

THE POWER OF THE ARTS

TRANSFORMING SOCIETY

PRESSEMITTEILUNG

OPEN CALL:

Start of the application phase at *The Power of the Arts*

One million euros for art and culture - For the fifth time in a row, *The Power of the Arts* award supports art and cultural projects with a total of 200,000 euros

- From 15 April to 15 June, art and culture actors that promote with their work an open society can apply for *The Power of the Arts* award.
- Four projects will again be funded with 50,000 euros each.
- With a total of 200,000 euros per year, *The Power of the Arts* is one of the highest endowed private-sector awards for the promotion of art and culture in Germany.
- For the fifth year in a row, a prominent jury selects the winners.

Gräfelfing, 14 April 2021 – Five years of support for art and culture: *The Power of the Arts* celebrates an important anniversary in 2021. 22 projects were able to start or continue their commitment for an open, diverse and inclusive society thanks to the award, which was initiated by Philip Morris GmbH in 2017.

"It is with joy and pride that we are entering the fifth call for applications for our award The Power of the Arts. Art and culture have great power to shape a society worth living in. We see outstanding projects and initiatives that use artistic means to promote peaceful and equal coexistence and embrace diversity and tolerance," says Claudia Oeking, Director External Affairs of Philip Morris GmbH. *"Highlighting and promoting such commitment is a central concern for us as a company that actively lives its cultural and social responsibility. We are convinced that economy must support a vibrant society. Art and culture, as spaces of resonance and discourse, make an essential contribution to negotiating and living this society."*

With *The Power of the Arts*, Philip Morris GmbH will therefore continue to support four projects in 2021 that use art and culture to promote an open society. With a total of 200,000 euros in prize money per year, *The Power of the Arts* is one of the most highly endowed private-sector awards for the promotion of art and culture in Germany. The amount of prize money not only signals the high esteem in which the work of the award-winning projects is held, it also in fact helps to ensure their financial survival in the long term - especially under the difficult pandemic conditions.

"I think that we people learn to talk to each other when we are aware of how limited our own perspective is. The Power of the Arts makes projects visible that artistically work for a diverse togetherness in a plural society. I am delighted to be part of the jury of The Power of the Arts"

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for the fifth year." says Kübra Gümüşay, who has been a jury member since the first year of the award.

The jury of the award consists of prominent personalities who have been shaping the public debate with commitment for years. Alongside the musician Samy Deluxe and the publicist Lamya Kaddor, the jury also includes the head of the cultural department of the Konrad Adenauer Foundation, Dr. Hans-Jörg Clement, as well as Alexandra Georgieva, ballet director of the Friedrichstadt-Palast, the activist Kübra Gümüşay, the entrepreneur Diana Kinnert and the actress and director Maryam Zaree.

The application deadline starts on 15 April: Applications can be submitted at www.thepowerofthearts.de

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 promotional 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, in cooperation with the Rheingold Institute, asks what citizens expect from politics in order to give constructive impulses for social coexistence in a future-oriented way. Read the complete study here: www.wiewirwirklichleben.de

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For high-resolution image material, please contact the press contact.
You can find further information at www.thepowerofthearts.de

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FREQUENTLY ASKED QUESTIONS

Who can apply?

The Power of the Arts award for the promotion of art and culture is aimed at non-profit initiatives and institutions that use art and culture to promote equality, understanding between all people and the dismantling of structural, social and cultural barriers. Concepts and projects that are implemented in the period **from January 2022 to December 2023** will be considered. An earlier start of the project is also possible, provided that the funding is secured through other means until the start of the funding by *The Power of the Arts*.

How to apply?

Applications can be uploaded **directly via the website from 15 April until 15 June 2021** at the link www.thepowerofthearts.de.

When will the award winners be announced?

The winners will be announced after the jury meeting in **autumn 2021**.

Who selects the award winners?

The choice is made by an independent jury of well-known personalities from cultural life. *The Power of the Arts* jury consists of **Dr. Hans-Jörg Clement** (Head of Culture at the Konrad Adenauer Foundation), **Samy Deluxe** (rapper), **Alexandra Georgieva** (Ballet Director at the Friedrichstadt-Palast Berlin), **Kübra Gümüşay** (publicist and activist), **Lamya Kaddor** (author), **Diana Kinnert** (politician and entrepreneur) and **Maryam Zaree** (actress, author and director).

Who has the best chance of winning the award?

The thematic focus of the projects is as diverse as the artists behind them. But all the projects that *The Power of the Arts* promotes contribute to **more social diversity and to the social and cultural equality of people from different cultures and with physical or social disabilities** by means of art and culture. In this way, they make relevant issues visible that still do not receive enough attention.

Who are the previous award winners?

22 award winners have been funded with a **total of 800,000 euros** since 2017. Their topics have been, for example, the visibility of people with disabilities as artistic protagonists (e.g. **Un-Label** - award winners 2017 and 2020, **Sexability** - award winners 2020, **DieTanzKompanie** - award winners 2019), artistic work in social spaces with the aim of creating peaceful coexistence (e.g. **Himmel über Adelsheim // Eine Knastoper** - award winners 2020, **Musik für einen Stadtteil** - award winners 2018, **KulturistenHoch2** - award winners 2018) or integration of people with migration experience or refugee biographies (e.g.

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M. Power - award winners 2019, **Migrantpolitan** - award winners 2018, **Banda Internationale** - award winners 2017).

Who is behind *The Power of the Arts*?

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