

# MAX MARA ART PRIZE FOR WOMEN

IN COLLABORATION WITH  
**WHITECHAPEL  
GALLERY**

Whitechapel  
Gallery

## Laure Prouvost wins the Max Mara Art Prize for Women in collaboration with the Whitechapel Gallery

Iwona Blazwick, OBE, Director of the Whitechapel Gallery and Chair of the jury announced **Laure Prouvost** as the 2011 winner of the Max Mara Art Prize for Women, at the Italian Embassy on 22 November 2011.

Born in 1978 in Croix-Lille, France, Prouvost lives and works in London, showing with the MOT Gallery in East London. She was chosen from a distinguished shortlist of artists which included **Spartacus Chetwynd**, **Christina Mackie**, **Avis Newman** and **Emily Wardill**.

The Max Mara Art Prize for Women in collaboration with the Whitechapel Gallery celebrates the aesthetic and intellectual contribution that women artists bring to the contemporary art scene. The unique initiative set up to promote and nurture female artists based in the United Kingdom, enables artists to develop their potential with the gift of time and space. The winning artist is given the opportunity to create a new work of art inspired by a six month residency in Italy. The resulting work is then shown in Britain and Italy.

The Judging panel for the fourth Max Mara Art Prize for Women was chaired by **Iwona Blazwick** and included **Lisa Milroy**, artist; **Muriel Salem**, collector; **Amanda Wilkinson**, gallerist; and **Gilda Williams**, critic and lecturer.

Laure Prouvost will embark on an all expenses paid six month residency that is divided between an urban and a rural environment. The first part will be located at the British School in Rome; the second at the Pistoletto Foundation in Biella founded by the great Italian artist Michelangelo Pistoletto. The work that results from this commission will be exhibited at the Whitechapel Gallery in 2013 and at the Maramotti Collection in Reggio Emilia, Italy.

Laure Prouvost graduated from Central Saint Martins in 2002 and was part of the Lux Artist Associate Programme. Her work includes film, performance and installation. She has been part of group shows at Tate Britain, the ICA, Serpentine and BFI Galleries. She was awarded the EAST International Award in 2009 and a FLAMIN commission in 2011.

Iwona Blazwick, OBE, Director, Whitechapel Gallery and Chairwoman, Max Mara Art Prize for Women, said: 'Prouvost's gripping short films and intriguing environments unhinge the connection between language and comprehension to open out for us surreal horizons of meaning. It will be of immense interest to see how the literary, cinematic and visual cultures of Italy will impact on her work'.

## Press Release

**Whitechapel Gallery**  
77-82 Whitechapel High Street  
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Laure Prouvost said 'Ideally these few words would express how pleased I am to win this award - it will be very interesting for me to work in another cultural environment and for the work to be challenged and grow out of this context. It will give me a really long period away from distractions to build on and develop new work. It is a real endorsement of what I do and I am very glad that the judges are supporting my practice'.

The Maramotti family, owners of the Max Mara Fashion Group, are pre-eminent contemporary art collectors. The Max Mara Art Prize for Women in collaboration with the Whitechapel Gallery is the first time the fashion house has established an arts prize in the UK and reflects the company's strong association with art and women.

Dr. Luigi Maramotti said: 'I am delighted to announce that Laure Prouvost is the winner of the fourth edition of the The Max Mara Art Prize For Women. We had a very strong shortlist this year and I would like to thank the four other shortlisted artists. What gives me most pleasure about this prize is that it allows the winner those rare commodities that we all seem to lack nowadays: time, freedom and the opportunity to create a body of work. I also think it is important to continue to support women in and industry in which they are under represented. I am really looking forward to seeing how Laure's work develops and feel she will go on to do great things. She is a worthy recipient of the Max Mara Art Prize for Women. I would also like to thank the judges and, in particular, the Whitechapel Gallery for making this such a significant and important prize'.

#### Notes to Editors

- The Max Mara Fashion Group was founded in 1951 by Achille Maramotti and is now run by the next generation. The company is one of the largest women's prêt-à-porter (ready-to-wear) manufacturers in the world, with 2279 stores and 19 different brands sold in more than 100 different countries in the world. This year, Max Mara celebrates its 60th anniversary with the exhibition COATS!, from 12th October 2011 to 10th January 2012 at Moscow's State Historical Museum.
- On 29th September 2007 the Collezione Maramotti opened to the public in Reggio Emilia, Italy. For further information, please visit [www.collezionemaramotti.org](http://www.collezionemaramotti.org)
- The Whitechapel Gallery is the artists' gallery for everyone, providing a platform for artists and informing and shaping culture for over a century. The Gallery has premiered international artists including Pablo Picasso, Frida Kahlo, Jackson Pollock, Mark Rothko and Nan Goldin and showcased Britain's most significant artists from Gilbert & George to Lucian Freud, Peter Doig to Mark Wallinger. It is at the heart of east London, Europe's largest cultural quarter as home to over 150 galleries and thousands of artists.

#### Press Information

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