

Press release: 12 May 2014



The Art Fund launches competition to find the best photograph of Museum of the Year finalists

As part of the **Art Fund Prize for Museum of the Year 2014**, the Art Fund is calling on photography professionals and amateurs alike to send in their best shots of any of the six shortlisted museums: Ditchling Museum of Art + Craft, East Sussex; Hayward Gallery, London; Mary Rose Museum, Portsmouth; Sainsbury Centre for Visual Arts, Norwich; Tate Britain, London; Yorkshire Sculpture Park, Wakefield. There are two categories – over 18s (#motyphoto) and under 17-years-old (#motyyoungphoto).

Whether a study of the museum's architecture, a snapshot of friends in situ or a photo of a favourite object in the collection – the Art Fund is looking for the images which best represent the six finalist museums.

The public has until **9 June** to enter. The overall winner in the adult category will be chosen by a public online vote, with the winner announced on 4 July. The top prize is a photography holiday in Italy courtesy of Frui Creative Holidays and Courses, and the winning image will be published in Art Quarterly's Autumn 2014 issue.

The Art Fund has appointed photographer, writer and Frui Creative Holidays and Courses co-founder Henry Carroll to help judge the competition entries, and whittle them down to a shortlist of six photographs – one for each museum. The shortlisted photographers will win prizes including a National Art Pass, a copy of Henry Carroll’s book “Read This If You Want to Take Great Photography”, and Blurb vouchers.

The Art Fund is delighted to announce that in partnership with Frui Creative Holidays and Courses, there will be free drop-in photography workshops at the six finalist museums in May and June, providing expert tips on how to take the best photographs.

Photography Workshop dates (all from 10am – 2pm)

Tate Britain, London – 18 May

Mary Rose Museum, Portsmouth – 1 June

Ditchling Museum of Art + Craft, East Sussex – 7 June

Hayward Gallery, London – 7 June

Sainsbury Centre for Visual Arts, Norwich – 7 June

Yorkshire Sculpture Park, Wakefield – 7 June

Full information on how to enter can be found at artfund.org/museumsinfocus

Follow the submissions and conversations using #motyphoto (over 18s) and #motyyoungphoto (17 and under)

The Art Fund Prize for Museum of the Year, awarded annually with a value of £100,000, was established in 2003 (formally the Gulbenkian Prize for museums and galleries 2003-2007) to recognise the very best of the UK’s internationally acclaimed museums. It has been supported by the Art Fund since 2008. Previous winners include the William Morris Gallery, Walthamstow, London (2013); the Royal Albert Memorial Museum, Exeter (2012), and the British Museum, London (2011). The winner will be announced at a ceremony at the National Gallery in London on Wednesday 9 July 2014.

For further information, please contact Madeline Adeane, Press Relations Manager at the Art Fund on madeane@artfund.org or 0207 225 4804

Notes to Editors:

The Art Fund

The Art Fund is the national fundraising charity for art, helping museums to buy and show great art for everyone. Over the past 5 years we’ve given over £26m to help museums and galleries acquire works of art for their collections and placed hundreds of gifts and bequests, from ancient sculpture and treasure hoards to Old Master paintings and contemporary commissions, with 25% of grants going towards works by living artists. We also help museums share their collections with wider audiences through supporting a range of tours and exhibitions, including the national tour of the Artist Rooms collection and the 2013-2014 tours of Grayson Perry’s tapestries *The Vanity of Small Differences* and Jeremy Deller’s *English Magic*, the British Council commission for the 2013 Venice Biennale. Our support for museums extends to the Art Guide app – the comprehensive guide to seeing art across the UK, promoting a network of over 650 museums and galleries throughout the country, and the £100,000 Art Fund Prize for Museum of the Year – an annual celebration of the best of UK museums, won in 2013 by

William Morris Gallery in Walthamstow. We are independently funded, the majority of our income coming from over 100,000 members who, through the National Art Pass, enjoy free entry to over 220 museums, galleries and historic houses across the UK, as well as 50% off entry to major exhibitions.

Fruì Creative Holidays and Courses

Fruì is one of the UK's leading providers of creative holidays, courses and events. Fruì provides a high standard of accommodation, an unsurpassed level of service and fun, jargon-free tuition. By reinventing the concept of the 'learning holiday', Fruì has struck a chord with young professionals looking to escape their day jobs and explore their creative sides. Fruì specialises in photography, painting and gastronomy holidays and courses to destinations including Australia, Burma, Croatia, Cuba, Ethiopia, France, Germany, India, Ireland, Italy, Mexico, Morocco, Spain, Turkey, UK, USA and Vietnam. Find out more at www.fruì.co.uk, hello@frui.co.uk, 0207 241 5006.