

THE POWER OF THE ARTS

OPEN CALL: THE POWER OF THE ARTS

A new initiative that advocates for the integration and inclusion of people with a refugee and migration background in Germany through the arts, music, theater, or dance.

Open call: 28 March - 9 June 2017

www.thepowerofthearts.de

One in five people in Germany have a migration background, two-thirds of which are in the first generation. We don't always celebrate the same festivities. We don't always speak the same language. We don't always believe in the same deity. But there is something that connects us: *The Power of the Arts*.

"The integration and inclusion of people with a migration background require the joint commitment of politics, business, culture, and civil society. With *The Power of the Arts*, we are reacting to the social challenges of our times." - Jörg Waldeck (Director Corporate Affairs at Philip Morris GmbH).

Each year, *The Power of the Arts* awards four projects put forward by non-profit institutions and creative artists with each 50,000 euros. Awardees use the medium of art, music, theater, and dance to advocate for social and cultural equality as well as understanding among all people.

An independent jury selects the projects:

- Dr. Hans-Jörg Clement (Head of Culture Konrad-Adenauer-Stiftung e.V.)
- Ralf Fücks (Executive Heinrich-Böll-Stiftung e.V.)
- Kübra Gümüşay (Publicist and activist)
- Erika Hoffmann (Sammlung Hoffmann)
- Lamya Kaddor (Author, Islamic scientist and publicist)
- Nikeata Thompson (Choreographer and Dancer)

Project submissions and information on the open call at www.thepowerofthearts.de.

The Power of the Arts is an initiative from Philip Morris GmbH with the International Giving Foundation founded by Deutsches Stiftungszentrum im Stifterverband, Netzwerk Junge Ohren e.V., Boros GmbH and Bureau N. It is held annually and represents a continuation of Philip Morris GmbH's long tradition of social and cultural involvement.

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