

LOEWE FOUNDATION

Dear Sir/Madam,

LOEWE and its FOUNDATION are proud to announce the launch of the third edition of the LOEWE Craft Prize with the aim to recognise outstanding achievements in craftsmanship.

Over the past two years, the international LOEWE Craft Prize has been showcasing and celebrating the work of exceptionally talented artisans working in a range of craft-based professions. With the goal of highlighting newness and artistic merit in modern craftsmanship, the prize is awarded to a work of superior aesthetic value, created by reinterpreting traditional methods to make them relevant to our time.

The prize was initiated in 2016 by the LOEWE FOUNDATION hand in hand with LOEWE Creative Director, Jonathan Anderson, as its driving force.

We would like to ask for your support in promoting the prize and disseminating its application details, so they can reach all craftspeople who might be interested in participating.

Submissions are accepted until 31 October 2018 at www.loewecraftprize.com. A shortlist of 15 to 30 finalists will be published in January 2019 by the Experts Panel. The winner of the LOEWE Craft Prize 2019 will be announced by the Jury in May 2019, receiving a 50,000 Euros prize.

In addition, all finalists' works will be included in an exhibition and accompanying catalogue, 'LOEWE Craft Prize 2019', on view in Japan in Spring 2019.

The Jury and the Experts Panel are composed by leading experts and distinguished figures from the worlds of design, art, architecture, journalism, criticism and museum curatorship. For the prize's third edition, the Jury will comprise LOEWE Creative Director **Jonathan Anderson**, designer and Director of the Japan Folk Crafts Museum **Naoto Fukasawa**, President of the National Trust of Korea **Hong-Nam Kim**, the LOEWE Craft Prize second edition winner **Jennifer Lee**, Loewe Foundation Honorary President **Enrique Loewe**, Head of Exhibitions and Fairs at the Chamber of Skilled Trades of Munich **Wolfgang Lösche**, architect and Pritzker Prize winner **Wang Shu**, essayist and Director of London Design Museum **Deyan Sudjic**, architect and jury of the Pritzker Prize **Benedetta Tagliabue**, architect and industrial designer **Patricia Urquiola**, and architecture and design correspondent for El País **Anatxu Zabalbeascoa** (Chair).

The Experts Panel includes Director of Collections at the Victoria & Albert Museum **Antonia Boström**, furniture designer **Min Chen**, ceramist **Sara Flynn**, glass artist **Joonyong Kim**, jewellery artist **Ramón Puig Cuyàs**, metal artist **Adi Toch**, **Anatxu Zabalbeascoa** (Executive Secretary), LOEWE Head of Architecture **Paula Aza**, and LOEWE accessories designer **Krzysztof Lukasik**.

Please let us know if you need any additional information; we will be more than happy to assist. Thank you very much in advance for supporting this important project, with which LOEWE reasserts its longstanding commitment to creative excellence in all forms and disciplines.

Best regards,

Sheila Loewe
President Loewe Foundation



Madrid, June 2018