

# THE POWER OF THE ARTS

TRANSFORMING SOCIETY

## PRESS RELEASE

***The Power of the Arts* is being honored with the AFK Award by Association of Arts and Culture of the German Economy at the Federation of German Industries e.V.**

Gräfelfing, 20 October 2021 - The Working Group for Cultural Sponsoring of the Association of Arts and Culture of the German Economy at the Federation of German Industries e.V. is honoring Philip Morris GmbH with the AKF Award in recognition of sponsorship prize *The Power of the Arts*. The 2021 AKF Award is being presented to companies which have adapted their cultural support projects to the context of the Corona pandemic or have established new relief funds and support programs. For five years now, Philip Morris GmbH has been providing support through *The Power of the Arts* to outstanding projects which leverage art and culture to promote an open society, social and cultural equality, embrace diversity, and tolerance. As a special exception for 2020, the annual funding of 200,000 euros was distributed among ten awardee projects instead of the usual four.

*“We are pleased and honored to see our sponsorship prize, The Power of the Arts, recognized by the prestigious AKF Award. With The Power of the Arts, we wanted to establish sustainable funding initiative for the socio-cultural project landscape that responds to social transformation processes. During the Corona pandemic, we made a one-time modification to our 2020 request for applications in order to reflect the new kinds of needs which had arisen. It was important to us that more initiatives could benefit from the funding in this kind of crisis situation,”* says Claudia Oeking, Director External Affairs at Philip Morris GmbH.

With the outbreak of the Corona pandemic and the resulting social disruptions, art and culture have taken on special significance as a driving force for peaceful and equal coexistence, thus helping to shape a society worth living in. At the same time, the Corona pandemic has hit the arts and culture particularly hard. Many cultural organizations as well as figures in the arts and culture have seen their livelihoods threatened. That is why *The Power of the Arts* adapted its concept in 2020 to the challenges at hand: the 200,000 euros in annual funding were given to ten awardee projects instead of the usual four in order to support even more arts and culture projects in their commitment to an open, diverse, and inclusive society during times of pandemic.

### **The Working Group for Cultural Sponsoring:**

The Working Group for Cultural Sponsoring of the Association of Arts and Culture of the German Economy at the Federation of German Industries e.V. is a unique network for corporations and corporate foundations committed to art and culture. Members from all industries exchange perspectives about the goals and frameworks involved in all forms of corporate cultural support. Since 2012, the AFK Award has been presented by the Working Group on Cultural Sponsoring for especially innovative cultural promotion projects among its members.

In addition to Philip Morris GmbH, the Dorit & Alexander Otto Foundation is also being honored with this year's AKF Award for its project *“Kultur hält zusammen”*.

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## **About The Power of the Arts:**

*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., and BOROS. It has been held annually since 2017 and represents a continuation of Philip Morris GmbH's long tradition of social and cultural engagement. With a total of 200,000 euros in prize money, The Power of the Arts is one of the highest endowed sponsorship prizes in the field of art and culture in Germany. Awardees are selected each year by an independent jury of prominent professionals and announced in the autumn.

In addition to *The Power of the Arts*, the company's social engagements further include: the study on the reality being lived in Germany ([Wie wir wirklich leben](#) / How We Really Live), intended to provide forward-looking, constructive impetus in social discourse for democratic co-existence; and the [Power for Democracy](#) Award, which honors projects, organizations, and initiatives that are committed to liberal democratic basic order and strengthening liberal social structures.

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