



MEDIA RELEASE

15 April 2019

WESTERN AUSTRALIA'S \$50,000 PORTRAIT PRIZE HAS A FRESH FACE (AND NAME)

The Black Swan Prize for Portraiture, one of the country's richest prizes for portraiture has been renamed THE LESTER PRIZE in honour of the award's leading patron, Richard Lester.

The move has come after extensive consultation with artists, arts administrators, sponsors and partners to develop a name that is more 'ownable' and recognizable than 'Black Swan'—a moniker that is shared by many businesses, products and organisations in WA.

The new name recognizes the leadership and support of Richard (Dick) Lester in helping the prize grow into one of the most prestigious on Australia's visual arts calendar.

Along with the new name comes a new look for the Prize. The look reflects both the quality of the awards and its approachability.

John Langoulant, Chairman of The Lester board comments, "Portraiture is the most accessible form of visual art. No matter the style in which it is rendered, the human likeness is something we can all relate to. It's the one form of art we have all created at some point in our lives—there is something elemental in human nature that drives us to draw or paint the likenesses of people. We don't have to be experts to enjoy portraiture and we are proud to provide Western Australia with the opportunity to engage with the best of the artform each year in a format that puts the artists and community front-and-centre"

Founder, Patron and former Executive Director, Tina Wilson, agrees. She says, "The Black Swan Prize was created by a community of passionate people, fuelled by a shared vision to support artists and to engage the community to embrace visual arts. I am thrilled that the Prize has a new identity. It recognizes the past but, more importantly, looks towards an amazing future. To quote Dr. Seuss: 'Oh, the Places You'll Go!'—I am excited to watch its evolution."

Entries for the first year of The Lester Prize (Adult and Youth) open on Sat 20 April 2019, when the new website goes "live". Visit www.lesterprize.com for full details on how to enter The Lester Prize and to see last year's winners of the Black Swan Prize for Portraiture.

The Lester Prize

ABOUT THE LESTER PRIZE

The Lester Prize is managed by The Lester (formerly ARTrinsic Inc), a not-for-profit organisation, founded in 2007 by Tina Wilson to provide an avenue for artists to exhibit works of portraiture within Western Australia. After successfully taking the Main Awards and Exhibition to its new home at the Art Gallery of Western Australia in 2016, Tina stepped down to return to her own artistic practice.

Tina Wilson was made Patron of the Prize in 2018 in recognition of her passionate and tireless work to ensure there was a prize of ever-increasing excellence and prestige.

Dick Lester was made Lifetime Patron of the Prize in 2018, in recognition of his passion for the Arts, his encouragement of Tina Wilson during her tenure as Executive Director, and his advice and financial assistance that, from modest beginnings, enables the Prize to flourish.

KEY DATES (as at 15 April 2019)

Rebrand Launch Event at PwC (PricewaterhouseCoopers)	Thu 4 April 2019 (6pm – 8pm)
National announcement to the general public and Call for Entries open (Adult & Youth Prizes)	Sat 20 April 2019
National Call for Entries closes (Adult)	Fri 19 July (5pm AWST)
National Call for Entries closes (Youth)	Fri 26 July (5pm AWST)
2019 Finalists announced (Adult & Youth)	Fri 16 August 2019 (5pm AWST)
2019 Exhibition Season at the Art Gallery of WA, Brookfield Place, Perth Cultural Centre, Yagan Square & various locations around Perth city	Sat 9 Nov – Mon 9 Dec 2019
Media Session – interviews with winners and their subjects (under embargo)	Fri 8 Nov 2019 (10am – 11.30am) – <i>yet to be confirmed</i>
2019 Winners (Adult) announced at the Art Gallery of WA	Fri 8 Nov 2019 (6.30pm – 9.30pm)

LINKS TO ANNOUNCEMENT VIDEO

- <https://www.facebook.com/BlackSwanPrize/videos/428195121319739/>
- <https://vimeo.com/329806303>

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