

THE POWER OF THE ARTS

TRANSFORMING SOCIETY

PRESS RELEASE

THE POWER OF THE ARTS: 18 awardee projects honored at festive event

Gräfelfing, 31 March 2023

Yesterday evening, the waiting finally came to an end: During a festive event at Bolle Festsäle, all 18 winners of *The Power of the Arts* from 2020, 2021, and 2022 were able to receive the recognition for their artistic and social commitment. Some 360 prominent figures from society, politics, art, and culture were in attendance, including fashion designer Lana Mueller, actor Manuel Cortez, Berlin's former Governing Mayor Michael Müller, and presenter Bettina Cramer. Journalist and television host Vivian Perkovic led the evening. The evening program was musically accompanied by members of the Stuttgart Chamber Orchestra.

With the award *The Power of the Arts*, Philip Morris GmbH honors outstanding art and culture projects which advocate for open co-existence. Each awardee serves as a catalyst for societal transformation in order to break down structural, social, and cultural barriers and promote greater equality. With annual award money totaling 200,000 euros, this award is one of the highest endowed prizes for the promotion of art and culture in Germany. It represents part of Philip Morris GmbH's long-standing tradition of engagement in social and cultural affairs. Since 2017, a total of 1,200,000 euros has been donated to 30 projects.

Claudia Oeking, Director External Affairs at Philip Morris GmbH, opened the event with a powerful appeal for an open society: *"We need the power of the arts to create space for transformation and shape our togetherness in an appreciative, future-oriented manner. What we would like to achieve with the award is respect and diversity, inclusion, participation, and empowerment. And that very same power is evident in each of the projects awarded by The Power of the Arts."*

2022 saw the addition of actress and theater- and filmmaker Benita Bailey to the jury at *The Power of the Arts*. *"Our society is diverse, and cultural life can and must reflect as much. It's great to see how we, as the jury of The Power of the Arts, are making a contribution to that and how a wide variety of culture creators are being supported in their work,"* she says, also adding: *"The awardees are looking for their projects to draw attention to different perspectives and realities of life."*

Awardee projects 2020

- **Access Maker**, Un-Label, Cologne
- **Baynatna & FANN – Die arabischsprachige Bibliothek Berlins**, Berlin
- **Himmel über Adelsheim**, Stuttgarter Kammerorchester e. V., Stuttgart
- **Kein Schlusstrich! Ein Bundesweites Theaterprojekt zum NSU-Komplex**, Licht ins Dunkel e. V., Jena
- **MeetKinoMobil**, MPower e. V., Berlin
- **Musiklusion – Digitale Partizipation**, Lebenshilfe Tuttlingen e. V., Tuttlingen
- **Nach:Denkmal**, Fuchsbau e. V., Hanover
- **sexability**, THIKWA WERKSTATT FÜR THEATER UND KUNST of nbw gGmbH, Berlin
- **Soura Film Festival**, Soura Film Festival e. V., Berlin
- **Spiegelarche**, Der Grüne Salon e. V., Roldisleben (Thuringia)

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Awardee projects 2021

- **ARTplus – Künstlerische Ausbildung und Qualifizierung für Kreative mit Behinderung**, EUCREA Verband Kunst und Behinderung e. V., Hamburg
- **DanceOn60+hybrid**, Kulturator | GUTE-DINGE-STIFTUNG, Munich
- **Der Garten der Erinnerungen**, Integrationshaus e. V., Cologne
- **SPREAD MORE BEAUTY**, GRAND BEAUTY, Interventionsbüro e.V., Leipzig

Awardee projects 2022

- **LABA Berlin**, Jüdisches Zentrum Synagoge Fraenkelufer e.V., Berlin
- **Life after Life - The Female Voice of Afghanistan**, Contemporary Opera Berlin, Berlin
- **ÜberLeben in schwierigen Zeiten**, POLYRAMA – Museum für Lebensgeschichten, Berlin
- **You Are Another Me – A Cathedral of the Body**, Württembergischer Kunstverein Stuttgart, Stuttgart

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 which 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 awards in the field of art and culture in Germany.

In addition to art and culture, Philip Morris GmbH 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 the study [Wie wir wirklich leben](#) (How we *really* live), the company investigates in partnership with the Rheingold-Institute the citizenry's expectations on politics as well as how citizens want to be involved in political decision-making processes in order to provide constructive impetus for social interaction with a view to the future.

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