The Allianz Business to Arts Awards recognise collaboration and creativity in business and arts partnerships. The winning entries demonstrate business and the arts working together to achieve a mutually fulfilling result, and this year’s focus was on the potential of creative partnerships to be a driver of economic activity in both business and the arts and unlock creativity in business.
The staff and Directors of Business to Arts would like to thank the judges for their time, commitment and enthusiasm which contributed greatly to the success of the judging process. This year’s judging panel comprised:

Louise Donlon
Director
Dunamaise Arts Centre
Member of The Arts Council

Sophie Gorman
Arts Editor
and Day & Night Magazine Editor,
The Irish Independent

John McGrane (Jury Chair)
Managing Director – Resourcing,
Ulster Bank Corporate Markets

Gerard McNaughton
Retail Director,
TileStyle

Ursula Murphy
Human Resources Director,
Allianz Ireland

Paul O’Kane
Director – Public Affairs,
Dublin Airport Authority

Aoife Ruane
Director, Highlanes Gallery

The Allianz Business to Arts Awards create a showcase of what can be achieved when the diverse worlds of business and the arts come together successfully. The process of discovering, assessing and celebrating these relationships would not be achievable without the support and dedication of our sponsors, Allianz, who have worked with us to grow and develop the Awards over the last nine years. Our thanks to all our friends at Allianz for their continued dedication and belief in the possibilities that exist when business and the arts come together and we look forward to working with you again next year.

We also wish to acknowledge the commitment of Dublin Airport Authority who have commissioned the award sculptures since the inception of the Business to Arts Awards 19 years ago. The Authority (formerly Aer Rianta) also kindly sponsor the Dublin Airport Authority €5,000 Arts Award.

For the third year, we recognise excellence in commissioning practice, thanks to two awards sponsored by TileStyle. These two awards, one a perpetual trophy, the other a bursary for an artist, are presented in memory of our friend and former Chair, Jim McNaughton.

Business to Arts is a membership organisation providing support and advice on developing creative partnerships between business and the arts. At a time when our cultural sector has been identified by many business leaders as playing an important role in the recovery of our confidence and identity, we believe business and the arts can work together to unlock creativity, generate innovative solutions to business challenges, learn from each other’s practices and support recovery.

Our work focuses on creating a more sustainable cultural sector to support these beliefs. We achieve this by brokering relationships, through the publication of research and by advocating for greater investment in the arts by the business and private sectors, most significantly via the profile achieved by the Allianz Business to Arts Awards.

Via the annual awards Allianz play an extremely important role in showcasing the opportunities that can be realised when these two apparently disparate worlds come together. We are extremely grateful to our partners for their commitment to our organisation, and for their consistent focus on unlocking the potential that we both believe exists between business and the arts.

Alongside the celebration of effective partnerships a consistent theme in our activities has been the development of stronger business acumen in the cultural sector; an objective that is increasingly important when resources are limited in all sectors. To this end, in 2009 we launched New Stream, a 3-year programme focusing on income-generation skills for arts organisations in Ireland, with core funding from Bank of America Merrill Lynch, our wider business membership, and support from the Department of Tourism, Culture & Sport.

Business to Arts is a registered charity and we rely on support of businesses, foundations and individuals to enable us to carry out the essential groundwork needed to successfully advocate for new funding structures which will support the long-term development of arts and culture in Ireland.

Allianz congratulates all the companies, artists and arts organisations who participated in this year’s awards. The quality, imagination and innovation displayed in the entries shows promise for a healthy future in business support and collaboration with the arts. Allianz is proud to be title sponsor of the Allianz Business to Arts Awards for the 9th successive year.

The Allianz Business to Arts Awards create a showcase of what can be achieved when the diverse worlds of business and the arts come together successfully.

The Alianz Business to Arts Awards create a showcase of what can be achieved when the diverse worlds of business and the arts come together successfully. The process of discovering, assessing and celebrating these relationships would not be achievable without the support and dedication of our sponsors, Allianz, who have worked with us to grow and develop the Awards over the last nine years. Our thanks to all our friends at Allianz for their continued dedication and belief in the possibilities that exist when business and the arts come together and we look forward to working with you again next year.

We also wish to acknowledge the commitment of Dublin Airport Authority who have commissioned the award sculptures since the inception of the Business to Arts Awards 19 years ago. The Authority (formerly Aer Rianta) also kindly sponsor the Dublin Airport Authority €5,000 Arts Award.

For the third year, we recognise excellence in commissioning practice, thanks to two awards sponsored by TileStyle. These two awards, one a perpetual trophy, the other a bursary for an artist, are presented in memory of our friend and former Chair, Jim McNaughton.

Alongside the celebration of effective partnerships a consistent theme in our activities has been the development of stronger business acumen in the cultural sector; an objective that is increasingly important when resources are limited in all sectors. To this end, in 2009 we launched New Stream, a 3-year programme focusing on income-generation skills for arts organisations in Ireland, with core funding from Bank of America Merrill Lynch, our wider business membership, and support from the Department of Tourism, Culture & Sport.

Business to Arts is a registered charity and we rely on support of businesses, foundations and individuals to enable us to carry out the essential groundwork needed to successfully advocate for new funding structures which will support the long-term development of arts and culture in Ireland.

Allianz congratulates all the companies, artists and arts organisations who participated in this year’s awards. The quality, imagination and innovation displayed in the entries shows promise for a healthy future in business support and collaboration with the arts. Allianz is proud to be title sponsor of the Allianz Business to Arts Awards for the 9th successive year.

The Allianz Business to Arts Awards create a showcase of what can be achieved when the diverse worlds of business and the arts come together successfully. The process of discovering, assessing and celebrating these relationships would not be achievable without the support and dedication of our sponsors, Allianz, who have worked with us to grow and develop the Awards over the last nine years. Our thanks to all our friends at Allianz for their continued dedication and belief in the possibilities that exist when business and the arts come together and we look forward to working with you again next year.

We also wish to acknowledge the commitment of Dublin Airport Authority who have commissioned the award sculptures since the inception of the Business to Arts Awards 19 years ago. The Authority (formerly Aer Rianta) also kindly sponsor the Dublin Airport Authority €5,000 Arts Award.

For the third year, we recognise excellence in commissioning practice, thanks to two awards sponsored by TileStyle. These two awards, one a perpetual trophy, the other a bursary for an artist, are presented in memory of our friend and former Chair, Jim McNaughton.
‘The Sum of its’ Parts’ by Nuala O’Donovan
Commissioned by Dublin Airport Authority

The winning businesses in 2010 received a sculpture made from high-fired unglazed porcelain entitled ‘The Sum of its’ Parts, commissioned by Dublin Airport Authority, and designed and sculpted by Nuala O’Donovan.

Born in Cork City, Nuala O’Donovan spent a number of years living and working in the UK, Australia and the US before settling back in Cork in 1997. She studied design in Middlesex University and graduated from Crawford College of Art & Design with an MA in ceramics. Nuala has won a number of national awards and her work has been exhibited internationally.

Mindful of the themes of collaboration, innovation and creativity for the awards, Nuala designed this piece constructed of many small and simple elements, which combine to form a large and complex structure. Layers are constructed using simple ‘rods’ of porcelain, which alone would be limited in terms of form and strength but when combined create a light and strong form which is far beyond the possibilities of the single element.
The Jim McNaughton Perpetual Award for Best Commissioning Practice

‘Counterpoint’ by Jason Ellis
Commissioned by Tilestyle and the McNaughton Family in 2008 in memory of Jim McNaughton, this perpetual award is presented each year to a company for best practice in a commissioning relationship.

Counterpoint was sculpted by Jason Ellis in Kilkenny Limestone on a base of white marble, designed to convey the principles of a successful collaboration. The sculpture takes the simple idea of two separate entities that are held together in a symbiotic and mutually beneficial relationship.

The two sections rely on one another to create the form, which appears to be made from separate slabs of stone but are in fact carved from the one block.

Jason Ellis is a well-known sculpture conservator who turned to producing his own work, which he now does exclusively. His work is represented in the State Art Collection, and in the collections of Bank of Ireland, KBC Bank, AWAS and University College Dublin.
Allianz Business to Arts Awards 2010
Winners
Westport Chamber of Commerce and Len Collin for ‘Covies’

**www.thecovies.com**

*Covies* is an online ‘soap’ which was born out of an alliance between Westport Chamber of Commerce and Writer/Director Len Collin. The project had a cast and crew of over seventy and a number of local businesses supported and invested their time in the project. The aims were simple, to help counteract the effects of the recession, and promote Westport and Mayo not only as a tourist destination but also a film and television production location. From inception to completion, the eight-episode series was produced over a nine-month period on a budget that many would not think possible.

It cannot be ignored that this innovative project would not have gotten off the ground if it were not for the goodwill of the cast and crew who worked on the project for free. The minimum funding required to produce *Covies* was provided by local partners including Westport Chamber of Commerce, Westport UDC, Fáilte Ireland, Mayo County Council, Tesco Westport and ESB. In-kind support to transport and house cast and crew was provided by Iarnrod Éireann and local hotels.

The benefits of this imaginative collaboration are wide-ranging. It has garnered national and international media coverage for Westport and Mayo. An episode of *Covies* has been shown as part of the Chicago Irish Film Festival, and it was voted second-best online drama in the world on New York-based website ‘We Love Soaps’.

From the judges’ perspective, *Covies* was a fantastic initiative, and it was the success of *Covies* at bringing together the local community and businesses as well as professional actors and film professionals to develop a uniquely creative project that resulted in it being awarded Best Use of Creativity.
Best Use of Creativity
Highly Commended

HSE and Centre for Health Informatics, Trinity College Dublin & Helium Children’s Arts & Health for the ‘Puppet Portal Project’ www.helium.ie

The Puppet Portal Project is a puppetry and technology project which ran from March - November 2009 across four hospitals: Children’s University Hospital, Temple Street, Beaumont Hospital, Sligo General Hospital and Mid-Western Regional Hospital Limerick. The project addresses the effects of hospitalisation on children and their families through artistic processes and storytelling. A sense of community was achieved by using multi-media technology which enabled children and families in different hospitals to connect with each other, the artists and with hospital staff.


When BMW Ireland initially approached IMMA about the use of the Royal Hospital Kilmainham as a venue to launch their new 5 Series, they discovered that it was hosting an exhibition of jewellery by Alexander Calder. In the 1970s Calder had been one of a number of leading artists commissioned to design a BMW Art Car. As a result, it seemed appropriate to marry the car and jewellery and reaffirm BMW’s Calder connection by sponsoring Calder Jewellery. As part of the exhibition sponsorship, the Art Car was brought to IMMA and housed in a purpose-built exhibition case on the grounds, helping to generate increased exposure for the exhibition among non-traditional IMMA audiences.

Noone Casey for ‘The Twelve Doors Project’ www.twelvedoors.com

Facing into the negativity of the recession, Noone Casey (a chartered accountancy practice) were inspired by the activism of the Irish Street Art community to make their working environment more intriguing. They decided to donate their office door to the Twelve Doors Project for twelve street artists to use, abuse, deface and delight over a twelve month period. A website was developed to record each month’s work, and clients began to look forward to seeing what came next. Noone Casey reported a drop in graffiti and vandalism in their vicinity and have been in touch with international street artists seeking to replicate the project elsewhere.
**Best Sponsorship of an Event**

**Winner**

Irish Distillers Pernod Ricard & Dublin Fringe Festival for ‘ABSOLUT FRINGE’

Irish Distillers Pernod Ricard, through the Absolut brand, became title sponsor of the Dublin Fringe Festival in 2009 resulting in a new festival campaign and partnership named *Absolut Fringe*.

Internationally, the Absolut brand has had a strong connection with contemporary art and culture making a partnership with Dublin Fringe Festival an attractive opportunity in the Irish market. The Festival’s 150,000 attendees reflects Absolut’s target consumer of ‘confident explorers,’ which are marginally more female than male, under 35, urban-based and possess a third-level education.

As a part of the Festival programme, Absolut commissioned a collective of artists and designers to produce 16 artworks based on the brief provided to Andy Warhol back in 1985. The resulting exhibition, *Absolut Originals* was a creative tool for the sponsorship providing a basis through which Absolut’s creative heritage could be communicated.

From Dublin Fringe Festival’s perspective, the partnership increased the visibility and awareness of the Festival through a large-scale marketing campaign, as well as strengthening the Festival’s capacity as a result of the cash investment. It also benefited from in-kind support with stock and expertise in the running of festival bars and clubs. The collaboration resulted in the increased frequency of attendance among the Festival audience, increased web traffic and greater interaction through social media. From Absolut’s perspective, research highlighted increased advertising awareness among Absolut’s target consumers of the *Absolut Fringe* campaign and the Absolut brand.

While this sponsorship is only in its first year, the judges were agreed that the *Absolut Fringe* partnership brought the Dublin Fringe Festival to a new level in 2009 and has helped to realise the Festival’s long-held potential and for this reason was awarded Best Sponsorship of an Event.
Best Sponsorship of an Event
Highly Commended

Phantom 105.2 & Dublin Dance Festival for ‘Bumper 2 Bumper’
www.dublindancefestival.ie
In 2008, Dublin Dance Festival wanted to programme participatory events to get people involved in dance, as well as making contemporary dance more inviting to a general audience. At the same time, Phantom 105.2 was just over a year old and was engaged in a process of attracting listeners. Their aims aligned and Bumper 2 Bumper, a free outdoor headphone disco, was born. The ‘silent disco’ was taken to the next level with the music broadcast live over the airwaves and 1,000 people old and young danced away in Temple Bar in 2009 attracted by the media campaign supported by Phantom 105.2. The event brought new listeners to Phantom and a new audience to the festival.

BNY Mellon & Irish Museum of Modern Art for ‘Picturing New York’
www.imma.ie
Having sought the right event to align themselves with, BNY Mellon settled on sponsorship of Picturing New York at IMMA, and came to the table with a wide range of objectives including brand exposure, staff and client entertainment, business development and community engagement for their employee-led CSR programme.

KBC Bank Ireland & KBC Music in Great Irish Houses
www.musicgreatirishhouses.com
The Music in Great Irish Houses Festival was set up 40 years ago to present chamber music in the environment for which it was originally written. The relationship between KBC and the festival is 10 years old this year and over time it has evolved beyond title sponsorship to include the Support Act project which provides tutoring and mentoring to emerging Irish string quartets. KBC Bank has also helped to expand the Festival’s reach by bringing it to venues nationally, facilitating recordings for broadcast and CDs and commissioning new chamber works for performance. KBC Bank uses the Festival to entertain staff and clients and leverages its support through an extensive media campaign.
Best Sponsorship by Small to Medium Enterprises
Winner

Ahern & Co & Boyle Civic Collection and Boyle Arts Festival
www.boylearts.com
Ahern & Co is an accountancy practice based in Boyle, Co. Roscommon employing 14 people. As a professional firm, they believe they have a responsibility to contribute generously with their time and expertise to assist the growth of community-based projects. For 21 years, they have actively participated in building Boyle Arts Festival into an event which is of major benefit to the locality by helping to attract tourism to the town and region.

In 1990, Ahern & Co took responsibility for the Visual Arts section of the Festival and made the decision that any commission made from the sale of works would be used to develop a Collection. The Boyle Civic Collection now comprises over 250 works, mainly housed in King House but also included in schools, homes for the elderly, centres for children with special needs, office complexes and the local train station.

Working with Roscommon County Council and King House, Ahern & Co worked on the production of a special Art Pack to accompany Boyle Art Collection aimed at voluntary arts groups and second-level schools.

The pack enables students studying art for their State exams throughout the Midlands and North West to visit and explore the collection as part of their study.

Ahern & Co’s role in developing the Boyle Civic Collection contributes significantly to staff morale in the firm and clients appreciate the work the company has done for the town. Ahern & Co have taken particular pleasure in witnessing how local school children have taken possession of the collection and consider it their own.

From the judges’ perspective, the longevity of Ahern & Co’s relationship with the Boyle Arts Festival and Boyle Civic Collection has been exemplary. It demonstrates that in-kind sponsorship and the gift of ‘time’ can have an enormous impact on the local community and patronage of the arts.

A selection of images from the Boyle Arts Festival supported by Ahern & Co.
Best Sponsorship by Small to Medium Enterprises Highly Commended

Temple Bar Cultural Trust for ‘Culture Night’ www.culturenight.ie

Culture Night began in 2005 as a new kind of public event which would provide an imaginative way to get people to engage with and experience the wealth of cultural activity available in Temple Bar and its environs. This event has grown exponentially in recent years as arts and cultural organisations are encouraged to open late with a programme of talks, tours, workshops and events which showcase their work to the public for one night in September. In 2009, 90% of the audience were first time visitors to the organisations they were visiting, proving the event is an extraordinary success in terms of developing new audiences for culture. The 2010 event will involve 20 towns and cities across the island, and hundreds of arts and cultural organisations.

taxback.com & Butler Gallery / Kilkenny Arts Festival
www.butlergallery.com
www.kilkennyarts.ie
taxback.com sponsored childrens’ initiatives in both the Kilkenny Arts Festival and Butler Gallery in 2009. Kilkenny Arts Festival were concerned that family programmes would be adversely affected because of the current economic climate so taxback.com sponsored Kids Go Free, a pioneering programme which ensured 2,000 children received free tickets to 30 events in the Festival. In the case of the Butler Gallery, taxback.com provided seed funding for the development of the Solas Kids’ Own Book Project, which marks the 10th year of the Gallery’s Solas Family Programme and allowed the Butler Gallery to extend the lessons learned through the programme to children nationally.

ebow & Irish Museum of Modern Art for ‘Traces’ www.immaeditions.com
ebow, a boutique design firm, worked with its network of suppliers and providers to design and stage the Traces exhibition at IMMA. IMMA had a range of limited edition prints that had been gifted to it by exhibiting artists but had never shown these works in their galleries collectively. ebow worked with IMMA to design and produce the exhibition signage, website and catalogue at no cost. The exhibition has gone on to raise substantial funds from the sale of the prints and catalogues (to date) and over 13,000 unique visitors have visited the custom-built website for the collection. As part of the in-kind sponsorship, ebow and its partners hosted a unique client entertainment event at IMMA.
Best Ongoing Sponsorship
Winner

AIB & AIB Street Performance World Championship www.spwc.ie
In 2007, AIB became title sponsor of the AIB Street Performance World Championship when the Festival was only entering its second year. Even though it was a new entity, the two partners embarked on a relationship that was unlike any previous partnership the Bank entered into.

Rather than fulfilling AIB’s usual sponsorship criteria, this partnership fulfils the Bank’s CSR objectives – investing in growing an event that creates community rewards. The Festival is primarily aimed at families and young people and its strength lies in its ability to be enjoyed by people of all ages and social backgrounds free of charge.

In 2009 attendance figures for the Festival reached approximately 250,000 in Dublin and Cork over two weekends in June and within three years of starting up it is considered the leading international street performance event surpassing other events with 15–20 years experience. Within the next two years, it is set to become the biggest provider of free cultural entertainment in the country running over a two-month period and visiting cities and towns all over Ireland.

AIB and the Street Performance World Championship’s combined vision is that this event will become available to everyone in Ireland and will have both cultural and economic benefits for local economies around the island.

From the judges’ perspective, it is clear that AIB’s ongoing investment in the Street Performance World Championship has had an impact on its growth and success. The collaboration has resulted in one of the largest free events in Dublin where hundreds of thousands of locals and tourists alike enjoy fantastic family entertainment.
25 Allianz Business to Arts Awards  Winners 2010

Best Ongoing Sponsorship

Highly Commended

Premier Foods Ireland & Children’s Books Ireland for Bisto Children’s Book of the Year
www.childrensbooksireland.ie
2010 marks the twentieth year of partnership between Children’s Books Ireland and Premier Foods on the Bisto Children’s Book of the Year awards. The awards identify, honour and promote excellence in books for young people by Irish authors and illustrators in both the Irish and English Language. Bisto sponsorship of the awards generates and sustains connections with the consumer, an objective they say is delivered every year. In 2004, a Shadowing Scheme was piloted to develop children’s reading groups. The scheme has been an enormous success with over 150 schools and libraries taking part in 2010 that have had their input formalised with the creation of a special Children’s Choice Award.

Ulster Bank & Ulster Bank Dublin Theatre Festival
www.dublintheatrefestival.com
Ulster Bank are now in their fourth year as title sponsor of the Ulster Bank Dublin Theatre Festival and have successfully positioned themselves as a leading investor in the arts in Ireland. They have raised their profile along the way, attracting new customers and providing unique events for their clients. The partnership has evolved beyond title sponsorship and is now embedded within both their commercial and CSR functions. Ulster Bank staff volunteer during the festival and promote events internally to colleagues. Innovative initiatives such as A Night for Dublin, Playhouse and Open House during the Festival help raise the Festival’s profile and develop new audiences by providing subsidised and free access to events.

Bisto Children’s Book of the Year
Corporate (Cultural) Social Responsibility Award
Winner

Ulster Bank & The National Concert Hall for Up the Tempo
www.nch.ie
Ulster Bank Up the Tempo has been in existence since November 2006 and has brought music education to new levels by influencing the lives of 5,458 pupils, 480 teachers and 223 primary schools around Ireland.

The programme is delivered during the academic year in schools nominated by the Ulster Bank branch network. The schools host teams of musicians from the National Concert Hall who undertake week-long school residencies conducting music composition workshops with pupils and teachers which culminate in a concert for their families. Schools are also given boxes of instruments and teachers’ packs to continue the work after the teams have left. At the end of the year, the schools are invited back to the NCH for a celebratory concert.

The programme is funded through Ulster Bank’s Community Investment Strategy which invests in programmes, that have educational elements or are socially inclusive and benefit young people. This strategy reflects the bank’s overall commitment to high standards of corporate responsibility and a dedication to “making a difference” – particularly in disadvantaged areas.

From the judges’ perspective, Up the Tempo’s impact over the past four years has been unique for a schools-based music project. By the time it reaches its natural conclusion in May 2010, it will have visited every county in Ireland. The programme has influenced the lives of many children and brought music education to new levels in many primary schools, and it has left a lasting impact through its teacher-training programme and instrument boxes left for future use.

Up the Tempo residency in Kilkenny supported by Ulster Bank

Up the Tempo
Corporate (Cultural) Social Responsibility
Highly Commended

Accenture & Common Ground
www.commonground.ie
The relationship between Accenture and Common Ground is now in its fourth year. It began with a request to the Accenture charity team for support which resulted in a website being developed by volunteers. That partnership led to Accenture committing over three years to develop the Music For Me programme aimed at children from the canal communities of Dublin. The programme has grown further in recent years and over 150 children have participated in the programme and attended concerts and workshops with professional musicians. Accenture volunteers have also worked on a range of additional projects and fundraised for the organisation.

Bank of America Merrill Lynch & Irish Chamber Orchestra for ‘Music Factory’
www.irishchamberorchestra.info
MBNA and the Bank of America Foundation have partnered with the Irish Chamber Orchestra since 2004. Initially sponsoring the ICO’s annual music festival, they now partner on Music Factory, a children’s music education programme. The programme helps children to develop their inventive skills, providing them with access to music and the ‘hands on’ experience of composing and playing musical instruments. Volunteers from the Bank are actively involved each year and its success has resulted in the development of a US/Ireland cultural programme. This will see children from marginalised communities in the US come to Ireland to take part in Music Factory at the University of Limerick campus between 2010 and 2015.
Jim McNaughton Perpetual Award for Best Commissioning Practice
Winner

An Post Annual Stamp Programme
www.anpost.ie
The An Post Annual Stamp Programme produces between 40 and 50 stamps each year on behalf of the Irish Government. Over 1,400 stamps have been issued since the founding of the State. The programme commemorates anniversaries and events of national and international importance and involves subjects which reflect an affinity with Ireland and the Irish contribution to world affairs.

The process of selection of subjects and design of artwork for the Annual Stamp Programme is overseen by two committees – the Philatelic Committee and the Stamp Design Advisory Committee. This process ranges across solicitation of suggestions; evaluation of these; selection and decision-making relating to themes for commemoration, followed by the design of the stamps; print and production, and lastly, marketing.

For An Post, the business objectives of this process include achieving excellence in visual design on a miniature scale, which is a difficult task. The interpretation and subsequent illustration of the particular briefs may not be obvious at first and the constraints of size, format and the need for specific information (price, country etc) pose challenges for any artist or designer.

The 2009 programme comprised 48 stamps covering 24 subjects designed by 15 artists and designers. Although they work often with established artists, An Post also seeks to foster creative talent by running competitions which allow children and art graduates to contribute to the programme.

From the judges’ perspective, the commissioning process involved with An Post’s Annual Stamp Programme is an outstanding one. It is conducted in a collaborative fashion which engages the public and creates powerful statements of both An Post’s brand and our national identity.
Jim McNaughton Perpetual Award for Best Commissioning Practice
Highly Commended

Pfizer Healthcare Ireland & Antidote for ‘Reeling in the Pain’
www.chronicpainireland.org

Pfizer Healthcare Ireland wanted to find a way to break down barriers to diagnosis and treatment of neuropathic pain as well as engendering greater compassion for sufferers. Working with First Medical Communications and Antidote on a collaborative commission they devised an idea for a series of films telling real-life stories of the condition. A nationwide campaign to members of Chronic Pain Ireland, pain consultants, GPs and clinics received over 90 entries. Three films were produced and, from Antidote’s perspective, the open and collaborative approach to this commission facilitated a fusion between the marketing and film production objectives. The Directors involved who experienced full creative freedom delivered thought-provoking and well-crafted work.

Dublin Port Company & Carpet Theatre for ‘Ferry Tales’

Following an initial approach in late 2008, Dublin Port Company commissioned Carpet Theatre to produce a site-specific performance for the ferry terminal in 2009. Agreement on the commission involved collaboration between Carpet Theatre and the Marketing and PR department of Dublin Port on the artistic, financial and logistical requirements for the production. Once agreed, research and planning for the production brought theatre professionals and ferry terminal staff together. Staff were involved in the development of the performance over time, contributing to the artistic and production processes. From Carpet Theatre’s perspective, this commission evolved beyond initial caution to an enthusiastic embrace of the work which created a mutually rewarding relationship.

▲ Eimear Kearney, from the short film ‘Keeping the Beast at Bay’, part of the ‘Reeling in the Pain’ series by Antidote for Pfizer Healthcare

▲ Irene O’Mara in ‘Ferry Tales’ at Dublin Port. Photo by Ciaran Taylor of Carpet Theatre
Jim McNaughton / TileStyle
€10,000 Bursary for Commissioned Artists
Winner

Peter Monaghan commissioned by OMS Architects
One Grand Parade in Dublin 2, was designed by OMS Architects and completed in 2009 for private clients. Part of the concept for the building envisaged a three-storey atrium, which acts as a buffer between the Georgian Terrace on Ranelagh Road and the new main office space. This atrium was conceived as a narrow canyon-like space with a frameless glass roof and front façade with one side a sheer blank rendered wall. The main office building faces on to the atrium and forms a second wall of stone punctured with openings of reception area and windows to the offices.

The materials used in this space are minimal and include glass, stone and plaster. The architect and owner of the building considered that this entrance, although powerful in its impact due to its volume and configuration, required an extra element to signal its presence as an entrance and to attract the passerby. Sandra Nowlan, Project Architect asked the artist Peter Monaghan to meet with her and John Smyth of OMS Architects, to discuss the potential for a commissioned piece.

The meeting resulted in the collaborative journey of Twelve Tones, the final commissioned piece that has involved the explorative expertise of architects, artists, Gormley Fine Art Gallery and various artisans. Twelve Tones measures 10 meters in length and 5.2 meters in height. It includes 1323 wooden dowels cut at an angle to reveal an elliptical surface, gold leafed and arranged in a pattern, to reflect the light and generate a dynamic movement depending on the point of view of the observer.

“From the very start I was taken by OMS Architects’ positive, can-do approach and their shared excitement about the project. This support was critical to me at this point because, whereas I was confident that I had the artistic vision to deliver something special for them, I was aware that there were technical and logistical difficulties with the scale of the piece which I had no experience of. OMS, on the other hand, confident that I was the artist for them, were assured that they could access the specialist materials and artisans needed for the implementation of my vision. It truly was a model of partnership in practice.”
– Peter Monaghan
St Agnes’ Music Crumlin
www.stagensmusiccrumlin.com
St Agnes’ Music Crumlin was launched in 2007 during European Year of Equal Opportunity for All and is the vision of Sister Bernadette Sweeney, managed by Joanna Crooks, former general manager of Dublin Youth Orchestras and National Youth Orchestra of Ireland. The multiple award-winning music project involves more than 400 children who have access to free instruments and receive free weekly violin lessons in school.

Children involved in this project have gained confidence through performance, and have developed a sense of their own contribution to the community through music. 21 players are currently members of Dublin Youth Orchestras having gained places at competitive auditions. For the first time in 2010, students who have moved on to secondary school will take Music Performance on Viola in their Junior Certificate, taught by teachers working within the project and using instruments provided by the project.

St. Agnes’ Credit Union’s involvement with the project began at its inception and arose through the awareness of Martin Wickham, General Manager of its development. The Credit Union’s multi-annual contribution falls under their CSR strategy and are described as a ‘great friend’ of the project. Their support at the very early stages and ongoing engagement with the practical concern for the needs of the project in terms of equipment and funding is of enormous importance.
Irish Museum of Modern Art  
www.imma.ie  
The Irish Museum of Modern Art was the recipient of this year’s Judges Special Recognition Award for its ground-breaking work in the past year with a portfolio of sponsors including Bank of America Merrill Lynch, BNY Mellon, BMW Ireland and ebow.

When Bank of America Merrill Lynch discovered that IMMA was the instigator of a Lynda Benglis exhibition that would tour, they decided to put significant investment into the show. The exhibition was the first in Europe of the American sculptor and provided a platform for the newly merged Bank of America Merrill Lynch to cement their profile in the Irish market. The exhibition toured to France, Holland and the US and the Bank sponsored the 300 page fully-illustrated hardcover catalogue, the transport requirements, loaned a number of works and also donated two major works included in the show to IMMA and the Museum of Art, Rhode Island. Bank of America Merrill Lynch and IMMA are working on development of a new project following this success.

BNY Mellon approached their sponsorship of MoMA’s Picturing New York exhibition at IMMA with a wide range of objectives including brand exposure, staff and client entertainment, business development and community engagement for their employee-led CSR programme. The sponsorship exceeded all of the BNY Mellon’s objectives. The extensive advertising campaign resulted in the highest attended exhibition ever at IMMA and a relationship with BNY Mellon which is set to continue into the future. BMW Ireland initially approached IMMA about the use of the Royal Hospital Kilmainham as a venue to launch one of their new car models in 2009. They subsequently discovered that IMMA was hosting an exhibition of jewellery by Alexander Calder which sparked an idea. In the 1970s Calder had been one of a number of leading artists commissioned to design a BMW Art Car. As a result, it seemed appropriate to marry the car and jewellery and reaffirm BMW’s Calder connection. BMW sponsored the Calder Jewellery exhibition and brought the Calder Art Car from Munich to IMMA and housed it in a purpose-built exhibition case on the grounds. This helped to generate increased exposure for the exhibition among non-traditional IMMA audiences.
Design firm ebow worked with its network of suppliers and providers to design and help stage the *Traces* exhibition at IMMA in 2009 at no cost. IMMA had a range of limited edition prints that had been gifted to the Museum by exhibiting artists but had never exhibited them in their galleries together. The *Traces* exhibition has gone on to raise substantial funds for the Museum from the sale of the prints and exhibition catalogues (to date) and over 13,000 unique visitors have visited the custom-built website for the collection.
Allianz Business to Arts Awards 2010
Nominations
Absolut – Irish Distillers Pernod Ricard & Galway Arts Festival

The Absolut Vodka brand has built a collection of over 800 works now permanently housed in Sweden. In 2009 Galway Arts Festival’s partnership with Absolut began as the brand explored ways in which a relationship with the arts in Ireland would highlight its creativity credentials. The Festival’s Artistic Director was invited to curate an exhibition from the permanent collection. The Absolut marketing campaign featured an extensive national billboard campaign which raised the profile of the Festival significantly; seeing attendance at the visual arts programme reach a record 55,000 people over two weeks.

AIB Bank & PPAI – The AIB Photojournalism Awards & Exhibition

AIB have supported the Press Photographers Association’s annual Awards and touring Exhibition for the last 8 years, showcasing the best work from over 300 press photographers. The tour of winning entries is now the largest travelling exhibition in the country with 2 copies of the show on tour at a time to over 20 AIB branches and other venues.

AIB Group & Cinemagic Film & Television Festival for Young People

The internationally successful Cinemagic Film and Television Festival came to Dublin in 2008, and its education programme was supported by AIB in that first year. The relationship has grown each year and this year AIB are a title supporter of the event through their CSR programme, supporting a community and schools project which provides unique opportunities in an art-form where very little hands-on activity occurs.

Bank of America Merrill Lynch & Irish Museum of Modern Art (IMMA)

Bank of America’s art collection includes an extensive number of works by Linda Benglis, and when they discovered that IMMA was the instigator of a touring exhibition that would travel to France, the Netherlands and the USA, they put significant support into the show with sponsorship for a stunning catalogue, the transport, a loan of a number works and also donations of 2 major works to IMMA and RISD in New York.

Barry & Fitzwilliam Ltd (Corona) & Corona Cork Film Festival

Although the Cork Film Festival has run for 53 years, its partnership with Corona in 2007 brought it to a new level in terms of profile, with Barry & Fitzwilliam leveraging the title sponsorship with an intense media campaign. As a Cork company Barry & Fitzwilliam were keen to support a local project which had an impact on the community and on the city, fulfilling their CSR aims. The financial support has grown and added new aspects to the programme.

Carmen Wines & Ulster Bank Dublin Theatre Festival

Carmen Wines’ relationship with the Theatre Festival began in 2008 and they became Official Wine Supplier for the Festival in 2009. As one of Ireland’s leading cultural events, the Theatre Festival provided Carmen the perfect event with which to align their product. Carmen responded to the needs of the Festival, working closely with the event team to plan logistics for numerous venues around the city.

Chartered Land & Grand Canal Theatre (Live Nation)

Chartered Land worked with the Architect Daniel Libeskind, Live Nation and Harry Crosbie to design the Grand Canal Theatre. Developer Joe O’Reilly pushed to finish the theatre to its full originally conceived specification at a cost of about €80m, despite the changing economic circumstances of the past two years, and the resulting fact that it is unlikely that this investment will be recouped through the commercial channels. Chartered Land is delighted to have delivered such an important piece of infrastructure to the country.

Coca Cola Bottlers Ireland & Cinemagic Film & Television Festival for Young People

Cinemagic uses film, television and digital technologies to educate, motivate and inspire young people through workshops, film screenings, and industry-led master classes. The relationship with Coca-Cola HBC Ireland dates back to 2004 when the Ulster Company sponsored a Cinemagic fundraiser. This is now the third year of their title sponsorship of the Dublin festival. Key business objectives include delivery of a high-profile event that creates a positive association with the arts and to position the brand as a partner in the local community, part of its CSR objectives.

Connie Byrne Hyland Hairdressing & D-Light Studios

A group of hairdressers from the Connie Byrne Hyland Salon in Carlow approached D-Light Studios with an idea for a project that would be a team-building exercise for their creative team. The photographic art project ‘The Colony’ and ‘Photographic Community Project 6’ involved non-professional models dressed in clothes from charity and second-hand shops. The project has evolved to an exhibition in October which involved local filmmaker Marci van Ogorman and musician Eddie Sheehan. This partnership provides economic benefit to local businesses and has received acclaim in the media.

Dublin Airport Authority & Ulster Bank Dublin Theatre Festival (UBDTF)

A supporter of UBDTF since 2007, in 2009 the DAA again supported the run of a production by the National Theatre of Great Britain (The Pitmen Painters), having had a very successful association in 2008 with ‘The Year of Magical Thinking’. The Pitmen Painters was one of the highlight shows of last year’s festival and Gala Nights brought a significant business audience to the production, fulfilling the DAA’s objective of generating brand awareness and aligning themselves to a premium arts event.
Dublin City Council Dublin City Council’s Outdoor Event Programme was initiated 6 years ago to animate public spaces in the city and enhance the experience of living, visiting and working in Dublin. At the time Smithfield; Wolfe Tone Park and the Liffey Boardwalk had been completed, but were not being used to maximum effect. The Council’s Outdoor Event Programme focuses on programming free outdoor arts and cultural events throughout the year.

Dublin Port Company & North Dublin Students & Artists League (NDSAL) In 2009 Dublin Port Company were approached by NDSAL to support ‘The Art Walk’ an open air art-fair that would run over the summer along the Liffey Boardwalk, showcasing the work of 200 artists. Dublin Port Company put together a promotional campaign and supported the costs for the event. The NDSAL made a positive cultural contribution to the city and its people and helped local artists.

Jury’s Cork Hotel & Triskel Arts Centre In 2009 with the start of Triskel Arts Centre’s ambitious re-development, the centre found itself temporarily without a home. Triskel needed a venue that was rent-free, centrally-located, comfortable for the public, with storage facilities, seating and bar facilities. Triskel and Jury’s already had a solid working relationship of many years, and with the tough tourism climate, it brought enormous benefit to both parties to move Triskel’s events programme to the hotel.

Let’s Do It Galway (LDIG) & Arcana Productions The mission of ‘Let’s do it Galway’ was to manage a team entry from Ireland in the Volvo Ocean Race, to bring the event to Ireland and Galway and to build a long-term legacy. Arcana had been commissioned by Tourism Ireland to tour many of the Volvo Ocean Race ports worldwide in order to experience what was required from the festival experience. The successful objective ensured that when the race arrived in Galway the experience stood out from all the other ports around the world.

Microsoft Ireland & The National Library of Ireland The National Library’s exhibition designers, Martello Media, in partnership with Microsoft Ireland, developed prototype interactive Microsoft Surface ‘discovery tables’ using silverlight technology for the Library’s new exhibition, ‘Discover Your National Library: Explore, Reflect, Connect’. Visitors can view images from the collections in amazing detail and the images are tagged in such a way that if the visitor finds an item of interest, it can link them to similar items across the Library’s collection.

Quilter & Royal Hibernian Academy Quilter’s recent focus is on building the company profile and brand awareness in line with specific corporate social goals. Their executives have developed a partnership with the RHA, an organisation that has a large loyal following of people interested in the investment and collecting of art.

Through sponsorship specifically of the RHA and its print, the company raises its profile, and gets access to unusual events for its staff and clients.

Radisson Blu Hotel & Galway Film Fleadh The Galway Film Fleadh is Ireland’s leading Film Festival running for the last 22 years. As an integral part of developing the ‘business’ of filmmaking, for the last 14 years the Fleadh has incorporated the Galway Film Fair, a platform for filmmakers to meet with distributors, co-producers, financiers etc. It quickly grew too big for the school hall it was operating from, and an alliance was developed with the Radisson Blu Hotel Galway to host the event in 2007.

Smock Alley Ltd & PrettyvacantDublin The objective of Prettyvacant is to help building owners fill their empty commercial spaces, offering security and presence, and restoring vibrancy and activity to the city streets. Dublin’s vacant properties become temporary exhibition spaces for artists, allowing their work to be seen in a different context away from the often intimidating space of galleries.

The Doyle Collection & Ulster Bank Dublin Theatre Festival (UBDTP) The business challenge of this relationship was to associate the Doyle Collection (formerly Jury’s Hotels) with a high-profile successful cultural event to build brand awareness. Mutually there was great interest also in bringing cultural tourists to Dublin. As well as promotion through a number of marketing channels, the Festival ensured the Collection’s hotels were used through hosting events in the hotels, and raising their profile in all printed material.

Western Development Commission (WDC) & Creative West – Galway Art Trail The Galway Art Trail was developed to promote the wealth of creative talent in the West during the Galway stopover for the Volvo Ocean Race Festival in June 2009 which brought 650,000 visitors to the area, fulfilling the WDC’s objective to promote economic and social development. A hugely successful photographic competition was run in association with Pix.ie, becoming Ireland’s largest ever photo-sharing project, with over 17,000 entries.
Finally, *Business to Arts* would like to acknowledge the continuous and generous support of our Patrons, Members, Friends and Affiliates.

**Our Patrons**

- Abhann Productions
- Accenture
- AIB Group
- Allianz Ireland
- Anonymous
- Bank of America Merrill Lynch
- Bank of Ireland Group
- Bruce Shaw Partnership
- Deloitte
- Department of Tourism, Culture & Sport
- Dublin Airport Authority
- ESB
- Hardwicke Corporate Services
- Irish Life & Permanent
- John Sisk & Son
- KPMG
- PricewaterhouseCoopers
- TileStyle
- Treasury Holdings
- Ulster Bank Group

**Our Business Members**

- A&L Goodbody, Amorys Solicitors
- Atlantic Industries (Coca-Cola), AWAS
- Beechwood Partners, Behaviour & Attitudes, Chevron (Ireland) Ltd
- The Marketing Institute, Mason Hayes-Curran, Matheson Ormsby Prentice, McCann Fitzgerald, MERC Partners, Merrion Hotel Dublin, Merrion Property Group, Nail2Nail, National University of Ireland, Galway, Eversheds, OPW, RTÉ, RTÉ lyric fm, Salesforce.com, Scott Tallon Walker, Terroirs, Toucana, University College Cork, University of Dublin, Vhi Healthcare, Whitney Moore.