

AUDI BORN-DIGITAL AWARD

Audi Group in partnership with the Cosmoscow Foundation announces the launch of **Audi Born-Digital Award** aiming to support Russian media artists. The open call will be held from June 18 till July 12 with the results to be announced at the end of July. The author of the winning concept will get ₺700.000 for its implementation and ₺250.000 as a fee. The winner's work will be presented at the innovative Audi City Moscow showroom on Nikolskaya Street in the run-up to the 8th Cosmoscow International Contemporary Art Fair, as well as on the [Cosmoscow Foundation website](#).

Audi Born-Digital Award is a direct reaction to a rapidly changing context which calls for a timely response to the unprecedented pandemic and retreat to online of major cultural institutions and artists. It also offers the opportunity to comprehend the possibilities and modes of digital art on the Web, the ways of producing new significant connections and experiences with it.

Alexander Burenkov,
Cosmoscow Foundation for Contemporary Art Curator:

"Today, digital art promptly affects culture and offers new forms of interaction with viewers. Once again, the latest digital technologies and media capture the minds of new generations of artists. Recent events related to the global pandemic result in new conditions for self-isolation, social distance, and remote functioning of all contemporary art actors; facilitate new experiments with creating and displaying art online.

*That is why **Audi Born-Digital Award** initiative aims to provide global support for new experimental strategies and tactics in the art among digital natives generation and to create favorable conditions for their development and creative fulfillment."*

The main theme of **Audi Born-Digital Award 2020** is 'Borderline'. It welcomes artists to reflect on the possibilities for born-digital-art to exist not only on the Web but also in physical reality; to explore the proximity of the virtual and offline worlds; to make a statement about the borderline and ultimate states of not only digital art and media art but also the new world in which we find ourselves.

Lubomir Najman, Head of Audi Russia:

"Audi is a forward-looking brand that uses cutting-edge technology, innovation, and digital solutions that are already changing our future and vision. We always strive to be one step ahead and predict the trends of tomorrow. The creation of digital art objects combines classic visual techniques and the latest technology. We are pleased to support talented artists who integrate digital solutions into art, changing the traditional approach to the perception of an artwork and the format of interaction with the audience."

Audi Born-Digital Award Jury:

- **Ben Vickers**, curator, writer, explorer, publisher, technologist and luddite; CTO at the Serpentine Galleries in London, Co-founder of Ignota Books and an Initiator of the open-source monastic order unMonastery.
- **Karen Archey**, art critic, Curator of Contemporary Art, Time-Based Media at the Stedelijk Museum Amsterdam
- **Nadim Samman**, art historian, Curator for digital space of KW Institute
- **Aristarkh Chernyshev**, artist, curator, pioneer of network art, Co-organizer of the Electromuseum
- **Melanie Bühler**, Curator of Contemporary Art at Frans Hals Museum, Haarlem, Founder of Lunch Bytes
- **Daria Mille**, Curator and Research Associate at the ZKM | Center for Art and Media Karlsruhe
- **Alexander Burenkov**, art writer, researcher, Curator of the Cosmoscow Foundation
- **Simon Rees**, Artistic Director of the Cosmoscow Art Fair
- **Margarita Pushkina**, Founding Director of the Cosmoscow Art Fair and the Cosmoscow Foundation
- **Lubomir Najman**, Head of Audi Russia

Please find further details about the award on the website: audiborn.digital.

Notes to Editors:

COSMOSCOW FAIR

Cosmoscow International Contemporary Art Fair is a highly anticipated art festival uniting undisputable trendsetters of the art scene: Russian and international galleries, artists, experts, art collectors and connoisseurs from all over the world. It was launched by art patron and collector Margarita Pushkina in 2010. Since 2014 it is an annual September event with its own place in an international art calendar. The latest edition of the fair took place at the Gostiny Dvor on September 6-8, 2019 representing 67 Russian and international galleries and welcoming nearly 22,000 guests. In 2020, the 8th edition of Cosmoscow International Contemporary Art Fair will be held in Gostiny Dvor on September 11-13.

COSMOSCOW FOUNDATION FOR CONTEMPORARY ART

Celebrating its 5th anniversary, Cosmoscow decided to combine its non-commercial initiatives, undertaken in recent years, integrating them into a separate institution – Cosmoscow Foundation for Contemporary Art, which was established in 2017. The Foundation is based on Cosmoscow experience and expertise, accumulated over the years. The main objective of the Foundation is the systematic support of contemporary art in Russia, its integration into the international context, the promotion of young artists, and the development of philanthropy in Russia. The Foundation holds contests, delivers its own projects, and also provides direct funding to support unique cultural initiatives. The Foundation carries out activities in the following areas: education; execution (financial support) of certain projects and cultural initiatives, selected on both contest and non-contest basis; purchase of contemporary art works and their donation to museum collections.

AUDI

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In the 2018 fiscal year, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 motorcycles of the Ducati brand. In 2018, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

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