

THE POWER OF THE ARTS

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10 projects have been nominated – Philip Morris GmbH promotes integration and cultural participation by donating a total of 200,000 euros

“The creativity and diversity of the submissions was impressive, a strong sign of a vibrant civil society and a lively culture that is able to pour the current political developments into powerful, artistically valuable formats, with the hope and desire for more art, more diversity.” – Kübra Gümüşay, Member of the Jury, „The Power of the Arts“

Berlin, August 1, 2017 – The commitment in Germany to integrating and including people with a migrant background remains unwavering: roughly 150 non-profit institutions have followed the first public appeal by the newly-established initiative “The Power of the Arts”. Creative workshops, stage and music productions, media platforms, projects in higher education – the concepts submitted are diverse, interdisciplinary, and from across Germany.

The following ten projects have been selected as nominees by a jury made up of Dr. Hans-Jörg Clement (Konrad Adenauer Foundation), Chris Dercon (Director of *Volksbühne Berlin*), Ralf Fücks (author), Kübra Gümüşay (publicist and activist), Erika Hoffmann (Hoffmann Collection), Lamyia Kaddor (author and Islam scholar), and Nikeata Thompson (choreographer):

- *foundationClass, The Weissensee College of the Arts (Berlin)
- ArtLab by ARTHELPS, ARTHELPS e.V. (Weissach)
- Banda Internationale, Banda Comunale (Dresden)
- BELLEVUE NETWORKS, Bellevue di Monaco eG (München)
- CUCULA – Refugees Company for Crafts and Design (Berlin)
- GARELLY-SCENE, label m – *Werkstatt für Jugendkultur e.V.* (Saarbrücken)
- IKU – *Integrationstheater, altes Kino Ebersberg e.V.* (Ebersberg)
- Pass On, Hajusom e.V. (Hamburg)
- TIN PIT, Blickpunkte e.V. / *Ensemble Megaphon* (Hannover)
- Un-Label, *Sommertheater Pustoblume e.V.* (Köln)

Click here for further information about the nominees of the initiative. The ten projects selected will each be given an editorial portrait, and introduced subsequently in the form of detailed reports at www.thepowerofthearts.de. The four winners will be announced in mid-September.

“The Philip Morris GmbH has been committed for many years to advancing the cause of social participation for all, and has been known for decades for promoting collections, exhibitions, and artists. We are now combining both aspects with “The Power of the Arts”. The initiative is designed to promote a liberal and multicultural society. As an international company, we aim to make a sustainable contribution to integrating and including people in Germany with a migrant background. We believe in the power of the arts, and will award four projects annually with 50,000 Euros each.” - Elfriede Buben, Manager Corporate Responsibility for Phillip Morris GmbH

Our call for tenders has revealed the formation of a new type of cooperation: institutions and business enterprises, artists and creatives, societies and volunteers. New concepts in colleges and universities are providing access to education; furniture workshops are offering economic

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perspectives, with dance and theatre productions working in transcultural dialogue. In the process, creatives and artists from different nations will come together for collaborative projects involving newcomers and the old-established alike. The arts, being a universal language, facilitate this process, promoting coexistence among equals, as well as learning from one another.

Media materials will be available at: www.thepowerofthearts.de/presse

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Communication and the press

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