documentation that complements the article should be submitted with the art critique.
3. The entry must be written on A4 sized paper. The font should be Arial, Times New Roman or Book Antiqua, font size 12.
4. The entries are to be submitted digitally to puritakalawledesmaprize@gmail.com with a cover letter stating that the attached Word and PDF file are being submitted to AAG and KLF for consideration for the Purita Kalaw-Ledesma Prizes in Art Criticism.
5. The body of the email must include the following information: name, email address, mailing address, mobile number, landline and date of visit to the exhibit being reviewed.
6. Exhibit reviews must be submitted digitally as Word and PDF file attachments with no indication of the identity of the writer on the pages where the article is written.
7. Only one entry, an unpublished art critique, per participant is allowed.
8. Submit the **Writer's Profile** as PDF attachment found in this link: <http://ateneoartgallery.org/wp-content/uploads/2018/03/Writers-Profile-PKL-2018.pdf>
9. Deadline for submission of entries will be **Won May 31, 2018, Thursday, 5:00 PM.**

Copyright of the works of the 6 shortlisted writers (including the winners) shall be held jointly with AAG and KLF.

For more information, please contact:

Jay Galang
Exhibitions Coordinator
jgalang@ateneo.edu

 ATENEEO
ART
GALLERY

ATENEO

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The Ateneo Art Gallery (AAG) and the Kalaw-Ledesma Foundation, Inc. (KLF) are pleased to announce the exhibitions to be reviewed by writers interested in submitting entries for the Purita Kalaw-Ledesma Prizes in Art Criticism.

METROPOLITAN MUSEUM OF MANILA

Elmer Borlongan:
An Extraordinary Eye for the Ordinary
22 January - 28 March 2018

AYALA MUSEUM

Curated by Federico de Vera
07 November 2017 -
28 January 2018

Urban Labyrinth: Rodel Tapaya New Works
19 February - 01 April 2018

Alfonso Ossorio Exhibition
26 February - 17 June 2018



For more information, please contact:

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Exhibitions Coordinator
jgalang@ateneo.edu

CULTURAL CENTER OF THE PHILIPPINES

The Ordinary Man: A One Man Exhibition by Josemaria Paolo Icasas
29 November 2017 - 04 February 2018
Pasilyo Vicente Manansala, 2F Hallway

Waterways: Caroline Ongpin Exhibition
24 January - 04 February 2018
Bulwagang Carlos V. Francisco, LT Lobby

Walking Still: Rene Aquitania Exhibition
25 January - 04 March 2018
Bulwagang Fernando Amorsolo, Small Gallery

Garapata for Pasinaya
03 February - 04 March 2018
Pasilyo Guillermo Tolentino, 3F Hallway

Saturday Group 50th Anniversary
03 March - 06 May 2018
Bulwagang Juan Luna, Main Gallery

PAEA 50th Anniversary
20 March - 29 April 2018
Bulwagang Carlos V. Francisco, LT Lobby
Pasilyo Vicente Manansala, 2F Hallway
Pasilyo Guillermo Tolentino, 3F Hallway

Marion Contreras Solo Exhibition
22 March - 13 May 2018
Bulwagang Fernando Amorsolo, Small Gallery

Peek-A-Book - with Intertextual
24 March - 06 May 2018
Pasilyo Victorio Edades, 4F Hallway

Association of Pinoy Printmakers 50th Anniversary
24 May - 15 July 2018
Bulwagang Juan Luna, Main Gallery
Pasilyo Vicente Manansala, 2F Hallway
and Pasilyo Guillermo Tolentino, 3F Hallway

UP VARGAS MUSEUM

Place of Region in the Contemporary: The Initial Project of the Philippine Contemporary Art Network (PCAN)
08 December 2017 - 27 January 2018
All Galleries

Living Architecture at the Vargas Museum: With Special Projects by Junyee and Indy Paredes
03 February - 31 March 2018, 1F Galleries

Beyond Myself: Filipino Migrants' Investments in Philippine Futures
15 February - 24 March 2018, 3F Galleries

Christmas Eve, Emilio G. Santiago, 1942 2018 Vargas Museum Art History Series Exhibition
10 April - 09 May 2018, 3F Galleries

Vic Delotavo: Posters for Philippine Cinema
14 April - 09 June 2018, 1F Galleries

Viay nu Ivatan (Ivatan Life): Olan Gonzales and Francisco Datar
15 May - 09 June 2018, 3F Galleries

MUSEUM OF CONTEMPORARY ART AND DESIGN

Flatlands
07 December 2017 - 04 March 2018

Pacita Abad: A Million Things To Say
12 April - 01 July 2018

