

THE POWER OF THE ARTS

TRANSFORMING SOCIETY

PRESS RELEASE

Society needs art that intercedes

The Power of the Arts 2022 award: Now open for applications

- *The Power of the Arts* award for art and culture will once again be supporting four socially relevant projects with a total of 200,000 euros in funding.
- We are looking for projects which use the transformative power of art and culture to contribute to a diverse and open society.
- Applications can be submitted starting on 1 April 2022 and need to arrive by 31 May 2022.
- Since 2017, *The Power of the Arts* has been one of the highest endowed awards in the field of art and culture in Germany.

Gräfelfing, 31 March 2022 - The Ukraine War, the Corona Pandemic as well as economic, natural, and social challenges are testing the cohesion of our society. *The Power of the Arts* sponsorship award for art and culture was initiated by Philip Morris GmbH in response to the flows of refugees, which had begun in 2015. From the outset, this initiative has been committed to social and peaceful co-existence as well as integration and participation for all demographic groups. Today, this issue is more relevant than ever before.

“Our society continues to face major challenges. Art and culture need to intercede and provide inspiration for how to remain in dialog even in times of great tension. With our award The Power of the Arts, we are looking to shine a spotlight on and provide a stage for precisely this kind of artistic and cultural engagement,” says Iris Brand, Head of Corporate Responsibility & Contributions at Philip Morris GmbH.

This year, *The Power of the Arts* is once again providing a total of 200,000 euros in funding to four projects in art and culture. Eligibility is open to non-profit institutions and socially relevant initiatives which use art and culture to advocate for social and cultural equality as well as understanding among all people, and to take down structural, social, and cultural barriers.

**Online applications will be accepted starting on 1 April 2022.
Applications can be submitted up to 31 May 2022.**

Thematic diversity among the awardee projects

In a manner analogous to how our society remains on the move, projects in art and culture are likewise undergoing change with respect to themes, forms, and formats. That diversity and dynamism is mapped by *The Power of the Arts* in order to resonate with initiatives from all sectors: music, theater, art, dance, literature, film – and especially interdisciplinary concepts. This year will mark the first time that architecture is also in scope in order to reflect the challenges facing society in the availability of space.

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The thematic focus among the awardee projects to date has been as diverse as the highly engaged artists themselves. Last year's themes ranged from integration and participation in old age to the fight against racism, intercultural dialog, and the promotion of people with disabilities in the arts. An overview of the award winners can be found at: <https://www.thepowerofthearts.de/en/awardees/>

About *The Power of the Arts*: The art and culture sponsorship award *The Power of the Arts* was initiated in 2017 by Philip Morris GmbH in collaboration with the International Giving Foundation of the Deutsches Stiftungszentrum im Stifterverband (Donors' Association for German Science), Netzwerk Junge Ohren e.V. (Young Ears Network), and BOROS. It is held annually and represents a continuation of Philip Morris GmbH's long tradition of social and cultural engagement. The awardee projects are selected by an independent jury of renowned experts. 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. More than 1,000,000 euros have been donated to the 26 awardees since 2017.

In addition to art and culture, Philip Morris also uses the Award [*Power for Democracy*](#) to strengthen democracy and our free basic order. Furthermore, the company is also involved on the socio-political scene. Its study "How we really live" ("Wie wir wirklich leben") investigates in partnership with the Rheingold-Institute the citizenry's expectations on politics as well as how they want to be involved in political decision-making processes in order to provide constructive impetus for social interaction with a view to the future. You can read detailed information about the study here: www.wiewirwirklichleben.de

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For more information and high-resolution images, visit www.thepowerofthearts.de