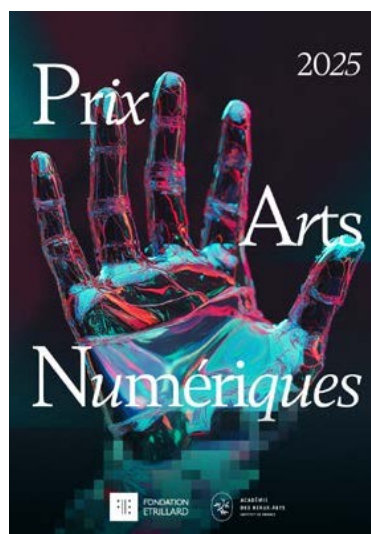


ANNOUNCEMENT OF THE THREE FINALISTS FOR THE DIGITAL ARTS AWARD

ETRILLARD FOUNDATION - ACADEMY OF FINE ARTS

In February 2025, the Etrillard Foundation, a Swiss family foundation, and the Academy of Fine Arts launched the first edition of the Digital Arts Prize. Open to candidates of any nationality residing in Europe, with no age limit, this unique prize is awarded each year to a recent digital work that resonates with the artistic disciplines represented at the Academy.



The selection

429 applications from across Europe were received following the call for entries. The judges then carried out several stages of pre-selection, resulting in 20 entries being reviewed on 10 July 2025 during the final judging session held at the Académie des Beaux-Arts. During this session, **three artists were selected as finalists for the competition.**

The winner will be announced **on Wednesday 22 October** during an evening presentation of this first edition of the Digital Arts Prize, under the dome of the Palais de l'Institut de France. He or she will receive a prize of €20,000 in recognition of their career and digital work.

A prestigious and multidisciplinary jury

Chaired by **Gilles Etrillard**, president and founder of the Etrillard Foundation, the jury brought together **Valérie Belin**, photographer and visual artist, member of the Academy of Fine Arts, **Patrick Flandrin**, physicist and member of the Academy of Sciences, and five experts in digital art: **Philippe Bettinelli**, curator at the Centre Pompidou's New Media department, **Jean-Marie Dallet**, digital artist and professor at Paris 1 Panthéon-Sorbonne University, **Alain Fleischer**, artist and Director of Le Fresnoy - National Studio of Contemporary Arts, **Sabine Himmelsbach**, director of the HEK (*Haus der Elektronischen Künste*) in Basel, and **Margit Rosen**, head of collections, archives and research at the ZKM Zentrum für Kunst und Medien in Karlsruhe.

Below is a list of the finalists in alphabetical order.



© Photo Quentin Chevrier, 2025

Justine Emard for her work *HYPERPHANTASIA - The Origins of the Image*

Justine Emard is a 38-year-old French artist who explores new relationships that are established between our existences and technology. By combining different image media – from photography to video and virtual reality – she situates her work at the intersection of neuroscience, objects, organic life and artificial intelligence. Her installations take as their starting point experiments in *deep learning* and dialogue between humans and machines. Winner of several residencies, notably

in Germany, the United States and Japan, guest artist-professor at Le Fresnoy National Studio of Contemporary Arts in 2021 and 2024, she is notably artistic director of the permanent exhibition at the French Pavilion at the Osaka World Expo in 2025.

Web: justineemard.com / **Instagram:** [@justineemard](https://www.instagram.com/justineemard)



Justine Emard, *Hyperphantasia – the origins of the image* © Le Fresnoy - ADAGP, Paris, 2022

A few words about the work

With *Hyperphantasia*, Justine Emard continues her research into the origins of images: from their appearance on cave walls at the dawn of humanity to their birth in our imagination and our brains. Using a scientific database from the Chauvet Pont-d'Arc cave and encephalographic recordings, a video wall comes to life and invites us to connect with the images buried deep within ourselves.

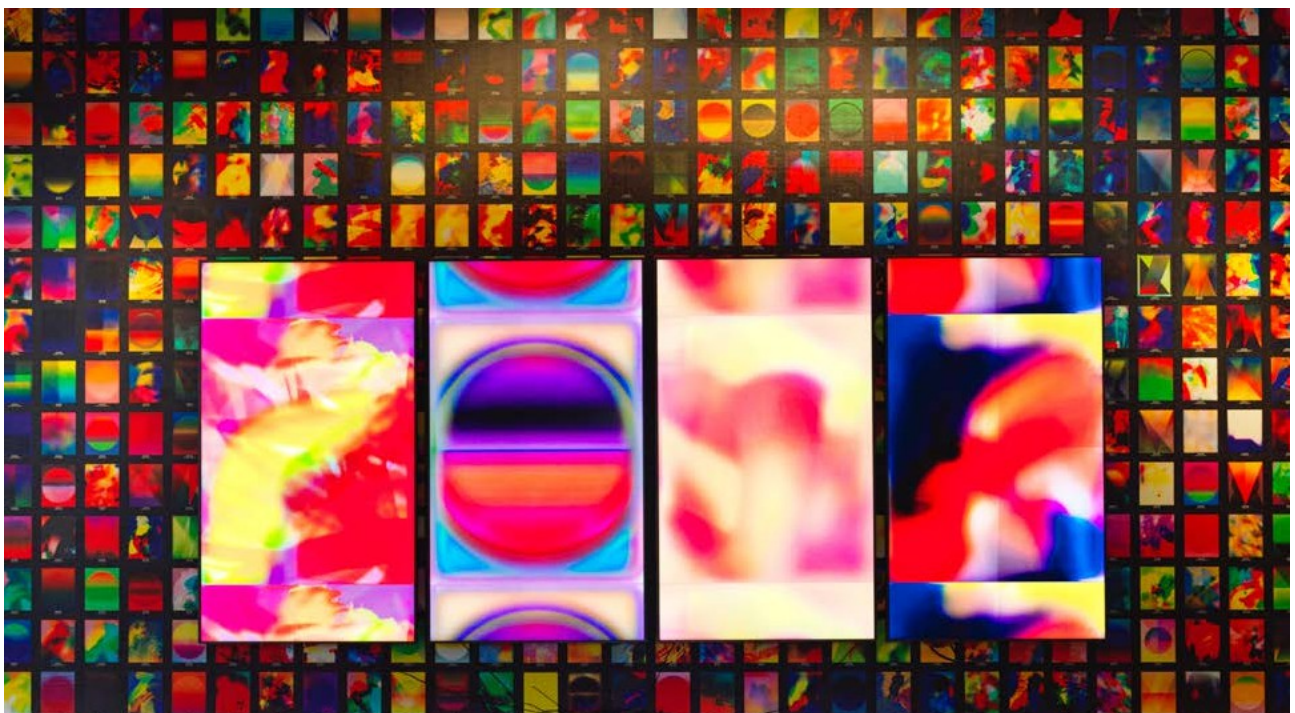


Jonas Lund for his work *MVP - Most Valuable Painting*

Born in 1984, Jonas Lund is a Swedish artist who creates works—paintings, sculptures, photographs, websites, performances—that take a critical look at contemporary networked systems and power structures. He designs performative works, often requiring viewer participation, where tasks are executed according to algorithms or a set of rules. In this way, he explores the issues raised by the increasing digitisation of our

society. Jonas Lund holds a Master's degree from the Piet Zwart Institute in Rotterdam (2013) and a BFA from the Gerrit Rietveld Academy in Amsterdam (2009). He has had solo exhibitions at the Francisco Carolinum, Linz, the Photographers' Gallery (London), the König Galerie (Berlin), and Steve Turner (Los Angeles), and has participated in numerous group exhibitions, including at the Centre Pompidou, the Schinkel Pavillon in Berlin, and the ZKM in Karlsruhe.

Web: jonaslund.com / Instagram: [@jonaslund](https://www.instagram.com/jonaslund)



Jonas Lund, MVP (Most Valuable Painting), exhibition view from "Studio Visit: How to Make Art in the Age of Algorithms", Francisco Carolinum, OÖ Art, Linz, 2022

A few words about the work

MVP is a participatory algorithmic art project that critically examines how value is determined in the art world by creating a system where viewer engagement directly influences aesthetic outcomes. Comprising 512 individual, evolving digital paintings, the work sits at the intersection of pictorial tradition and computational art, transforming the typically static nature of painting into a dynamic process.



Thomas Marcusson for his work *A.I. Ball*

Thomas Marcusson is a 44-year-old Swedish artist who explores the links between scientific theory and contemporary culture by combining technology with more traditional art forms such as sculpture, video and installations. After studying mathematics in Gothenburg, he obtained a bachelor's degree in and a master's degree in arts at the University of technology in Sydney.

He currently works between Australia and Europe. Thomas Marcusson has received various awards and distinctions, and his works have been exhibited at Powerhouse FILE (Sao Paulo), Eyebeam Gallery (New York), Science Gallery (Melbourne, Dublin), the Museum (Ontario), Bow Arts (London), SIGGRAPH (Sydney), NTAA (Ghent), NordArt (Hamburg) and Experimenta (Australia). He has participated in several international artist residencies, including the Cité internationale des arts in Paris.

Web: thomasmarcusson.com / **Instagram:** [@thomasmarcusson](https://www.instagram.com/thomasmarcusson)



Thomas Marcusson, *A.I. Ball*, exhibition at the New Technological Art Awards (NTAA 25) in Ghent © DR

A few words about the work

A.I. Ball is a kinetic installation that addresses the emergence of artificial intelligence and the competing forces shaping its development and impact. On a white surface, microchips compete with each other, taking turns to solve mathematical problems that push a ball towards their opponent of equal strength, in an endless game.

Find out more

THE ETRILLARD FOUNDATION

fondationetrillard.ch

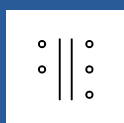
Created in 2015, the Etrillard Foundation aims to encourage all charitable and cultural initiatives that reconcile European culture and tradition with the contemporary world. It participates in the preservation of exceptional sites, encourages the transmission of knowledge and supports cultural rediscovery, thus promoting creativity and audacity in the service of emotion and sharing. A Swiss foundation based in Geneva, it is governed by a Franco-Swiss board composed of members of the Etrillard family and other prominent figures.

THE ACADEMY OF FINE ARTS

academiedesbeauxarts.fr

The Académie des Beaux-Arts is one of five academies that make up the Institut de France. An institution under the protection of the President of the Republic, with 67 members, 16 foreign associate members and 67 correspondents. It works to protect French cultural heritage and encourages artistic creation in all its forms by supporting numerous artists and associations through the organisation of competitions, the awarding of prizes, the financing of artist residencies and the granting of subsidies for artistic projects and events. As an advisory body to the public authorities, the Académie des Beaux-Arts also conducts research on artistic issues. In addition, it maintains an active partnership policy with a large network of cultural institutions and patrons. In order to carry out these missions, the Académie des Beaux-Arts manages its assets, which consist of donations and bequests, as well as important cultural sites such as the Musée Marmottan Monet (Paris), the Villa and Library Marmottan (Boulogne-Billancourt), the House and Gardens of Claude Monet (Giverny), the Villa and Gardens Ephrussi de Rothschild (Saint-Jean-Cap-Ferrat), the Lurçat House and Studio (Paris), the Villa Dufraine (Chars), the Apartment of Auguste Perret (Paris), and the Galerie Vivienne (Paris), of which it is co-owner. Since 2017, its permanent secretary has been Laurent Petitgirard, composer and conductor.

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