

HERALBONY Calling for Entries by Artists with Disabilities until March 15 for Its Newly Established International Art Award "HERALBONY Art Prize"

**- Four Experts in Culture and Arts, including Christian Berst, Founder of
Gallery in Paris, to Serve as Judges -**

HERALBONY Co., Ltd., a Japan-based experimental welfare company, is thrilled to announce the invitation of applicants for its newly established "HERALBONY Art Prize," an international art prize that aims to elevate the careers of artists with disabilities to the next level and amplify their artistic expressions internationally. Entries can be made until March 15, through the website: <https://artprize.heralbony.jp/en/>



In 2024, the HERALBONY Art Prize was established to help advance the budding careers of numerous talented artists. HERALBONY is an experimental welfare company with the mission statement, "Radiate your color." It sees each individual's differences as unlimited possibilities and aims to create new values and culture through art.

This open competition will not only provide a place for artists to showcase their creativity, share their artwork with a wider audience, and connect with their peers in the field of expression, but will also expose them to curators, collectors, critics, gallery directors, and many other people.

Below is a comment from the organizers, HERALBONY Co-CEOs Takaya Matsuda and Fumito Matsuda.



"We envisage a future in which the HERALBONY Art Prize becomes as stately as a social movement. Its essence is rooted in an orientation to seek harmony between life and art, as in the Arts and Crafts movement that sprouted in England in the 1880s. We are supported by various companies and public institutions. However, this award challenges the conventional capitalist economy centered on able-bodied people and proposes the new normal. The creativity of these diverse artists from many different countries will color the world and our hearts with excitement and enrichment. Radiate Your Color."

Eligible Applicants

1. Artists with disabilities who wish to pursue careers in art internationally
2. Open to all professional and amateur artists, regardless of age, gender, or nationality
 - * Entries are accepted from artists themselves or from affiliated organizations, etc.
 - * Entries from any of the following persons or organizations are acceptable: (1) The artist themselves (2) A person with parental authority (for minors) (3) A relative or parent (4) A guardian (5) A welfare facility or other organization to which the artist belongs

Entry Deadline

- 23:59 (JST), March 15, 2024

Judging Method

- First round: Photo judgment
- Second round: Physical judgment

Judging Criteria

- A unique perspective and artistic creativity
- Originality that may introduce fresh viewpoints and instigate societal shifts
- A spirit of freedom that embodies diversity

Awards and Prize

- Grand Prize (1 person): 3,000,000 Japanese yen
- Corporate Awards (several from sponsor companies, for 1 person each)
 - * Corporate Awards are awards selected by [the sponsor companies](#) of the Prize. Winning artworks may be adopted for use in a company's services, products, or business.
 - * The organizer may contact entrants of selected and award-winning artworks to discuss matters such as licensing agreements.

For more information on this application, please visit <https://artprize.heralbony.jp/en/>.

Judges



Christian Berst
France

Founder of the gallery christian berst art brut

Hiromi Kurosawa
Japan

Chief Curator at the 21st Century Museum
of Contemporary Art, Kanazawa,
Advisor of HERALBONY Co., Ltd.

Katsuhiko Hibino
Japan

Artist,
President of Tokyo University of the Arts

Emina Morioka
Japan

LVMH Métiers d'Art Japan Director

- Christian Berst, Founder of the gallery christian berst art brut (France)
- Hiromi Kurosawa, Chief Curator at the 21st Century Museum of Contemporary Art, Kanazawa / Advisor of HERALBONY Co., Ltd.
- Katsuhiko Hibino, Artist, President of Tokyo University of the Arts
- Emina Morioka, LVMH Métiers d'Art Japan Director

About Symbol Mark



The symbol mark, formed by merging the "H" from HERALBONY and the "A" from Art, is inspired by the concept of a "spotlight" highlighting the "artists in the lead" within the HERALBONY Art Prize. We anticipate that the unique expressions of each individual will broaden the platform where they radiate, fostering the emergence of new talents.

About HERALBONY Co., Ltd. :

HERALBONY is a company that unites art and welfare under the mission, "Radiate your color." With a view to expanding the welfare field, we develop diverse businesses, including a licensing business centered on the management of art data copyrights through licensing agreements mainly with artists with intellectual disabilities in Japan and abroad. Our businesses also include the operation of the art lifestyle brand HERALBONY, which uses artworks in fashion and interior products. Through these businesses, we aim to transform the perception of disability and create a new culture with welfare as its starting point.

Corporate website: <https://www.herabony.jp/en/>

Brand website: <https://store.herabony.jp/>

Press Contact

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