

8<sup>th</sup> May, 2014  
FOR IMMEDIATE RELEASE

Art Experience Foundation Presents: “First Smash 2” Art Project  
Call for Submissions Now !

Serving as a platform for the potential art and artist, **Art Experience Foundation** is pleased to present “First Smash 2” Art Project in this summer. To cater the overwhelming public responses, “First Smash 2” is a continuance of the first “First Smash” Art Project Exhibition last year organized by Art Experience Gallery. This year, the Foundation have extended the eligibility in order to attract more young artists to participate, encourage and help them to showcase their ideas and innovations to the public, the finalist exhibits will be showcased at Art Experience Gallery during July and August.

The deadline for submission is June 20, 2014, and the most outstanding finalist artist will have opportunity to work closely with us in future included but not limited to holding group exhibition with local or foreign artists, as well as participating in international art fairs.

Do not hesitate! Begin the very first step of your artistic journey!

**Project Details**

“First Smash” is a non-profit art project aiming to provide an exhibiting platform for emerging young artists in Hong Kong to showcase their ideas and innovations to the public. Art Experience Gallery would sponsor the venue for potential artists to exhibit their works in its capacious exhibition space in the period of July and August 2014. All media of artworks are welcome.

### **Eligibility**

Participants can join as an individual or in group (no more than 3 people). An individual who fulfills the following conditions is eligible to apply:

1. Aged or under 35 years old;
2. Students who study Fine Art/related courses or graduates from any higher education institutions in Hong Kong;
3. Never organized a solo-exhibition in the past

### **How to Apply**

Please e-mail the following information to [aef.artproject@gmail.com](mailto:aef.artproject@gmail.com):

1. Resume;
2. The photos and/or sketch of the artwork;
3. The concept description of the artwork (length to 500 words or less).

### **Important Dates**

- Application Deadline : June 20, 2014
- Result Announcement : June 30, 2014 (Final results will be announced on foundation website and Facebook page)
- Exhibition Period: July – August 2014

### **Fee**

No additional fee would be charged. Selected participants will be responsible for the transportation and insurance matters (if underwriting is needed).

### **Contacts**

For further enquiry, please contact +852 2110 9928 or send e-mail to [info@artexperiencefoundation.org](mailto:info@artexperiencefoundation.org).

\*Art Experience Foundation reserves all rights of final decision.

### About Art Experience Foundation

Established in 2013, Art Experience Foundation's mission is the advancement of the visual arts. By supporting, exhibiting and interpreting a broad spectrum of contemporary artistic practice, Art Experience Foundation aims to promote young talented artist and nurture art appreciation to the society.

The Foundation is focused primarily on promoting talented young artists in the Asia Pacific region. In this regard, the Foundation encourages artists to develop their creative capacity through assisting them to curate exhibition and to organize different art and culture projects in order to help young artists to further achieve their goal in developing their career in the field of contemporary art and culture.

Art Experience Foundation is also committed to bring art appreciation to the community. Through cooperating with various organizations, the Foundation aims to organize diverse kinds of art and culture activities and programmes to improve the understanding between people from various backgrounds and be able to eliminate the gap and misunderstanding between different groups of individual in the community through art.

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