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MAGAZINE

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**Arte Laguna Prize
20th Edition
Venice Arsenale**

**A section dedicated to Digital Art and Artificial
Intelligence celebrates contemporary experimentation
and emerging languages**



ARTE LAGUNA PRIZE 2025

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In 2025, Arte Laguna Prize celebrates its 20th edition, reaffirming its role as an international platform for contemporary art. Founded in 2006 by the cultural association MoCA (Modern Contemporary Art), the prize is now a globally recognized reference point, dedicated to showcasing and mapping the evolution of artistic languages across a wide spectrum: visual arts, performance, digital art, multimedia, photography, land art, urban art, and design.

Making this edition unique is the prestigious setting of the Arsenale Nord in Venice—one of the city's most iconic venues—which will host the finalists' exhibition from November 14 to December 6, 2026. Over 120 artists from around the world, selected by an international jury, will exhibit their works, offering a broad and dynamic vision of the contemporary landscape.

Among the many disciplines featured in the competition, special attention is given to Digital Art and Artificial Intelligence, which find in Arte Laguna Prize a fertile ground for exploring the frontiers of computational creativity. The inclusion of these categories confirms the Prize's commitment to narrating the present, fostering dialogue between emerging technologies and artistic sensitivity.



**ARTE
LAGUNA
PRIZE** VENICE

Arsenale Nord Venice

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ARTE LAGUNA PRIZE 2025

A symbol of the power of the “Serenissima” Republic, the Arsenale Nord of Venice is today a completely restored area. With its 4,000 square meters, the evocative spaces of the Arsenale Nord provide the ideal setting for displaying and promoting the finest creations of the contemporary art scene.

Arte Laguna Prize is more than just an award—it is a virtuous system involving foundations, museums, galleries, residencies, Made in Italy companies, and international brands. Together, they generate concrete opportunities for artists, forming a constantly growing network fueled by a shared vision of cultural development and talent recognition.

Arte Laguna Prize 20 confirms itself as a vital crossroads for the art of today and tomorrow.

The Exhibition Venue

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ARTE LAGUNA PRIZE 2025

Interview with Laura Gallon , founder of the Arte Laguna Prize.

For over two decades, Laura Gallon has fostered artistic talent through one of the most respected international art prizes.

In this conversation, she reflects on the role of artificial intelligence in creative expression, the evolving language of contemporary art, and what it means to stay authentic in a time of digital acceleration.



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For the past twenty years, the Arte Laguna Prize has given space to diverse artistic visions, often helping to launch or consolidate international artists. With artificial intelligence now emerging as a global expressive language, do you think we're entering a new cycle in the history of contemporary art?

To some extent, yes — because every artist carries a fire within that longs to be expressed. I'm almost certain that no artist would ever say to artificial intelligence: "Create a work that expresses something for me." Creation comes from within, from a deep feeling. Later on, perhaps, the artist can analyze the result with the help of AI, or entrust it with the development of certain details. That's because sometimes

what they want to express may not feel fully achieved — like a circle that doesn't appear perfectly round.

Still, the artist wants to convey the message using their own abilities. Also, as creatives, artists understand that artificial intelligence is based on knowledge and calculations derived from other people's experiences. And that is profoundly different from what it truly means to create.

In your curatorial experience, what differences emerge between AI-generated art and the more traditional media historically welcomed in the prize?

I wouldn't call myself a curator; there are people who have the training, skills, and professionalism to hold that title — they are our jurors, different every edition, who are invited to take part and are responsible for selecting the artists. However, I can speak from my experience over twenty years of the Arte Laguna Prize. We started with traditional

techniques — painting, photography, sculpture — and gradually expanded to include video art, land art, urban art, cartoons, and digital graphics. One of the most exciting to me is definitely digital art. It's a powerful language, yes, but still a lean tool through which the artist conveys something that comes from deep inside.

Do you see continuity or a real break in these new artistic languages?

In a sense, there has been a revolution, because many artists now use digital tools. But the chance to interact with living, breathing artists — who answer the phone, who are present, enthusiastic, and share their art in person — is something unique.

For this reason, I believe digital art may end up being more meaningful for future generations: when the artist is no longer with us, the digital medium might preserve and transmit their work in a simple and accessible way.

That said, I still have a doubt. In the past, we recorded videos on tape, and now we barely have the players to view them. So I ask myself: will the artworks created with today's technology still be accessible in a few years? It's a question I ask myself — I don't have an answer.

One artistic field that fascinates me is design, or art applied to design. Art in a home can be a painting, a photograph, a mural — but design also expresses personal taste and style. It's interesting to imagine how AI might be applied to that kind of artistic expression.

“Creation comes from within, from a deep feeling. AI can assist, but the message must come from the artist's own hands.”



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Do you think the use of AI is allowing new talents — perhaps excluded from academic or traditional production circuits — to emerge and share their vision?

When an artist has talent, they don't need many tools: you can see it, feel it, sense it — it strikes you, captivates you, excites you.

AI, especially now, leaves you with a doubt: is it real, or is it artificially created? Thankfully, what sets us apart from robots is our emotions — and for me, art must convey a feeling.

I completely understand those artists who don't like to talk about themselves or explain their art. They stand back, almost hidden, watching the viewer's reaction to understand how their art is perceived. AI can never fully replace an artist's journey.

This new expressive form also brings a different participatory and narrative dimension. Do you think digital artists today can take on a more active social role, not just as authors but also as facilitators of shared dialogue with the public?

Yes, absolutely — mainly because the modes of sharing this kind of art are faster. You no longer need to ship crates or boxes — sending a file is enough.

Technology, videos, digital photos, and compositions make it easier to transmit beauty and art.

That said, I still believe that meeting the artist in person is something else entirely. Maybe I belong to the old school, but for me, going to an art opening, seeing how an artist installs a show in a 50 or 100-square-meter space, observing how they arrange the works, how they interact with the people who come to see their work — well, that's what truly fascinates me.

And every time I speak with them, I get swept up — every time, I learn something.

So yes, digital art has the great advantage of being easily shared. Just the other day we organized an exhibition in China simply by transmitting files — it was fast and practical. The participating artists were thrilled to exhibit in a place they never thought possible.

But of course, it would have been much more beautiful to have them there in person — to see the people asking questions, getting to know them, feeling the excitement of being in a new place, among new people. In short, feelings cannot be transmitted digitally.

What would you say to artists exploring AI as a creative tool? What should they keep in mind to stay authentic in an era of infinite images?

As with all new things, we should never put up walls and say, "I'm not interested." Curiosity is a sign of intelligence, so I absolutely encourage artists to learn, to see what others are doing with AI, to meet those who work with it.

But if it feels forced — if it doesn't come naturally, if it becomes a task — then it's probably not part of that artist's path. Artistic expression must emerge spontaneously.

That said, there are definitely artists who use it well — in the truest sense of the word.

Just like you would use a fine brush to add delicate touches to a painting, you can learn to use AI with awareness and precision. It can become a powerful tool for some artists. The important thing is not to become a slave to it — and to always keep your soul alive.



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Arte Laguna Prize opens applications for the 20th edition.

For its 20th edition, Prompt Magazine is proud to join as an official media partner, actively contributing to the promotion of the most innovative projects. A Prompt Magazine Special Mention will be awarded during the prize ceremony on November 14 on the stage of the Arsenale Nord. The selected artist will receive dedicated editorial coverage in our magazine, including an in-depth interview exploring the creative process and the concept behind their work.

The 20th edition of Arte Laguna Prize celebrates an extraordinary milestone: two decades of creativity, innovation and connections in the contemporary art world.

COMPETITION CATEGORIES

The Prize is open to the following artistic disciplines: painting, sculpture and installation, photographic art, video art and short films, performance and acting (stage and film), digital art, digital graphics and cartoon, environmental and land art, urban art and street art, art design.

The finalist artists will have the unique opportunity to exhibit in the iconic space of the Arsenale Nord of Venice.

Each year Arte Laguna Prize collaborates with high-level international partners to offer artists a wide range of opportunities around the world. The Special Prizes include collaborations with art galleries, art residencies, collaboration with companies, participation in art festivals.

Discover more:

artelagunaprize.com/terms-and-conditions-2025

Open Call

Apply Here



Arte Laguna Prize gives artists the opportunity to:

- > Exhibit in Venice (Italy) at the Arsenale Nord
- > Cash prize of €10,000
- > Join a large network of collaborations around the world with many Special Prizes;
- > Sell on the online platform artelaguna.world