

Allegro Prize 2021 — International Competition for Visual Artists

- **Allegro Prize competition aims to support and promote visual art and opens entries for its second edition on 8 June.**
- **The pool of prizes for the competitors in the 2021 edition is 50.000 PLN. In addition, dedicated webinars will be organized by Allegro to present the philosophy behind Allegro Prize and the ways in which it is aimed to support artists.**
- **Apart from the first, second, and third prizes, ten special mentions are going to be awarded by the competition jury. The profiles and works by competition winners and those who receive special mentions will be presented in Contemporary Lynx Magazine and on the Allegro Prize competition website.**

Allegro and Contemporary Lynx are proud to announce the second edition of the Allegro Prize competition with its prize pool of 50.000 PLN. The competition is aimed to support and promote visual art and to find new talented artists. Entries are open to visual artists of all disciplines, namely students and graduates of art schools and colleges as well as artists who haven't graduated from art schools or colleges but have a documented artistic pathway. No age or geographical restrictions apply, and the organisers will charge no application fees.

The first edition of Allegro Prize, which was organized in 2020, mainly focused on supporting people working in the field of culture that was strongly affected by the coronavirus pandemic. The response from visual artists to our proposal was very positive. We received 1651 applications from 79 countries such as France, the United Kingdom, and Canada. We are on a mission to promote Allegro not only as one of the biggest online sales platforms but also as a patron of contemporary art, said Jacek Weichert, Director for Culture and Entertainment, Collections and Art at Allegro.

The Allegro Prize competition was initiated by Allegro, which started its Collector's Zone in 2018, where contemporary art and antiques are promoted as well as by Contemporary Lynx, an international and independent magazine that focuses on art, culture, photography, design, and collecting.

Extremely attractive about this competition are not only big financial awards but also the promotional advantages, for example, publication of prizewinners' profiles and presentation of their works in Contemporary Lynx Magazine. Apart from that, even those who do not receive prizes have a chance to cooperate with us at a later stage based on the submitted portfolio. That is really not just empty rhetoric. One of the applicants for the first edition of the Allegro Prize competition was Paola Ciarska. She did not receive any award; nevertheless, we invited her to cooperate on the latest edition of our magazine, namely to create the cover, said Dobromiła Błaszczyk and Sylwia Krasoń, the editors-in-chief of Contemporary Lynx Magazine.

Artists who participate in the Allegro Prize competition will have a unique opportunity to present their works to outstanding members of the competition jury who represent different



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fields of art, including: Natalia Sielewicz (curator at Museum of Modern Art in Warsaw, graduate from Central Saint Martins College and Courtauld Institute in London), Valeria Napoleone (collector and patron of numerous art institutions, for example, Institute of Fine Arts NYU and Contemporary Art Society), Rafał Milach (artist, photographer, since 2018 an associate member of the prestigious Magnum Photos agency, teacher at Kieślowski Film School in Katowice), Andrzej Chyra (actor, director; he received the first prize in the leading male role category at the Polish Film Festival in Gdynia for his role in a film 'The Debt' directed by Krzysztof Krauze; in 2015, Chyra directed 'The Magic Mountain' opera by Paweł Mykietyn, which brought him the Konrad Swinarski award), the competition organisers — Dobromiła Błaszczyk and Sylwia Krasoń (art historians, editors-in-chief of Contemporary Lynx Magazine), and Jacek Weichert (Director for Culture and Entertainment, Collections and Art at Allegro).

The jury will award three following prizes: Main Prize — 35.000 PLN, Second Prize — 10.000 PLN, and Third Prize — 5.000 PLN. There will also be 10 special mentions. An interesting addition to this year's edition of the event will be Join the Allegro Prize Community webinars. The representatives of Allegro will explain the philosophy behind the competition along with the ways they will support participating artists in pursuing their careers, i.e., prizes, promotion and selling of their works. Also, the representatives will introduce the Allegro platform and explain how it can be used.

Allegro is a platform selling goods not only in categories such as fashion and electronic appliances but also in the category of culture. Pablo Picasso, Jerzy Kossak, Edward Dwurnik, Ryszard Winiarski, and Wojciech Fangor are only a few names of famous artists whose works can be found and acquired on Allegro in the Collections and Art category. The works of art available in the Collector's Zone come from reputable galleries, auction houses, antique shops, and also numismatists and entities qualified to sell gold, silver, and diamonds. Last year's highest bid was 44.000 PLN paid for the 'Castle Square I' painting by the late Edward Dwurnik. Collections and Art at Allegro is also where we can find rarities, such as the very first postage stamp from the year 1860 (sold for over 14.000 PLN) and a 100 PLN banknote from the year 1830 (sold for over 162.000 PLN).

Artists who wish to participate in the Allegro Prize competition can submit their portfolios on the following websites:

EN: www.contemporarylynx.co.uk/allegroprize

PL: www.allegroprize.pl

Submissions are to be made from 8 June to 28 September 2021.

The shortlist of 30 finalists will be announced on 16 November 2021.

Winners will be announced on 7 December 2021.

Allegro webinars for artists in Polish language will take place on 17 and 23 September. For more information, please visit <https://contemporarylynx.co.uk/webinary-allegro-prize>

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About Allegro

Allegro is the marketplace platform and the number one choice for Polish consumers. It carries out business on a large scale having achieved significant increases in its income, considerable cash flow, and profitability. The Allegro group runs Allegro.pl — the top Polish marketplace platform as well as Ceneo.pl — the top price comparison website in Poland. As the most recognizable e-commerce brand and the biggest entity in the field of retail sale of non-food items in Poland based on its GMV, Allegro.pl is also one of the 10 biggest e-commerce platforms globally and one of the 100 biggest global web portals based on the number of visits per month.

Companies sell their products through the e-commerce marketplace platform and Allegro.pl in the following categories: Electronic Appliances, Home & Garden, Sport & Tourism, Products for Children, Cars, Fashion & Shoes, Health & Beauty, Culture, Entertainment, Collections & Art and Supermarket. Allegro.pl platform offers an opportunity for selling new products mostly to companies who carry out business based on the B2C model. On average, it attracts 21 million of Internet users monthly, which corresponds to 66% of people living in Poland and aged over 16 years or to 78% of all Internet users in Poland.

At the end of 2020, there were about 13 million active buyers using the Group's e-commerce platform. In 2020, the value of products sold on the Group's platform (GMV) exceeded 35 billion PLN.

About Contemporary Lynx

Contemporary Lynx Magazine is one of the biggest independent international publications on art and culture. Its headquarters are located in London. During the 8 years of its functioning on the market, 38.964 copies of the magazine were issued. The online magazine attracted 1,5 million readers from 201 countries. The topics covered in the magazine are art, culture, photography, design, and collecting. The magazine is available in Europe, Asia, and America, for example in Tate Modern and Henry Moore Foundation. It is also promoted at 18 global art fairs, including Art Basel in Basel, Miami, and Hong Kong, or Frieze Art Fair in London, New York, and Los Angeles. Thanks to the fruitful cooperation of the editorial team and experts from all over the world, the magazine provides in-depth knowledge, interviews with the key figures in the field of art, and numerous insightful essays discussing the latest trends in art. One of the main focus areas of the magazine team is looking for rising stars who have a lot to offer to the world of art.

Partners:

Friends of Museum of Modern Art, The Society for the Encouragement of Fine Arts, Jan Matejko Academy of Fine Arts in Kraków, The Eugeniusz Geppert Academy of Art and Design in Wrocław, Magdalena Abakanowicz University of the Arts in Poznań, Art Academy of Szczecin, School of Form.

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