

Terms and Conditions of Entry (Digital Artist of the Future Prize, Powered by Peugeot 2025)

These Terms and Conditions (the “**Terms**”) apply to your entry of one or more artworks (the “**Work(s)**”) in Peugeot and Saatchi Gallery’s Art Prize (the “**Competition**”) and the exhibition of your Work(s) by Peugeot and the Saatchi Gallery either during or after the Competition.

“**Announcement Date**” shall refer to the date on which the relevant announcement of the winners and finalists are made, and such date shall be no later than 31 October 2025.

“**Territories**” shall refer to the following geographical locations or countries within the following continents as applicable: (i) United Kingdom; (ii) Europe (excluding United Kingdom).

“**You**” and “**Your**” shall refer to the person submitting the Work(s) and potentially exhibiting the submitted Work(s).

Please read these Terms carefully before completing Your entry form (the “**Entry Form**”) as they will form the contract between You and the Promoter (defined below).

1. The Promoter

The promoter is:

(A) Peugeot Motor Company PLC incorporated and registered in England and Wales with company number 00148545 whose registered office is at Pinley House, 2 Sunbeam Way, Coventry, CV3 1ND; and

(B) Saatchi Gallery, London Limited incorporated and registered in England and Wales with company number 11712394 whose registered office is at The Saatchi Gallery, Duke of York’s HQ, Kings Road, London, SW3 4RY.

2. The competition

2.1 The title of the competition is Digital Artist of the Future.

2.2 Competition entrants are invited to submit one or two Work(s) and supporting statements on the theme of ‘Innovation’ alongside the medium of digital art. The theme aims to promote artists from all backgrounds to showcase cutting-edge digital art that further resonates with Peugeot’s focus on innovation and their wider ambition to inspire new audiences and empower the next generation of talent.

3. How to enter

3.1 The competition will run from 00:00am UK BST on 9 June 2025 (the “**Opening Date**”) to 11:59pm UK BST on 31 August 2025 (the “**Closing Date**”) inclusive. An extension can be applied at the promoter’s discretion.

3.2 All competition entries must be received by the Promoter by no later than 11:59pm UK BST on the Closing Date. All competition entries received after the Closing Date are

automatically disqualified.

3.3 To enter the competition:

(a) create an online account and submit the online entry form provided on [URL here](#) by 11:59pm UK BST on 31 August 2025.

3.4 By submitting a competition entry, you are agreeing to be bound by these Terms.

3.5 The competition entries will be judged by a panel of four judges from Saatchi Gallery, Peugeot Motor Company PLC and the arts and culture sectors. The decision of the panel of judges (acting reasonably) will be final.

3.6 The Promoter will send the full names of the judges to anyone who writes within one month after the Closing Date of the competition requesting details of the judges to the following address programming@saatchigallery.com

4. Eligibility

4.1 The competition is open to all residents based in the Territories aged 18 years or over at the time of entry.

4.2 You may enter the Competition if You are an emerging artist who has either graduated from a relevant undergraduate degree within the arts course since 1 January 2015 or otherwise are within the first 10 years of your professional artistic practice.

4.3 In entering the competition, you confirm that you are eligible to do so and eligible to claim any prize you may win. The Promoter may require you to provide proof that you are eligible to enter the competition, including being required to prove the start of your professional artistic practice based on either: (i) the date of your first public exhibition; (ii) the date of your first paid commission; (iii) the year you completed your education or training; or (iv) any other information you deem relevant.

4.4 There is a limit of one entry to the competition per person. Each entry to the Competition may include up to two different Work(s).

4.5 The Promoter reserves all rights to disqualify you if your entry of one or more Work(s) does not comply with the Criteria for entering Works (detailed below under clause 5) or if your conduct is contrary to the spirit or intention of the prize competition.

4.6 The decision of the Promoter with regard to eligibility of Competition entrants is final and no correspondence or discussion will be entered into.

5. Criteria for entering Work(s)

5.1 You must have created the Work(s) after 1 January 2021.

5.2 The Work(s) must be available to the Promoter (either in the Promoter's possession or in transit to/from the Promoter) between 1 October 2025 to 31 December 2025. The Promoter shall organise a) receipt of the Work(s) during October 2025 and b) the return the Work(s) by 31 January 2026.

5.3 The Work(s) must be digital in nature, acceptable formats include: JPEG, PNG, GIF, MP4, MOV, or PDF for static or animated works.

5.4 The Work(s) must be a maximum of 30MB per submission and minimum 3000px for static artworks. Video files must be in HD (1080hp) or higher resolution.

5.5 The following type of Work(s) are inadmissible for the 2025 prize.

- (a) Physical artwork such as painting, drawing;
- (b) A Work(s) that has already been exhibited in a major institution in London;
- (c) 3D Work(s) or Sculptures;
- (d) A Work(s) that was made prior to 1 January 2021;
- (e) Printed reproductions of original works;
- (f) Work(s) created using generative AI technology;
- (g) any works featuring material belonging to another artist or creator or copyright owner.
- (h) Work(s) exceeding 30MB in size; and
- (i) Work(s) at a lower resolution than 3000px for static and HD 1080p for video

6. The Judging Process

6.1 Competition entries will undergo the following judging process:

(a) Stage 1

- (i) A panel of at least four judges will be appointed by the Promoter;
- (ii) Each valid entry will be assessed by the panel of judges based on the level, quality and creativity of the Work(s) submitted; and
- (iii) The panel of judges will select 9 finalists and 1 overall winner during September 2025.

(b) Stage 2

- (i) The Work(s) of each of the finalists will be exhibited in a dedicated exhibition at the Saatchi Gallery, London between November and January 2026.

7. The prize

7.1 The prize for the winner will be £5,000 in cash, or the equivalent currency at the Bank of England daily spot exchange rate, in addition to either an additional £5,000 in cash, or the equivalent currency at the Bank of England daily spot exchange rate, or £5,000 advertising media package designed by Publicis.

7.2 The Promoter reserves the right to substitute the prize with a prize of equal or greater value.

7.3 The prize is not negotiable or transferable.

8. Winners

8.1 The Promoter will contact the winner personally as soon as practicable after the Announcement Date which will be no later than 31 October 2025, using the telephone number or email address provided with the entry form.

8.2 The Promoter must either publish or make available information that indicates that a valid award took place for the Advertising Standards Authority. To comply with this obligation, the Promoter will publish the surname of the shortlisted finalists followed by one winner and, if applicable, their Work(s) on the Peugeot

(<https://www.peugeot.co.uk/>) and/or the Saatchi Gallery website (<http://saatchigallery.com/>) from mid-October 2025. The Promoter will publish the surname and country of the final Winner and, if applicable, their Work(s) on the Peugeot and/or the Saatchi Gallery website.

8.3 If you object to any or all of your surname, country and Work(s) being published or made available, please contact the Promoter programming@saatchigallery.com. In such circumstances, the Promoter must still provide the information and winning entry to the Advertising Standards Authority on request.

9. Claiming the prize

9.1 The prizes will be delivered after all the finalist and Work(s) have been exhibited in the Saatchi Gallery, London within 60 days.

9.2 The prize may not be claimed by a third party on your behalf.

10. Submission of Work(s) & Limitation of liability

10.1 You must ensure that each submitted Work(s) conforms to all applicable health and safety standards and regulations. You agree to indemnify the Promoter, its staff and its visitors to the exhibition at the Saatchi Gallery, London between November 2025 and January 2026 for any loss, damage, cost or expense which results or arises from a breach of such standards and regulations.

10.2 By submitting Your Work(s), You confirm that each Work is in a condition to withstand normal rigours of handling and display at the Saatchi Gallery, London.

10.3 The Promoter will not accept responsibility for competition entries and Work(s) that are lost, mislaid, damaged or delayed in transit, regardless of cause, including, for example, as a result of any postal failure, equipment failure, technical malfunction, systems, satellite, network, server, computer hardware or software failure of any kind except where it is caused by the negligence of the Promoter, its agents or distributors or that of their employees.

10.4 Insofar as is permitted by law, the Promoter, its agents or distributors will not in any circumstances be responsible or liable to compensate the winner or accept any liability for any loss or damage occurring as a result of taking up the prize or of loss or damage to the Work(s) in transit except where it is caused by the negligence of the Promoter, its agents or distributors or that of their employees. Your statutory rights are not affected.

11. Ownership of competition entries and intellectual property rights

11.1 The Promoter does not claim any rights of ownership in your competition entry or the Work(s).

11.2 By submitting Your Work(s), You confirm that you own all of the rights, title and interest in and to Your Work(s). You shall indemnify the Promoter against all losses, liabilities, costs and expenses in respect of claims made by third parties alleging partial or total ownership of the Work(s) or any rights in the Work(s), including intellectual property rights.

11.3 By submitting Your Work(s), You confirm that each Work is free and clear of any liens, claims, encumbrances or restrictions, that the use of the Work(s) under these Terms will not infringe upon or violate the rights of any person or entity, and that to the best of Your knowledge and belief each of the Work(s) has not been exported from any country and shall not be imported into the United Kingdom in violation of any applicable laws or regulations.

11.4 You agree that the Promoter may, but is not required to, make your entry available on the Peugeot Motor Company PLC and Saatchi Gallery website and any other media, whether now known or invented in the future, and in connection with any publicity of the Competition. You agree to grant the Promoter a non-exclusive, worldwide, irrevocable, perpetual licence of any and all intellectual property rights in the competition entry, the Work(s) and any accompanying materials, to use, display, publish, transmit, copy, edit, alter, store, re-format and sub-licence the competition entry, the Work(s) and any accompanying materials for such purposes.

12. Data protection and publicity

12.1 The Promoter will only process your personal information as set out in the <https://www.peugeot.co.uk/tools/privacy-policy.html> and <https://www.saatchigallery.com/privacy-policy>.

13. General

13.1 If there is any reason to believe that there has been a breach of these Terms, the Promoter may, at its sole discretion, reserve the right to exclude you from participating in the competition.

13.2 The Promoter reserves the right to hold void, suspend, cancel, or amend the Competition where it becomes necessary to do so.

13.3 These Terms shall be governed by English law, and the parties submit to the non-exclusive jurisdiction of the courts of England and Wales.