FOR IMMEDIATE RELEASE

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- STUDIO, Foxtel’s Arts and Entertainment channel, is again looking for exciting artistic talent to help create three new TV commercials
- Applications are open from 1 October – 31 October
- Three finalists will collaborate with STUDIO to bring their ideas to life
- Grand prize includes $10,000 and an exclusive mentorship program, with all shortlisted finalists receiving a cash prize of $1000

This October, STUDIO and Semi-Permanent will give three Australian artists the chance to bring their ideas to life on national television with the return of the award-winning Create STUDIO competition.

After unprecedented responses to the competition in 2012 and 2013, STUDIO is again on the hunt for the brightest sparks in Australia’s most creative communities to help create fresh and exciting new brand spots. Finalists will co-produce their concept with STUDIO, receive cash prize money and will be mentored by industry professionals through the creative process. The only guideline is that the concept should bring the STUDIO logo to life through art or design.

Applications open Tuesday 1 October, and STUDIO is encouraging all Australian artists to enter – regardless of form or method – whether it’s stop-motion animation, street art, sculpture, lighting or something peculiar in-between. Anything goes; we want to hear from all types of artists around the
STUDIO 132

country – whether emerging, established, traditional or experimental – no genre is too conventional or too radical.

Artists should blow the judges away with their concept for a 30-second television commercial that brings the STUDIO logo to life. Ideas should be submitted along with a resumé, and instructions on how the production can be achieved for less than $5,000. STUDIO will again cover all finalists’ production costs, so no artists will be left out-of-pocket.

After 31 October selected entrants will be invited to present their ideas to a judging panel, and three finalists will be chosen.

Each finalist will automatically receive a prize of $1,000, and will work with STUDIO and a dedicated production manager to bring their concept to life. The judging panel will then review the three finished promos – and a final winner will be awarded $10,000 based on originality and the strength of execution.

One of the largest events of its type, Semi-Permanent is a creative platform spreading art and design inspiration, partnering with CREATE STUDIO for the first time to bring together Australia’s talented artists and designers. For more information on Semi-Permanent, visit www.semipermanent.com

The judging panel consists of multidisciplinary Sydney artist Bradley Eastman (Beastman), STUDIO Marketing Manager Hwei Loke, Foxtel Brand Strategy and Creative Director Uriah Blair, and Semi Permanent’s Founder/Director Murray Bell.

The winning commercials will air on STUDIO from early 2015.

Applications for Create STUDIO are open from Wednesday 1 October. For more info and to enter visit www.studiotv.com.au

To view the previous winning brand spot of Create STUDIO click here.

To view a short behind-the-scenes featurette of Create STUDIO click here.

STUDIO is only available on Foxtel on channel 132.

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