

THE POWER OF THE ARTS

TRANSFORMING SOCIETY

PRESS RELEASE

WANTED:

Artistic answers to societal questions

The Power of the Arts 2023 now open for submissions

- *The Power of the Arts 2023* will once again be supporting four socially relevant projects at 50,000 euros each
- With a total of 200,000 euros in award money, *The Power of the Arts* is one of the highest endowed awards in the field of art and culture in Germany.
- We are looking for projects in art and culture which leverage their transformative power to contribute to a diverse and open society.
- The application period starts on **20 April 2023** and will close on **20 June 2023**

Gräfelfing, 19 April 2023

Since 2017, Philip Morris GmbH has been using the award *The Power of the Arts* to sponsor art and cultural projects which leverage art in order to create space for socio-political development, to catalyze social transformation processes, and to advocate for an open, diverse, and peaceful society. On 20 April 2023, the next application period will begin, and *The Power of the Arts* will be launched for the seventh consecutive year. Eligibility is open to non-profit institutions with projects and initiatives in the fields of music, theater, art, dance, literature, architecture, film, and applied arts based in Germany.

“The applicants for The Power of the Arts illuminate the diversity of our society, the differences in the realities people are living, and the need for a culture of democracy. We deem it our responsibility to highlight and promote this kind of engagement. It fills us with joy and gratitude to be able to support these projects and accompany them along part of their journey,” says Claudia Oeking, Director External Affairs of Philip Morris GmbH.

Applications can be submitted to www.thepowerofthearts.de starting on **20 April 2023**. The submission period will close on **20 June 2023**.

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Projects selected by an independent jury

The jury for the award is comprised of prominent figures from business, art, culture, and politics. Some of them have been with *The Power of the Arts* for several years now, with new additions represented by journalist Shelly Kupferberg (2023) and actress Benita Bailey (2022). Head of the Cultural Department at the Konrad Adenauer Foundation, Dr. Hans-Jörg Clement, musician Samy Deluxe, author and activist Kübra Gümüşay, and entrepreneur Diana Kinnert continue to be associated with the Award as jurors.

About *The Power of the Arts*

The art and culture 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. 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 1,200,000 euros have been donated to the 30 awardees since 2017.

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