

THE POWER OF THE ARTS

OPEN CALL: THE POWER OF THE ARTS

Open call: 10 April – 30 June 2018
Applications under www.thepowerofthearts.de

Berlin, 10 April 2018. The initiative The Power of the Arts founded by Philip Morris GmbH is now entering its second round this year. Four projects will be awarded 50,000 euros each.

The Power of the Arts is directed at non-profit initiatives and institutions that advocate for an open society and bring questions of social recognition, inclusion, integration, and equal opportunity to the foreground.

Projects can apply that use culture to advocate for social and cultural equality as well as to take down barriers in order to foster understanding among all people. Last year's categories - music, art, theater, and dance - are being expanded to include literature, film, and design.

"The high number of applications last year showed how many initiatives out there want to contribute to our pluralistic society. In order to strengthen these new narratives and foster a 'new us,' we have decided to expand the scope of the call for applications.

Elfriede Buben, Head of Corporate Social Responsibility Philip Morris GmbH

An independent jury comprised of experts from fields in art, culture, and science selects the projects:

- Dr. Hans-Jörg Clement (Cultural Director, Konrad-Adenauer-Stiftung e.V.)
- Samy Deluxe (Rapper)
- Diana Kinnert (Politician, Entrepreneur, and Author)
- Ralf Fücks (Think Tank Zentrum liberale Moderne)
- Kübra Gümüşay (Publicist and Activist)
- Erika Hoffmann (Sammlung Hoffmann)
- Lamyä Kaddor (Author, Islamic Studies Scholar, and Publicist)

The awardees from among the 150 applicants in 2017 were higher education initiative *foundationClass (Berlin), music project Banda Internationale (Dresden), youth culture project label m (Saarbrücken), and inclusive performance company Un-Label (Cologne).

The Power of the Arts is an initiative by Philip Morris GmbH in cooperation with the International Giving Foundation of the Deutsches Stiftungszentrum im Stifterverband, netzwerk junge ohren e.V., Boros GmbH, and Bureau N. The award program is carried out annually, thus continuing the long tradition of social and cultural engagement at Philip Morris GmbH.

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