



ANNOUNCEMENT OF THE DIGITAL ARTS AWARD WINNER

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 will be awarded each year to a recent digital work that resonates with the artistic disciplines represented at the Academy.

Selection and choice of winner

429 applications from across Europe were received following the call for entries. The judges then carried out several rounds of pre-selection, resulting in 21 entries being reviewed by the final jury. During this jury session, three artists were selected as finalists

for the competition: Justine Emard, for her work *Hyperphantasia, des origines de l'image* (*Hyperphantasia, the origins of the image*), Jonas Lund, for his work *MVP (Most Valuable Painting)*, and Thomas Marcusson, for his work *A.I. Ball*.



The winner was announced on Wednesday 22 October during a ceremony held under the dome of the Palais de l'Institut de France. The winner is:

Jonas Lund for his work ***MVP (Most Valuable Painting)***

He receives a prize of €20,000 in recognition of his career and his digital work. The work will be exhibited in France or Switzerland in 2026.

"It is a real honour to receive the very first Digital Arts Prize awarded by the Académie des Beaux-Arts and the Etrillard Foundation. This distinction rewards not only my work with MVP, but also my broader artistic practice.

I have long been exploring how networked technologies shape the value of things, the power to act and culture. The fact that the Academy, this historic institution, has chosen to open its doors to digital practices marks an important step in recognising their place in contemporary art.

Jonas Lund

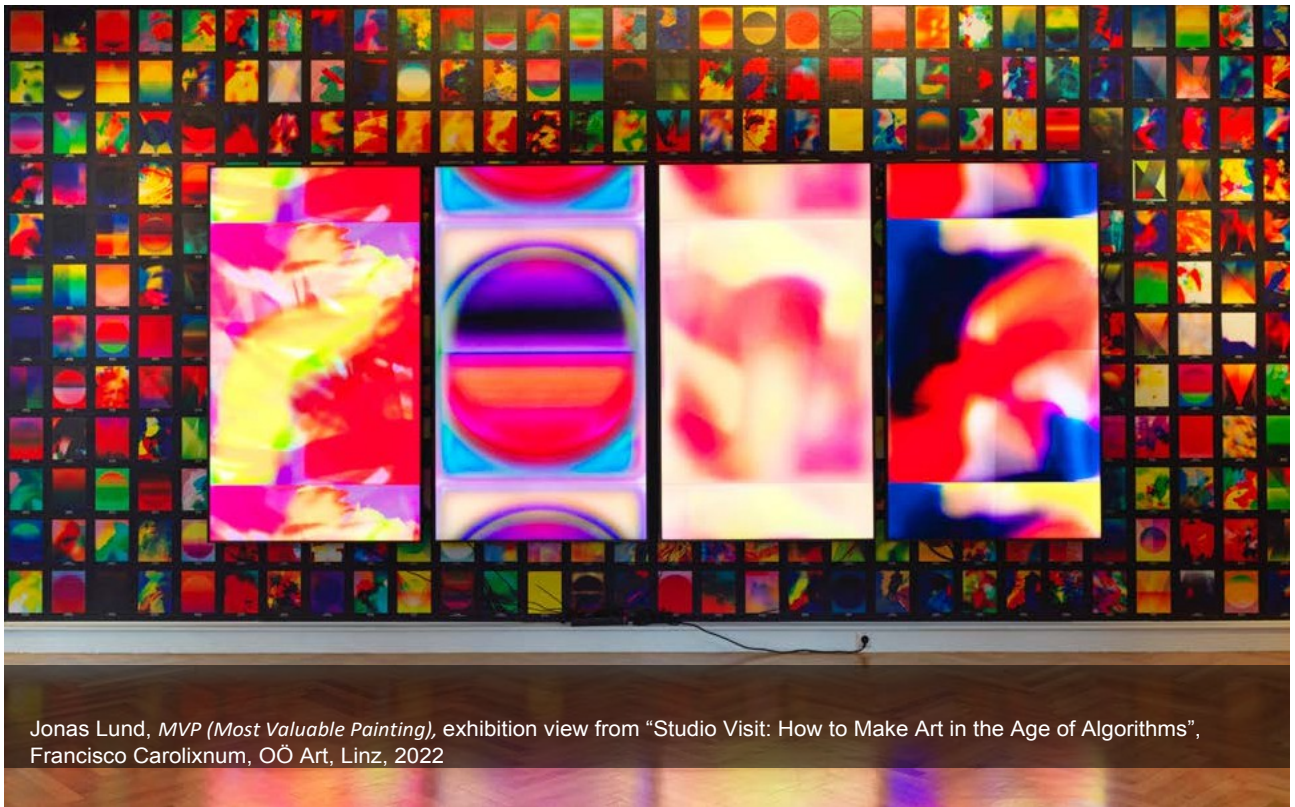
About the winner

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 audience participation, in which tasks are carried out according to algorithms or a set of rules. In this way, he explores 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, notably at the Centre Pompidou, the Schinkel Pavillon in Berlin, and the ZKM in Karlsruhe.

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

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. Composed of 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.



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 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, and **Patrick Flandrin**, physicist and member of the Academy of Sciences, along with 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 for 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.

"Beyond their technological prowess, the works of the three finalists offer a unique vision, an emotion, a reflection on our era or on the artistic disciplines they reinterpret. The winning work is particularly notable for its boldness, coherence and ability to challenge the viewer's perspective."

Valérie Belin, photographer and member of the Prize jury



"For this first edition of the Prize, it was important to reward a work that invites reflection on the very nature of digital art and the processes underlying its creation. Beyond its formal effectiveness and its connection to abstract painting, the jury was captivated by the intelligence of the work and its production, which echoes the tastes of the public in real time."

Miguel Perez de Guzman, General Delegate of the Etrillard Foundation

Find out more

THE ETRILLARD FOUNDATION

fondationetrillard.ch

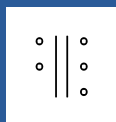
Created in 2015, the Etrillard Foundation aims to encourage charitable and cultural initiatives that reconcile European culture and tradition with the contemporary world. It participates in the preservation of exceptional sites, encourages the transmission of knowledge and supports cultural rediscovery, thereby promoting creativity and boldness 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 ARTSacademiedesbeauxarts.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.

It also maintains an active policy of partnerships with a large network of cultural institutions and patrons. In order to carry out these missions, the Académie des Beaux-Arts manages its heritage, which consists 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 and where it has just opened *La Galerie de l'Académie des Beaux-Arts*, its new exhibition space. Since 2017, its permanent secretary has been Laurent Petitgirard, composer and conductor.

Contacts

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