

THE POWER OF THE ARTS

TRANSFORMING SOCIETY

PRESS RELEASE

Staying connected as an open, diverse and inclusive society, especially now: The Power of the Arts award is entering its fifth round

- In 2021, The Power of the Arts award will support again four projects with a total of 200,000 euros.
- The award honors outstanding initiatives and institutions that use art to promote an open society.
- Those interested in applying can register now for the application process which starts in April.

Gräfelfing, 24 March 2021 - For many artists, the Corona crisis has become a threat to their existence. *"This is one of the reasons why The Power of the Arts - on its fifth anniversary in 2021 - has a special significance. Art and culture reflect social debates, create spaces for discussion and can help to overcome social tensions and make a very concrete contribution to constructive coexistence. Strengthening this is a matter of great importance for us,"* says Claudia Oeking, Director External Affairs of Philip Morris GmbH.

Sustainable support for artists and cultural organizations

The Power of the Arts award promotes outstanding initiatives and institutions that use culture to advocate for equality and understanding among all people and to break down structural, social and cultural barriers.

In order to offer effective and sustainable support to artists and cultural organizations, *The Power of the Arts* will again support four projects with a total of 200,000 euros in 2021. This makes *The Power of the Arts* one of the highest endowed awards in the field of art and culture in Germany. Projects in the planning stage as well as projects whose implementation has already begun can be submitted.

Online applications are open from 15 April 2021. Those interested in applying can register now for more information at www.thepowerofthearts.de

For five years: Promoting structural, social and cultural equality

The projects that *The Power of the Arts* promotes use the art to contribute to more social diversity and equal rights for people from different cultures as well as with physical or social disabilities. In doing so, they make socially relevant issues visible that still do not receive enough attention.

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Since 2017, 22 award winners have been selected and supported with a total of 800,000 euros - from a wide variety of fields ranging from visual and applied arts to dance, music, film, literature and theatre. The concrete thematic focuses of the projects are as diverse as the committed artists behind them.

The themes of the award-winning projects were, for example:

- The visibility of people with disabilities in the role of artistic actors (e.g. **Un-Label** - award winner in 2017 and 2020, **Sexability** - award winner in 2020, **DieTanzKompanie** - award winner in 2019)
- Artistic work in social spaces with the aim of creating a peaceful coexistence (e.g. **Himmel über Adelsheim // Eine Knastoper** - award winner 2020, **Musik für einen Stadtteil** - award winner 2018, **KulturistenHoch2** - award winner 2018)
- Integration of people with migration experience or flight biographies (e.g. **M.Power** - award winner 2019, **Migrantpolitän** - award winner 2018, **Banda Internationale** - award winner 2017)

This year, an independent jury will again select the winning projects in order to support artists and cultural organizations in their important work.

About The Power of the Arts: *The Power of the Arts* is an initiative of Philip Morris GmbH in cooperation with the International Giving Foundation of the Deutsches Stiftungszentrum im Stifterverband, Netzwerk Junge Ohren e.V. and BOROS. The award is carried out annually, thus continuing the long-standing tradition of social and cultural commitment of Philip Morris GmbH. With a total of 200,000 euros in prize money, *The Power of the Arts* is one of the highest endowed awards in the field of art and culture in Germany.

Additionally, the company is also socio-politically active. With the study "*How we really live*" (Wie wir wirklich leben), the company collaborated with the Rheingold-Institut in asking the citizens about their expectations on politics and how they want to be involved in political decision-making processes. You can read the full study here: www.wiewirwirklichleben.de

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