



NATIONAL PORTRAIT GALLERY

Herbert Smith Freehills Portrait Award 2025 Rules

1 / ARTISTS

1.1 The competition is open to all artists from around the world. Artists must be aged 18 years or over as of 1 January 2024.

1.2 To be eligible for the Young Artist Award, artists must be 30 years of age or under as of 1 January 2024.

1.3 The competition is limited to one entry per artist. The work must have been completed after 1 January 2024.

1.4 All submissions and payment of entry fees must be completed by 22:00 on Tuesday 14 January 2025 (UK time).

1.5 The artist or their representatives warrant that they are fully authorised and entitled to enter into the agreements contained in these rules, in respect of all rights in the work including ownership, copyright, moral rights, the rights of the people, names, trademarks, designs or works of art depicted in the works, and that no further permissions or conditions are required to deliver these agreements.

1.6 No work previously submitted for the competition is eligible for resubmission.

1.7 On receipt of the registration and entry fee, a confirmation email will be sent to the artist.

1.8 Those artists who submit their entry at a discounted fee must be able to provide evidence on request by the National Portrait Gallery. This proof of status must be valid as of the 14 January 2025. Please note that your entry will not be considered if you do not meet requirements.

1.9 All correspondence with artists will be via email.

1.10 All entrants will be notified if their work has been selected for the second round of judging by 28 January 2025. If the artist is selected they will be required to send their work to the judging venue between the 17 and 21 February, 2025.

1.11 Those artists who were selected for the second round of judging will be notified if their work is selected, or not, for exhibition by 4 March 2025. Artists who have not been selected should make arrangements for the collection of their work. It is the



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artist's responsibility to contact the National Portrait Gallery if they have not received notification by that date.

1.12 The exhibition at the National Portrait Gallery will be open to the public from 10 July – 12 October 2025. Those shortlisted for prizes must attend the Awards Ceremony on the evening of Tuesday 8 July 2025.

1.13 All exhibiting artists will be invited to the Press View on the morning of Wednesday 9 July 2025.

1.14 Works selected for exhibition cannot be removed before the end of the exhibition tour. All exhibited works will be available for collection in London at the end of the tour.

1.15 The copyright for all works exhibited in the Portrait Award will remain the property of the artist, but it is a condition of entry that the artist or their representatives agree unconditionally that the National Portrait Gallery may reproduce any exhibited works, free of charge, for the purposes of marketing, promotion, merchandise, discussion and education in direct connection with the Portrait Award exhibition and tour, in all media worldwide including the exhibition catalogue and subsequent publications, posters, prints, postcards, the internet and within television documentaries, and may license these specific, limited rights to others only for the same purposes. The Gallery also reserves the right to reproduce selected images free of charge for core non-commercial purposes, for example in the Past Exhibitions page of the Gallery website, indefinitely, as a public record. The processes of the competition may be filmed, and entering the competition constitutes agreement for a portrait to be included in such filming, whether broadcast or not.

1.16 It is also a condition on entering the competition that the artist agrees that visitors to the Gallery are permitted to take photographs without flash of their work for personal, non-commercial use during the run of the exhibition. The Gallery will install notices indicating that photography without flash is permitted provided it is for personal, non-commercial use but will not be liable if any images of the work, taken by visitors, are exploited commercially.

1.17 The responsibility for damage or loss (from point of delivery to the final collection of the work), however caused, is the responsibility of the artist. The sponsor, the



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carriers, the judging venue, the touring venues, any other subcontractor or the National Portrait Gallery shall not be liable for any loss or damage, whether or not caused by their negligence.

1.18 The National Portrait Gallery is committed to protecting your privacy. For information on how your personal data will be processed, please refer to the Gallery's [Privacy Notice](#).

1.19 Those not eligible for entry are employees of the National Portrait Gallery, the sponsor, their agents and previous first prize-winners of the Portrait Award since 1980.

1.20 The decision of the judges is final and no correspondence can be entered into. Artists should be aware that all works are judged on an equal and anonymous basis.

1.21 The National Portrait Gallery reserves the right to disqualify any piece of work if the artist has not adhered to the rules, even if the work has been selected for exhibition.

2 / PAINTINGS

2.1 The work entered must be predominantly painted in oil, tempera or acrylic and must be on a stretcher or board, preferably framed and unglazed. No watercolours, works on paper or pastels will be considered.

2.2 The work entered should be a painting based on a sitting or study from life and the human figure must predominate.

2.3 Self-portraits and group portraits are permitted.

2.4 Paintings will be judged anonymously so should not be signed on the front.

2.5 Minimum size: 25cm x 20cm unframed. Any works smaller than this will not be considered.

2.6 Maximum size: 244cm x 244cm framed. Please note that we cannot accept any works larger than this.

2.7 Multi part works (up to three parts) will be accepted and regarded as one work. Please bear in mind the above size restrictions and include full instructions for installation of the work.



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3 / DIGITAL IMAGE OF WORK

3.1 Entrants will be required to register for a secure artist account on the Gallery's competition platform www.competitions.npg.org.uk. Through this account, entrants will be able to submit their digital image for the first round of judging.

3.2 It is compulsory that the artist uploads one image of the entire work (including all the parts of a diptych or triptych).

3.3 Please note that the first round of judging is completed digitally. It is therefore important that the photograph uploaded by the artist is of a high quality. Each image must be saved as a JPG/JPEG and be 3 MB or smaller.

4 / DELIVERY OF WORKS

4.1 Only if the artist's work has been selected for the second round of judging will they need to organise the delivery of their artwork to the judging venue from 17–21 February 2025.

4.2 Paintings should not be delivered to the National Portrait Gallery as they will not be accepted.

4.3 Please note that the London judging venue address will be provided once the artist has been selected for the second round of judging.

5 / DELIVERY DATES FOR THE SECOND ROUND OF JUDGING

5.1 For works arriving by post, courier or in person:

Monday 17 Feb, 09.00 – 17.00

Tuesday 18 Feb, 09.00 – 17.00

Wednesday 19 Feb, 09.00 – 17.00

Thursday 20 Feb, 09.00 – 17.00

Friday 21 Feb, 09.00 – 17.00

5.2 No entries will be accepted at the London judging venue after 17.00 on Friday 21 February, 2025. A Gallery representative will provide a receipt on delivery of the work for those delivered in person. Please note that the Gallery cannot acknowledge receipt of paintings sent by post. Applicants requiring proof of delivery are advised to use a recorded delivery service.



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6 / UK ENTRANTS

6.1 Entries that are hand delivered should be left without any protective packaging as this cannot be retained.

6.2 Deliveries by post will be accepted in suitable packaging.

6.3 The Gallery will not be responsible for wrapping works or providing wrapping materials for any works being returned.

7 / INTERNATIONAL ENTRANTS

7.1 Artists not residing in the UK must arrange and pay for delivery of their work to the London judging venue on the allocated dates.

7.2 If works are being shipped by courier, artists must take full responsibility for all costs, including any import customs charges and duties. When sending works from abroad the artist should not tick the box advising the courier company to bill the recipient. Equally on the return of any work from the UK the artist should not tick the box indicating that the transport will be paid by the sender. The Gallery will not cover these costs and will instruct the shipper to contact the artist directly for payment.

7.3 It is the artist's responsibility to check with their courier company that their paintings have cleared customs and have been delivered on the allocated dates.

7.4 Please note that the Gallery cannot acknowledge receipt of paintings sent by post. Applicants requiring proof of delivery are advised to use a recorded delivery service.

7.5 International entries will be re-packaged in the original packaging. It is the artist's responsibility to arrange and pay for collection of their works from the London collection point on the allocated dates.

7.6 If the original packaging is no longer suitable for use, we can provide packaging materials but there will be an additional charge for this service.

8 / COLLECTION/RETURN OF UNEXHIBITED WORKS

8.1 All unselected works must be collected from the London judging venue on the dates listed below, during the times specified.



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8.2 Note that for works being collected by a courier the artist must provide 48 hours advanced notification to the Exhibitions Department to ensure work is prepared for collection.

8.3 For works being collected by courier or in person:

Thursday 6 March, 09.00 – 17.00

Friday 7 March, 09.00 – 17.00

Monday 10 March, 09.00 – 17.00

Tuesday 11 March, 09.00 – 17.00

Wednesday 12 March, 09.00 – 17.00

8.4 For works being returned by post:

8.5 Any works sent with correct postage will be returned by Friday 25 April 2025.

8.6 Any paintings uncollected from London after Wednesday 12 March 2025 will be disposed of without prior notice.

9 / THE AWARDS

First Prize: £35,000

Second Prize: £12,000

Third Prize: £10,000

Young Artist Award: £9,000

All selected artists aged between 18 and 30 will automatically be considered for both the Young Artist Award and the Portrait Award, but an individual cannot win both. If there are no exhibitors aged 30 or under then no Young Artist Award will be given and the funds so available shall be used to offer a Fourth Prize.

Herbert Smith Freehills Artist Commission: £14,000

All artists chosen to exhibit in 2024 and 2025's Portrait Award exhibitions will be considered for the inaugural Herbert Smith Freehills Artist Commission, which has a value of £14,000. The prizes will be announced at the award ceremony on 8 July 2025.