

# THE POWER OF THE ARTS

TRANSFORMING SOCIETY

## PRESS RELEASE

### Four art & culture projects receiving *The Power of the Arts* award

- The winning projects from Berlin, Frankfurt am Main, Munich, and Weimar will receive 50,000 euros each
- The award ceremony will take place in Berlin on 21 March 2024

Gräfelfing, 1 February 2024

The 2023 recipients for *The Power of the Arts* have now been announced. The independent jury has selected four outstanding projects from among 130 submissions for addressing and bringing visibility to topics germane to an open and inclusive society and conducive to peaceful co-existence and dialog.

Initiated by Philip Morris GmbH, the prize is now being conferred for the seventh year in a row. Featuring 200,000 euros in prize money, this is one of highest endowed prizes in Germany's private sector when it comes to art and culture. *The Power of the Arts* promotes projects which leverage the instruments of art in order to foster social and cultural equality, create space for social reflection, and break down barriers.

*"Art and culture can make an important impact toward an open and inclusive society by creating space for diversity, enabling participation, promoting dialog, supporting critical reflection, and creating community. By supporting projects in art and culture, we as a company are looking to do our part for a society that guarantees equal rights and respect for everyone,"* says Dr. Charilaos Avrabos, Head of Corporate Social Responsibility at Philip Morris Germany. *"I'm thrilled we are once again able to honor such exceptional projects and provide them with support for their work."*

#### The 2023 awardees are:

*4.0 | An audiovisual installation for deaf and hearing people  
Désirée Hall & Café Sinn&Wandel, Frankfurt am Main*

This project leverages a new approach for enabling deaf and hearing people without hearing loss to experience electronic music together.

*KI-nchen // Society and art in the context of artificial intelligence  
Gaswerk Weimar e.V., Weimar*

With this project, Gaswerk Weimar e.V. is addressing a key topic for the future, AI, using a participatory approach to encourage a wide audience to discover and experiment with artificial intelligence.

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*Women in the Dark*

*WOMEN IN THE DARK Deutschland e.V., Berlin*

The exhibition *Women in the Dark* brings gender-based violence into the public debate as a global problem, taking a stand against the simply glancing away and remaining silent.

*Young Pathos Collective*

*Pathos München e.V., Munich*

*Young Pathos Collective* is a safe space organized and curated by and for young people in order to provide a venue for artistically interpreting and presenting the issues of their generation without being bound by outside influence.

## **About *The Power of the Arts***

The art & 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 (German Foundation Center of the Donors' Association), 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. Current jury members are: Benita Bailey (actor), Dr. Hans-Jörg Clement (Head of Culture at the Konrad Adenauer Foundation), Samy Deluxe (rapper), Kübra Gümüsay (author and activist), Diana Kinnert (politician and entrepreneur), and Shelly Kupferberg (journalist). With a total of 200,000 euros in prize money, *The Power of the Arts* is one of the highest endowed sponsorship awards in the field of art and culture in Germany. Since 2017, the prize has bestowed 1,400,000 euros to more than 30 projects.

In addition to art and culture, Philip Morris also bolsters democracy and our free basic order through the award [Power for Democracy](#). The organization is additionally involved in the socio-political scene through the survey study [Wie wir wirklich leben \(How we really live\)](#). Here, Philip Morris investigates in partnership with the Rheingold-Institute what the citizenry's expectations on politics are and how citizens want to be involved in political decision-making processes in order to provide constructive ideas for the future of social interaction.

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For more information and high-resolution images, visit [www.thepowerofthearts.de](http://www.thepowerofthearts.de).