

THE POWER OF THE ARTS

TRANSFORMING SOCIETY

200.000 euros in funding for projects dedicated to empowerment and equal rights through art and culture

Jury members include Samy Deluxe and Diana Kinnert

Apply for 2019!

Start 15 April 2019

Apply at www.thepowerofthearts.de

(Munich, 10 April 2019) The Power of the Arts, an initiative by Philip Morris GmbH, is now entering its third round. Four projects will be receiving EUR 50,000 each as award money. At a total of EUR 200,000, this is one of Germany's highest endowed awards of this kind.

Who can apply?

Eligibility for The Power of the Arts is open to all non-profit institutions and initiatives in Germany that use culture to advocate for social and cultural equality and understanding among all people as well as to take down structural, social, and cultural barriers. One concept or project can be submitted per year. All applicants and their project participants agree to comply with the objectives laid out by the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

The application process ends on 28 June 2019. An independent jury will then select the four winners by October. The winning projects will be chosen at an event in January.

In addition to rapper Samy Deluxe and politician and author Diana Kinnert, the jury will include further prominent figures from music, art, theater, dance, literature, film, and design.



SAMY DELUXE

Samy Deluxe grew up with his mother in Hamburg. The rapper's music endeavors to draw attention to the social ills experienced by people with an immigrant biography and caused by right-wing extremism. He is active in social engagement and has founded his own association, DeluxeKidz e.V., which uses the elements of hip-hop to provide children and teenagers with access to educational, linguistic, and musical culture. Following his participation in 2018, the rapper has returned the jury again this year.



DIANA KINNERT

Diana Kinnert was born in Wuppertal in 1991 as the daughter of a Filipina mother and a Polish father. An author and entrepreneur, she has been active as a member of the CDU political party since the age of 17. She is furthermore engaged as an ambassador at the Foundation for the Rights of Future Generations for issues of inter-generational justice. Today, Kinnert works as a freelance author and journalist, and is joining the jury for the third year in a row.

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The Power of the Arts is an initiative by Philip Morris GmbH in collaboration with the International Giving Foundation of the Deutsches Stiftungszentrum im Stifterverband, Netzwerk Junge Ohren e.V., BOROS GmbH, and Avantgarde Gesellschaft für Kommunikation mbH. 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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