

THE POWER OF THE ARTS

TRANSFORMING SOCIETY

PRESS RELEASE

The Power of the Arts 2021:

Four role models for a diverse society

The recipients of the art and culture award will receive €200,000

Gräfelfing, 3 November 2021 - The 2021 winners of The Power of the Arts award have now been announced. The jury has selected four outstanding projects with unconventional artistic ideas for an open society. *The Power of the Arts* supports projects which use art and culture to promote social and cultural equality, diversity, and tolerance. The sponsorship award was initiated by Philip Morris GmbH, and is being presented for the fifth time this year.

The four awardee projects impressively exhibit the multifaceted nature of art and culture by re-interpreting artistic practice with courage and creativity, such as: hybrid digital concepts for cultural education at advanced ages; the creation of structures for the professionalization of artists with disabilities; and the exploration of beauty as a concept of culture to biographical cultural work at the intersection of virtual and real spaces.

The awardee projects:

EUCREA e.V., Hamburg / nationwide: *ARTplus*

In the German states of Bremen, Hamburg, Lower Saxony, and North Rhine-Westphalia, *ARTplus* enables artistically talented people with disabilities to pursue professional training at cooperating academies for theater, art, and music. In doing so, this program is tackling the rigid structures of the cultural sector in order to promote inclusion in art and culture.

GRAND BEAUTY, Interventionsbüro e.V., Leipzig: *Spread more Beauty*

Spread more Beauty is opening a radically diverse beauty salon. Here, beauty and care experts with and without immigration backgrounds, autodidacts, and pros will be working together to create a venue and occasions for interlinking the forms of beauty across the boundaries of language and culture. *Spread more Beauty* is exploring what it is that constitutes beauty in a culture, and how beauty is written into a culture's memory.

Integrationshaus e.V., Cologne: *The garden of memories*

In a participatory artistic process, residents of Cologne's Kalk district are creating a shared virtual *garden of memories*. The project crafts space to recreate memories, render them accessible in virtual reality, and share them with others. War and persecution have made it impossible to travel to certain countries which play a central role in the personal histories of many people. This project addresses that aspect of German reality using artistic means to create a basis for new encounters in real life.

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Kulturator | GUTE-DINGE-STIFTUNG, Munich: *DanceOn60+hybrid*

DanceOn60+hybrid is an inclusive, hybrid dance project that initiates and digitally connects contemporary dance groups at facilities which work with senior-aged people. The project makes use of modern technology to enable older people with and without disabilities to participate in socio-cultural projects, placing a focus on sensory while addressing a highly topical issue - loneliness in old age.

“The arts have integrative, unifying, cross-cultural power and can make a significant contribution to social cohesion, especially in today’s world - we as a company believe that firmly,” says Claudia Oeking, Director External Affairs at Philip Morris GmbH. *“For me personally, these awardees represent courageous role models for a contemporary life featuring art and culture, and illuminate how art and culture actively can accompany, shape, and catalyze social transformation processes. It is extremely gratifying for us to be able to contribute here via The Power of the Arts.”*

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 is held annually 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 awards in the field of art and culture in Germany. This year, four awardee projects will be receiving 50,000 euros each.

Eligibility is open to all non-profit institutions and initiatives in Germany which use culture to advocate for social and cultural equality as well as understanding among all people, and to take down structural, social, and cultural barriers. An independent jury selects four awardee projects. This year’s jurors are: Dr. Hans-Jörg Clement (Director of Culture, Konrad Adenauer Foundation), Samy Deluxe (Rapper), Alexandra Georgieva (Ballet Director at Friedrichstadt-Palast Berlin), Kübra Gümüşay (Publicist and Activist), Lamya Kaddor (Author), Diana Kinnert (Politician and Entrepreneur), and Maryam Zaree (Actor, Author, and Director).

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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Enclosed, you will find a presentation of all awardee projects.