

THE POWER OF THE ARTS

TRANSFORMING SOCIETY

PRESS RELEASE

The Power of the Arts: The 2022 Jury

High-endowment art and culture award with newly added jury members from film and literature

- The *Power of the Arts* award for art and culture will again be providing support to four socially impactful projects with a total of 200,000 euros in funding.
- The seven-member jury has two new additions of professional distinction
- Author and journalist Mirna Funk and actress and filmmaker Benita Sarah Bailey are joining the 2022 jury for *The Power of the Arts*.
- The application phase is open until 31st of May 2022 for candidates who are highly committed to art and culture.

Gräfelfing, 20 May 2022 - Since the 1st of April, the application period for the sponsorship award *The Power of the Arts* has been open for candidates who are highly committed to art and culture. The seven-member jury has now been designated, all of whom embody excellence in their respective fields. They will be awarding a total of four socially impactful projects from the fields of music, theater, art, dance, literature, film, and architecture.

In addition to the jury members who have been active for several years now - **Alexandra Georgieva**, Ballet Director at Friedrichstadt-Palast Berlin; **Kübra Gümüşay**, publicist and activist; **Diana Kinnert**, politician and entrepreneur; **Dr. Hans-Jörg Clement**, Cultural Director at the Konrad Adenauer Foundation; **Samy Deluxe**, rapper - two further distinguished jurors are joining the jury: **Benita Sarah Bailey**, actress and filmmaker; and **Mirna Funk**, author and journalist.

“We are pleased to have such a diverse and highly qualified panel again this year. The diversity of perspectives and experiences put forward and garnered by these jurors in their respective fields represents a tremendous enrichment for *The Power of the Arts*”, says **Iris Brand**, Head of Corporate Responsibility & Contributions at Philip Morris GmbH.

Jury member **Mirna Funk** on her participation in *The Power of the Arts*: “There are so many people with artistic ideas, projects, and visions out there who want to make the world a better place. Every award, every foundation, every company which turns its sights to those very individuals and provides them with monetary assistance has earned my respect and support. That is why I'm especially excited to be part of the jury for *The Power of the Arts*.”

Why **Benita Sarah Bailey** became part of *The Power of the Arts*' panel of experts: “With its profile, *The Power of the Arts* sets its sights on culture in all of its diversity, bringing visibility to artists of all genres who are frequently overlooked due to structural reasons, such as lack of access. This is a matter which is close to my heart. I look forward to working with the jury and learning about these projects, which are contributing to a new, equitable togetherness in society through art and culture.”

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The application period is open until 31st of May 2022 for non-profit institutions and socially impactful 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.

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., 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 most highly endowed sponsorship awards in the field of art and culture in Germany. More than 1,000,000 euros have been donated to 26 awardees since 2017.

In addition to art and culture, Philip Morris also leverages the award [Power for Democracy](#) to strengthen democracy and our free basic order. 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.