

THE POWER OF THE ARTS

TRANSFORMING SOCIETY

PRESS RELEASE

Raising visibility for diversity and inclusion through art and culture *The Power of the Arts - 2022 awardees announced*

- *The Power of the Arts* is one of Germany's most highly endowed private-sector prizes for the promotion of the arts and culture and was announced for the sixth time in a row in 2022.
- An interdisciplinary jury reviewed over 100 applications to select four exceptional projects in art and culture which raise awareness for social diversity and foster inclusion actively.
- Each awardee project will receive 50,000 euros in prize money.

Gräfelfing, 23 January 2023

For the sixth year in a row, *The Power of the Arts* is giving recognition to projects for artistic engagement in promoting an open society. The jury reviewed more than 100 submissions to select four awardee projects which take a unique approach to raising visibility for diverse perspectives and reducing the distance between the different realities people find themselves living through.

“The arts open up space – in a way language and discourse are unable to do - for exerting impact and developing integrative and culturally unifying forces. We as a company believe that is precisely where the potential lies for making a contribution to social cohesion,” says Claudia Oeking, Director External Affairs at Philip Morris GmbH. *“The awardee projects at The Power of the Arts give a voice predominantly to those who are often unseen and unheard while also extending an invitation to empathize with the realities being lived by others. This creates a foundation for the emergence of mutual respect and appreciation, as are necessary for the equitable and democratic shaping of a diverse society.”*

The jury at *The Power of the Arts* works to ensure the greatest possible diversity of perspectives, and its members reflect a mixed combination of artistic and creative backgrounds. The jury includes prominent figures from the fields of literature, film, theater, music, and politics: Benita Bailey (Actress, Theater- and Filmmaker), Dr. Hans-Jörg Clement (Head of Culture at the Konrad Adenauer Foundation), Samy Deluxe (Rap Artist), Mirna Funk (Author and Columnist), Alexandra Georgieva (Ballet Director at Friedrichstadt-Palast Berlin), and Diana Kinnert (Politician and Entrepreneur).

“Credible diversity needs to be practiced across all levels at companies and organizations - which goes for the arts and culture sector as well. In light of the jury members themselves representing diverse perspectives, it was possible to account for a variety of views and to address many of the details and aspects of the submissions”, says actress, theater- and filmmaker Benita Bailey, who joined the jury as a new member. *“The selection of the awardees 2022 has been successful at bringing visibility to different realities which humans are living through. I am extremely happy for the winners and look forward to seeing their exciting projects being carried out.”*

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The Awardees

LABA Berlin, Jüdisches Zentrum Synagoge Fraenkelufer e.V.

LABA Berlin features eight cultural practitioners from various disciplines who are examining classical and modern Jewish writings in order to render a translation into the present. The aim is to turn the literary tradition of Judaism into the foundation for new artistic interpretations in the here and now, bringing visibility to the diversity in contemporary Jewish art and culture.

Life after Life – The Female Voice of Afghanistan, Zeitgenössische Oper Berlin

Die Zeitgenössische Oper Berlin is giving a voice to people who are not allowed to be heard in their own land. The film project *Life after Life - The Female Voice of Afghanistan* gives insight into the stories of female Afghan artists - their lives and work in their home country, their escape after the Taliban's seizing of power, and their new beginnings in Germany.

ÜberLeben in schwierigen Zeiten, POLYRAMA Berlin – Museum für Lebensgeschichten

Under the project title *ÜberLeben in schwierigen Zeiten (Surviving in Times of Tribulation)*, POLYRAMA is creating a space for telling life stories marked by crises and their perseverance. Walk-in installations render perspectives of marginalized groups accessible in an up-close and personal manner.

You Are Another Me - A Cathedral of the Body, Württembergischer Kunstverein Stuttgart

In the multimedia exhibition *You Are Another Me - A Cathedral of the Body* by artist Adina Pintilie, the *Württembergischer Kunstverein Stuttgart* addresses questions of body perception and sexuality among people with and without disabilities. A space for togetherness is created to break down boundaries, norms, and binary thought patterns and challenge the existing narratives out there.

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. Eligibility is open to all non-profit institutions in Germany that leverage the power of art and culture to promote equality and understanding among all people and to break down structural, social, and cultural barriers. 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. Since 2017, Philip Morris GmbH has donated a total of 1,200,000 euros to 30 awardee projects and is continuing its long-standing commitment to an open society with the 2022 award winners.

In addition to art and culture, Philip Morris also uses the award [Power for Democracy](#) to strengthen democracy and our free basic order. The company is also involved on the socio-political scene. With its study [Wie wir wirklich leben](#) (How we really live), it partners with the Rheingold-Institute to investigate 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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