

THE POWER OF THE ARTS

THE POWER OF THE ARTS: ANNOUNCEMENT OF THE AWARDEES Four projects awarded a total of 200,000 euros for fostering integration and cultural inclusion

Berlin, 19 Sept 2017 - Some 150 non-profit institutions followed the call from the newly founded initiative "The Power of the Arts," designed to promote social engagement in Germany for the integration and inclusion of people with a migration background. There were four projects that particularly sparked the jury's enthusiasm. Each will receive a prize of 50,000 euros, to be awarded on 12 December 2017 at the Academy of the Arts (Pariser Platz, Berlin).

The jury is comprised of **Dr. Hans-Jörg Clement** (Konrad-Adenauer-Stiftung), **Chris Dercon** (Intendant, Volksbühne Berlin), **Ralf Fücks** (author), **Kübra Gümüşay** (publicist and activist), **Erika Hoffmann** (Sammlung Hoffmann), **Lamya Kaddor** (author and Islamic Studies scholar) and **Nikeata Thompson** (choreographer).

The winning projects:

[Banda Internationale](#), Dresden

Project format: Band project

Execution period: January – December 2018

After partaking in numerous anti-PEGIDA protests, the Dresden brass ensemble Banda Comunale expanded in 2015 to include several musicians who were refugees and become Banda Internationale. Their mutual aim is to interpret traditional music in a new manner, to bring cultures together, and to dismantle resentment. The collective is now 20 strong, featuring musicians from Syria, Palestine, Iran, Iraq, and Burkina Faso. Not only do they spread their integrative message at concerts, they also organize workshops in rural Saxony. As a megaphone in opposition to xenophobia - or better: in favor of openness toward foreigners - Banda Internationale can also be seen in numerous performances at demonstrations, residential sites for refugees, and initial reception centers. This independent transnational band project also holds workshops with young refugees at schools in Saxony.

[*foundationClass](#), Berlin

Project format: Education, workshops, exhibits

Execution period: January – December 2018

The project *foundationClass from the Berlin Weissensee School of Art provides refugees with an opportunity to prepare for their applications to art schools. *foundationClass gives them with access to workshops of all kinds. A team of artists, some of whom have experience as refugees themselves, support the participants in taking artistic positions, developing poise, and finding formats and working methods that correspond to their own skills and talents. The application portfolios created are designed to be a high-quality reflection of each artist's own style. The concept has proved fruitful: Nearly all of the participants from the first course were accepted to an institution of higher education.

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This prize money will enable 'foundationClass' to secure its work and enhance its structure for another year. The goal is to offer open events at institutes of high education, such as presentations, workshops, and excursions where artistic stories can be collaboratively articulated in a manner that integrates the Global South/East and their experiences without using labels like "refugee" or "migrant." This provides answers to the question of what an art school would look like that is based on migration as a foundation.

[label m](#), Saarbrücken

Project format: Participation project, workshops, festival

Execution period: Fall 2017 – Summer 2018

Since 2009, label m has been implementing crossover projects for the social integration of teenagers and young adults with diverse cultural backgrounds. For the initiators, this is about natural artistic development, integration, and cultural education through teenage culture and sub-cultures. Tapping into youth culture as an innovation motor for culture in general, migration and refugee experiences are discussed and realized in publications, films, and performances. As a participative launch for the newly founded Garell-Haus cultural center, the festival plans to raise more awareness for the cultural scenes in multiple countries with.

[Un-Label](#), Cologne

Project format: Creation of an interdisciplinary, inclusive performing arts company

Execution period: November 2017 – December 2018

The interdisciplinary cultural project Un-Label aims to promote equal inclusion in cultural life for people with a disability. There are some 100 artists working on new inclusive and innovative opportunities in the performing arts. Un-Label is looking to create a permanent performing arts company to support career and employment opportunities for artists with and without disabilities - irrespective of their place of origin.

Elfriede Buben, Director Corporate Responsibility and championing the project at Philip Morris GmbH, expresses great satisfaction with the jury's selection:

"The selected initiatives represent outstanding examples for sustained and diverse social engagement in Germany. They make a remarkable contribution toward cultural inclusion for everyone, strong women, educational opportunities, and economic inclusion. As a company with an international workforce, it's a joy to be in a position to make a lasting contribution toward the integration and inclusion of people with a migration background in Germany."

Philip Morris GmbH launched the initiative this year. The company has been committed to social inclusion for everyone for decades, and since the 60s has been a well-known patron of large-scale collections, exhibitions, and artists. With "The Power of the Arts," the organization is now linking those two aspects.

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Press material: www.thepowerofthearts.de/presse

Communication and press

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