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Allianz  
Business2Arts  
Awards



Winners



5

# Allianz Business2Arts Awards 2005

The Allianz Business2Arts Awards recognise business sponsorship of the arts in addition to collaboration and creativity in a business and arts partnership. As a result, the winning entries demonstrate business and the arts working together to achieve a mutually fulfilling result.

## THE AWARD

The winning companies in 2005 received a sculpture entitled *Shared Space* specially designed and crafted by Natalie Delimata.

Comprising copper wire on a solid wood base, *Shared Space* consists of three forms, each representing one element of the collaborations between business, the arts and Business2Arts. In coming together in this shared space these elements have brought about the creation of a new piece of art work. Thus *Shared Space* represents the coming together of three very different elements with a single purpose; the support for creating art.



Since graduating in 1998 with a first class honours degree in Design in Metalwork, from the National College of Art and Design, Natalie has exhibited throughout Ireland, France and the Netherlands. Her sculptures have been included in exhibitions at the Royal Hibernian Academy, Iontas, Sculpture in Context at the Botanic Gardens and The Linenhall. Natalie's work is part of the collections of the National Museum of Ireland, the Office of Public Works and President Mary McAleese.

## ACKNOWLEDGEMENTS

The selection of winners from the nominations received was a demanding task for the judges, made even more challenging by the 45% increase in entries this year. The Directors of Business2Arts wish to thank them for their commitment and enthusiasm which contributed greatly to the success of the judging process.

The Directors of Business2Arts also wish to express their appreciation to **Allianz** for their invaluable sponsorship of the Allianz Business2Arts Awards. This is the fourth year of this successful collaboration with Business2Arts and we look forward to partnering with Allianz in the years ahead.

The Directors also wish to acknowledge **Dublin Airport Authority**, who sponsored the award sculptures. The Dublin Airport Authority (formerly Aer Rianta) has been a loyal sponsor of the awards for the past 14 years. In addition the Authority has also kindly sponsored the cash prize of €4,000 for the Special Arts Award.

We would also like to thank the other sponsors associated with the awards: **Jury's Ballsbridge Hotel, Pianos Plus and Terroirs Wine Merchants.**

## BUSINESS2ARTS' PATRONS

Finally, Business2Arts wishes to acknowledge the continuous and generous support of our Patrons who include: *AIB Group, Allianz Ireland, Bank of Ireland Group, Bruce Shaw Partnership, Creative Inputs, Deloitte, Dublin Airport Authority, Earlsfort Centre (Developments), ESB, Glen Dimplex, Hardwicke Limited, Irish Life & Permanent plc, The Irish Times, John J Fleming Construction, KPMG, McNamara & Company, O'Reilly Associates Ltd, PricewaterhouseCoopers, Quinlan Private, R&A Bailey, Standard Life, Tilestyle Ltd, Treasury Holdings Ltd, Ulster Bank Group.*

## THE JUDGES

This year's judging panel comprised:

### **Declan Moylan (Chair)**

Managing Partner, Mason Hayes & Curran Solicitors

### **Brendan Bracken**

Director, Bracken Public Relations Ltd.

### **Michael Carr**

Human Resources Director, Allianz Ireland

### **Aidan Dunne**

Visual Art Critic & Writer, The Irish Times

### **Mary Hawkes-Greene**

President & Founder, Burren College of Art

### **Paul Martin**

Country Chairman, Texaco (Ireland) Limited

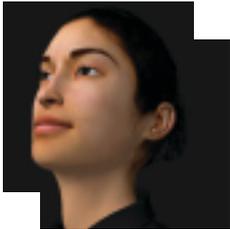
### **Ann O'Connell**

Partner - Strategy Advisory Services, PricewaterhouseCoopers

# Allianz Business2Arts Awards 2005 *Results*

## BEST COLLABORATION BY A SMALL BUSINESS

### WINNER



#### **Eurojet Ireland Ltd and Royal Hibernian Academy**

In response to the dwindling number of opportunities for younger artists to exhibit their work outside the framework of open exhibitions, Eurojet Ireland, which specialises in executive jet charter and management, worked with the Royal Hibernian Academy to create a new exhibition series entitled *Eurojet Futures*. This collaboration began in 2001 with the aim of showcasing a new generation of emerging artists. Each year a group of 6 or 7 artists were given a space in the gallery to demonstrate their practice. Eurojet Futures has allowed these young artists to bring their work to a wider public and to experience the benefits of inclusion in a museum type exhibition of international standard. The naming of the project has given Eurojet Ireland a unique association with an event that is young, vibrant and creative. Clever inclusion of aviation style graphics helped to highlight the company's central activity. In 2005 there will be a final anthology show when all 27 artists featured over the past 4 years will exhibit together.

### HIGHLY COMMENDED



#### **The Byrne Group and Greystones Art Festival**

The Byrne Group's involvement with the Greystones Art Festival has been instrumental in determining the success of the festival and allowing it to grow and develop new programmes. In a village without any dedicated venues for events, the Byrne Group provided space in their Bars and on their grounds for concerts, art exhibitions and performances. A director of the company also became involved in one of the festival organising committees.



#### **International Education Services and Dublin City Council Public Libraries & Archives**

IES and Dublin City Council teamed up in 2004 with the objective of bringing both books and the library services to a wider audience as part of an initiative to develop life-long learning. A major exhibition *Once Upon A Time* was designed to highlight the world of children's book illustration, featuring the work of many high-profile Irish artists from 1745-1945. The exhibition travelled to Galway and Cork and internationally to Sweden and the U.S. The partners also organised other educational events for children throughout the library network, such as the *Science is Magic* workshops.



#### **Plasma & LCD Flatscreen Ltd. and Opera Ireland**

Plasma & LCD Flatscreen and Opera Ireland developed an interesting partnership in 2004, which underscores both organisations' links to Italy and excellence. The company became closely associated with Opera Ireland's members, sponsoring a prize of a trip to La Scala, the development of a DVD library, and providing discounts on their products to members.

# Allianz Business2Arts Awards 2005 *Results*

## BEST COLLABORATION FOR THE FIRST TIME

### WINNER



#### **The Kerryman Newspaper and Siamsa Tíre**

*The Well of Stories / Tobar na Scéalta* was commissioned by The Kerryman Newspaper as a highlight of the celebrations for their centenary year. *Tobar na Scéalta*, an original production by Siamsa Tíre theatre company, focused on the role played by The Kerryman in the life of the county over the last 100 years. It featured 35 performers and 10 musicians and ran for a fortnight in October/November 2004. With the aim of leaving something lasting and valuable after their first century, and in the best tradition of folk theatre, this piece showed the newspaper's support and affection for the traditions of County Kerry. A large bank of research material was provided to the director and choreographers, as well as access to the archives of The Kerryman. The newspaper succeeded in celebrating its own history in an innovative and imaginative way, whilst at the same time supporting Siamsa Tíre in its aim to create new and innovative work which draws on Kerry's traditions and rich cultural heritage. The Kerryman also provided the support of its staff through the provision of professional photographers, graphic designers and marketing support.

### HIGHLY COMMENDED



#### **Heritage Properties and Ireland's Pavilion at the Venice Architecture Biennale 2004**

Heritage Properties sponsored Ireland's pavilion at the world's biggest architectural exhibition, the Venice Biennale 2004, and also commissioned a television documentary on the pavilion's subject 'Transformation of an Institution'. Without the support of Heritage Properties it would not have been possible to tell the story of the conversion of the former industrial school at Letterfrack, Co. Galway into a community run resource and third-level Furniture College.



#### **Xwerx and Dublin Fringe Festival**

Prior to its collaboration with Xwerx, the Dublin Fringe Festival's website was not meeting its needs. Xwerx came on board as the sponsor of the festival's website incurring 60% of the development costs. This partnership has facilitated an increase in the on-line sales, promotion and press coverage of the Dublin Fringe Festival.

# Allianz Business2Arts Awards 2005 *Results*

## BEST SPONSORSHIP IN KIND

### WINNER



#### **X Communications and The Theatre Shop**

X Communications designs and develops websites, multimedia installations and digital presentations for blue chip clients in the corporate, cultural and public sectors. Theatre Shop exists to promote Irish Theatre, Dance and Opera through web-based information, publications and promotions. Both companies came together in 2001 to develop a sophisticated internet database of all new Irish plays. The result was [www.irishplayography.com](http://www.irishplayography.com) which contains information on 1,200 plays, details on venues, theatre companies and festivals, actors and production personnel in addition to biographical information on 440 playwrights and production credits for all productions. X Communications then went on to produce a site linking to the Irish Theatre Handbook, and an on-line shopping facility for downloading unpublished scripts with 75% of the purchase fee going to the playwright. The partners are now in the process of developing a third site to complete the suite which is a database of theatre artists. This work has all been done at a significantly reduced cost to The Theatre Shop. The relationship which has evolved over four years, demonstrates a partnership between two creative sectors – Arts and Technology. The sites that they have worked on together uphold the highest standards of design, accessibility and accuracy, and have received international recognition.

### HIGHLY COMMENDED



#### **RTÉ and the National Gallery of Ireland**

To celebrate the National Gallery's 150th anniversary, RTÉ collaborated with the Gallery to create *Moving Pictures*, a video booth located in the entrance foyer of the Millennium Wing. Using state-of-the art technology, an unseen interviewer questioned participants on their experience of the works in the National Collection. Selected recordings were used in a special Christmas broadcast on RTÉ's *The View*. All the information collected will provide a valuable archive for the future.



#### **RTÉ and The O'Brien Press**

RTÉ collaborated with The O'Brien Press to produce a book of poems by Irish poets entitled *Something beginning with P*. This is a unique collection of specially commissioned poetry for children by the cream of Irish poets. RTÉ circulated a copy of this book along with a teaching guide free of charge to all primary schools across Ireland.



#### **WLR FM and Red Kettle Theatre Company**

WLR FM and Red Kettle Theatre Company began their partnership in 1985, sharing resources and offering assistance where possible. WLR FM support Red Kettle productions through advertising, reviews, give-aways and audience vox pops. They also provide valuable assistance by recording and broadcasting new plays which included the award winning *Little Bits* in 2004. Red Kettle also assists WLR FM, by providing actors to record adverts.

# Allianz Business2Arts Awards 2005 *Results*

## BEST COLLABORATION IN THE COMMUNITY

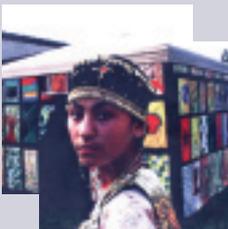
### WINNER



#### **Dublin Docklands Development Authority for Caught on Camera**

In 2004 the Dublin Docklands Development Authority launched the 'Docklands Caught on Camera' competition. The Authority recognised the possibilities in providing school going children, teachers and principals in the Docklands area with cameras and professional instruction and support, so that they could explore and record people, events and landscapes, and the richness of the cultural mix in their own area. Over 1700 cameras were provided to local children, teachers and principals. The results were outstanding and the most astonishing photographs were taken by the youngest entrants with the first prize going to a four year old, Chloe Knowd from St. Laurence O'Toole Infant Girl's School. As well as coordinating the initiative, the Authority organised 6 exhibitions of the participant's work in the Docklands area over a 3-week period. They also produced a full colour high quality book of the judge's selected photographs. Other sponsors associated with the 'Docklands Caught on Camera' initiative were Agfa and Tony Parkes Photography. Following on from the success of 2004, the Dublin Docklands Development Authority is in planning for another competition later this year involving even more schools in the community.

### HIGHLY COMMENDED



#### **The Adelaide and Meath Hospital, Dublin, incorporating The National Children's Hospital Tallaght and Tallaght Community Arts Centre**

Tallaght Hospital and Tallaght Community Arts Centre have worked together since 1998 to enhance the environment of the hospital. Through this partnership Tallaght Hospital was able to explore the therapeutic nature of the arts through participation by patients; raise awareness of local artists in the community, and make the hospital a more visually pleasing environment for staff, visitors and patients.



#### **Pierse Contracting and Draíocht Art Centre**

Draíocht Arts Centre opened in 2001, with the objective of providing a quality arts programme to the people of Dublin 15 and environs. Since the beginning Pierse Contracting has supported Draíocht by subsidising ticket prices and providing support for community and education initiatives. In 2004, the support of Pierse ensured that ticket prices for *Spréacha*, Fingal's International Arts Festival for Children, remained under €5.00, allowing 4,000 children to attend performances.

# Allianz Business2Arts Awards 2005 *Results*

## BEST COLLABORATION ENHANCING CORPORATE IDENTITY

### WINNER



#### **AIB and European Capital of Culture : Cork 2005**

AIB has enjoyed a close association with local communities in Ireland for many years, for example, through the Better Ireland Programme. However their association with Cork 2005, The European Capital of Culture, undertook an unprecedented level of activity spreading from community to sport to children and much more. AIB came on board early in 2004 as the first Official Partner of Cork 2005. They are also the Project Partner in the Youth and Community category, allowing the programme to be developed even further than was hoped and adding more events and opportunities for the people of Cork. As part of the celebrations AIB have sponsored an exhibition at the Crawford Gallery of Recent Art from the AIB Collection. The AIB branch in South Mall was the venue for a concert during European Quartet Week as well as hosting the awards ceremony of the Bling Bling Jewellery Design Competition for schools. Cork 2005 events are promoted through the banks ATM's and on customer statements, and merchandise is visible in branches throughout Cork. They have also sponsored an exhibition with the Cork Mental Health Association using art as a bridge between artists and the wider community. AIB has a close working relationship with the organisers of Cork 2005, and a key objective of the bank is to ensure relationships with particular organisations continue long after the year ends.

### HIGHLY COMMENDED



#### **Heritage Properties and Ireland's Pavilion at the Venice Architecture Biennale 2004**

Heritage Properties sponsored Ireland's pavilion at the world's biggest architectural exhibition, the Venice Biennale 2004, and also commissioned a television documentary on the pavilion's subject 'Transformation of an Institution'. Without the support of Heritage Properties it would not have been possible to tell the story of the conversion of the former industrial school at Letterfrack, Co. Galway into a community run resource and third-level Furniture College.



#### **Hughes & Hughes Booksellers for the Hughes & Hughes Irish Novel of the Year**

The Hughes & Hughes Irish Novel of the Year was conceived in 2002 to promote and encourage the very best of Irish writing. This award is open exclusively to Irish authors and has become one of the largest and most prestigious literary awards in Ireland today with a prize fund of €10,000. Through the award, Hughes & Hughes is able to give something back to the sector and provide an important platform for public recognition of Irish authors.

# Allianz Business2Arts Awards 2005 *Results*

## BEST COLLABORATION WITH CONTINUITY

### WINNER



#### **Bank of Ireland for the Bank of Ireland Millennium Scholars Trust**

Since 2000, Bank of Ireland has sponsored the Bank of Ireland Millennium Scholars Trust which awards scholarships to students experiencing barriers to further education – often a mixture of adverse life circumstances, social disadvantage, financial hardship and serious disabilities. Over a 10-year period up to 2009, the trust will award a fund totalling €12.7m for 600 scholarships, with some 100 going directly to the creative arts. The trust is about fulfilling dreams and helping to create role models.

Successful arts recipients have the chance to undertake degrees in areas such as film, dance and theatre. It also enables overseas training to further international careers e.g. a trust scholar was the first Irish recipient of the 'Artist's Diploma' from the Julliard School of Music, New York. In addition, staff from the bank act as mentors to the scholars, providing advice through meetings, telephone calls and email. The Bank of Ireland Millennium Scholars Trust is a key element of the bank's corporate responsibility programme, in which the arts play an important role.

### HIGHLY COMMENDED



#### **Anglo Irish Bank and The Abbey Theatre**

Since 1987 Anglo Irish Bank have sponsored the annual *Writer in Association* with the Abbey Theatre. The recipients of this award are talented writers who receive a bursary and the opportunity to have a play produced in the Abbey or Peacock Theatre. Over the years many successful playwrights such as Marina Carr, Tom Murphy and Bernard Farrell have won this award.



#### **John Sisk & Son and ev+a, exhibition of visual art**

For the past thirteen years, John Sisk & Son have helped ev+a showcase the work of artists in Limerick. ev+a is an annual exhibition of art that often selects artwork which requires ambitious and complex spaces. John Sisk & Son has been involved in many renovation projects around Limerick ranging from uncomplicated structures right up to room-sized exhibition spaces which allow for site-specific video and mixed-media installations. This partnership has allowed ev+a to move away from typical exhibition spaces.

# Allianz Business2Arts Awards 2005 *Results*

## JUDGES' SPECIAL RECOGNITION AWARD

### WINNER



#### Heritage Properties Ltd.

The judges have selected Heritage Properties for the 2005 Special Recognition Award in respect of their sponsorship of Ireland's Pavilion at the Venice Biennale 2004, the world's biggest architectural exhibition.

The theme of the 2004 Biennale was *Metamorphosis*. Ireland responded to the theme by selecting O'Donnell +Toomey Architects' transformation of the former repressive industrial school at Letterfrack, Co. Galway, into a community-run resource and third level furniture college - demonstrating metamorphosis on many levels, from the architectural to the social. The organisers of the Biennale were so taken with the proposal that they made an unprecedented offer to Ireland of a large space within the show. But there was a catch: the installation would now require a budget between 6 to 10 times greater than the available state support. The organisers of Ireland's Pavilion approached Heritage Properties and its MD Terry Devey, who quickly agreed to sponsor the installation. Heritage Properties is well known for commissioning leading world architects for buildings in Ireland. But more importantly they passionately believed that the broader story of Letterfrack was one the world deserved to hear. This belief also inspired Heritage Properties to provide additional funding for a special television documentary about all aspects of the project and in particular on how Letterfrack is being transformed through the efforts of Connemara West, a local rural community group.

Heritage Properties is commended for the creative partnership they forged with Ireland's Pavilion. ICON, a British journal summed up this collective achievement in its review of the Biennale: "The installation is dense with memory, human tragedy, redemption and beauty, as well as more conventional architectural concerns. The opening of the installation and the remarkable poetry reading by former industrial school inmate, the writer and artist Gerard Mannix Flynn was the moment of the biennale for me, linking Letterfrack and Venice...for one electric hour."

## DUBLIN AIRPORT AUTHORITY €4,000 ARTS AWARD

### WINNER



#### Draíocht Arts Centre

Since opening in 2001, Draíocht Arts Centre has established itself as a vital part of the expanding cultural life of Dublin 15 and its surrounding area. To date over 150,000 people have attended its theatre events including professional national and international work, local community drama, and children's theatre and pantomime. In addition, thousands more have attended shows in its two exhibition galleries. With approximately 40% of the area's population under the age of 15, children, young people and families form a major part of Draíocht's audience base. In 2004 Draíocht launched a new festival called, *Spréacha*, which was the first Fingal International Arts Festival for Children. Over six days, more than 4,000 children attended performances from the US, Italy, Germany, Romania and the UK.

Draíocht is funded by a combination of the local authority, the State and business sponsors. It has managed to successfully encourage businesses to support its activities, thereby ensuring the delivery of a wide range of new programmes. Draíocht entered this year's awards with Piers Contracting which has supported the Centre since it opened by helping to subsidise ticket prices, providing support for community education initiatives as well as new programmes such as *Spréacha*. The success of this partnership has led Piers to agree to continue its support of Draíocht as part of a new sponsorship agreement from 2005 to 2008.

Draíocht is commended for its work in harnessing business investment for the benefit of the local community so that they can continue to enrich the lives of the people in Blanchardstown, Fingal and surrounding areas, which contain some of the fastest growing communities in Ireland.

# Allianz Business2Arts Awards 2005 *Nominations*

The following list is a brief overview of the remaining nominations entered for the Allianz Business2Art Awards. This excludes those nominations which won or were highly commended.

## **Accenture**

In 2004 Accenture sponsored a new award and bursary known as the Camerata Ireland/Accenture Young Musician. The award was presented to Michael McHale at a performance in the National Concert Hall. This was followed by a special concert, sponsored by Accenture, in Stormont House, Belfast at which the winner performed.

## **Accenture**

Accenture sponsored the first ever performance of the renowned London Philharmonic Orchestra in the National Concert Hall. This type of support makes an important contribution to the Concert Hall's ability to continue to attract the world's best performers. This partnership provided Accenture with opportunities for corporate entertainment, branding and advertising.

## **AIB**

AIB's sponsorship of the Press Photographers Association of Ireland Awards is now entering its third year. The awards recognise the very best in press photography both at home and abroad. As part of the partnership an exhibition is held in AIB branches nationally as well as at other major venues and events.

## **An Post National Lottery Company**

To mark the launch of Cork 2005, The National Lottery sponsored the *Awakening Ceremony & Fireworks* - comprising a performance space of 600 metres across 3 city centre bridges, with a giant serpent rising from the Lee signalling the beginning of the European Capital of Culture. A free public draw gave 200 people a VIP trip to the ceremony, and a further 26,000 attended the event on the quays.

## **Ardmore Studios**

Ardmore Studios sponsors the Kerry Film Festival in association with Samhlaocht. In 2004 this festival screened 124 films from countries as diverse as New Zealand, Japan, USA, Iran and many EU countries. These films were screened in 9 different locations, bringing film to diverse places such as a poly-tunnel at Gortbrack Organic Farm in Co. Kerry.

## **Bank of Ireland**

Bank of Ireland partnered with Camerata to promote a special concert in the National Concert Hall. The Bank's support helped the organisers to produce a suite of print material including the programme, postcards and a gift calendar. In addition the Bank of Ireland Arts Centre was used for rehearsals by the orchestra.

## **Bank of Ireland Private Banking / IBI Corporate Finance**

*In the time of Shaking*, a fundraising exhibition of Irish art for Amnesty International, was sponsored by Bank of Ireland Private Banking / IBI Corporate Finance. This partnership displayed how a relationship between the arts and business can be beneficial to both. The exhibition raised €300,000 for Amnesty International reaffirming the bank's commitment to corporate social responsibility.

## **Bank of Scotland (Ireland)**

Beginning in 2004 a major project was undertaken by Bank of Scotland (Ireland) and The National Concert Hall to bring music out of the Concert Hall and into some of the most remote communities around Ireland. The project comprised a four day residency on Inishbofin, Inishturk and Clare Island, which saw six musicians musically inspire the primary school children from the islands.

## **Bausch & Lomb**

Working together since 1999, the association between Garter Lane, Waterford, and Bausch & Lomb, has included mounting an exhibition by a local artist in the Bausch & Lomb factory building enjoyed by 1500 staff; underwriting the fees for cellist Julian Lloyd Webber to perform in Waterford; and providing a state of the art dance floor for the new Garter Lane building in 2004.

## **Brown Thomas**

Brown Thomas linked with the new Lewis Glucksman Gallery in Cork to provide a unique venue to introduce its Spring/Summer Collection. Brown Thomas associated itself with a high-profile cutting edge visual art space and in return brought a new audience to the gallery as well as providing support for the education programme.

## **Café Fresh**

Café Fresh, a restaurant that concentrates on fresh, seasonal, wholesome vegetarian food, opted for a partnership with Barabbas, a physical theatre company, known for producing work that is visual and dynamic. A midsummer feast for 200 people was

prepared to celebrate the opening of *A Midsummer Night's Dream*, and to promote the restaurant to an audience of professional guests drawn from the arts and business.

## **Cavan Crystal**

Since 2002, Cavan Crystal has sponsored the Windows Publications National Student Poetry Awards, a local initiative, and now the biggest student poetry competition in the country attracting over 2,000 entries annually. They administer the awards, publish a special book, provide the prizes and host the gala awards ceremony in the Cavan Crystal Hotel.

## **ColourBooks**

Since 2001, ColourBooks has sponsored the annual catalogues of International Literature Exchange, promoting new Irish writing available for translation to international publishers. In 2004, ColourBooks extended their support to produce 2 different catalogues – one for a literary and one for a commercial audience.

## **Communiqué International**

Communiqué International have designed and delivered a customised training programme for people working in the Arts, called *Art of the Pitch*. For the past four years they have run these courses free of charge in conjunction with the Business2Arts Showcase. The programme helps arts professionals to become more persuasive in making sponsorship pitches. In 2004, they also delivered the course around the country. A total of 35 arts organisations benefited by taking part.

## **DHL Worldwide Express**

DHL has provided valuable sponsorship in-kind to Temple Bar Galleries for the last 3 years for their major fundraising events. In 2004 DHL transported 230 blank canvases to artists in 9 countries around the world who had agreed to make an artwork for a fundraising exhibition. The finished works were then transported back to Temple Bar in time for the opening of the exhibition.

## **Dublin Docklands Development Authority**

The Authority partnered with the Abbey Theatre to deliver the drama module of their Comer Development Programme which ran in 8 local schools, involving 30 children, parents and teachers. The aim of the programme is to enhance children's education in the local community. Over 8 weeks, Abbey Outreach Specialists worked with the children to devise and deliver a drama piece which was eventually performed in Yale University, USA.

## **Dublin Docklands Development Authority**

In 2004, the Authority worked with the Abbey Theatre and National Concert Hall to present two Docklands Talent Showcase events. The Abbey hosted the Senior Citizens Showcase and the Concert Hall hosted the Young Persons' Showcase. Over 120 local people participated in the events which are part of the Authority's Social Regeneration programme.

## **Edward Dillon & Company (Bacardi)**

In 2004 Bacardi sponsored the first Latin Quarter Festival as part of Temple Bar Outdoors. The festival delivered a top class music programme of Latin bands and DJs for Dublin's Cultural Quarter which also linked to Bacardi's brand. Over 40,000 people attended the 3 day festival.

## **Ernest & Julio Gallo**

Seeking a platform to promote their brand name and align their product with a premier cultural event, Ernest & Julio Gallo worked with Dublin Theatre Festival's marketing team to maximise brand exposure for the Turning Leaf range of wines. The wine was served exclusively at all Festival events and dinners.

## **ESB**

ESB BEO is a festival of celtic music which takes place in the National Concert Hall every year. It showcases the very best in Celtic music talent in Ireland and allows ESB to highlight their Irish roots, with opportunities for corporate and staff entertainment.

## **GE Energy**

GE Energy and Art Inc co-hosted a community day in Arklow in September 2004. Arklow Youth Arts Group organised the entertainment for the day, showcasing many young performers. During the day GE Energy hosted a series of lectures and presentations to introduce wind energy to the area. GE also featured the winners of art competitions that took place in the local schools on its international web site.

# Allianz Business2Arts Awards 2005 *Nominations*

## **Glen Dimplex**

Glen Dimplex has supported the Dublin Theatre Festival as a Gold Sponsor since 2003. The sponsorship is a way of enhancing their corporate identity and also demonstrates their policy of corporate social responsibility to the arts in Ireland. Special ticket promotions were offered to staff, and there were opportunities for client entertainment.

## **Harcourt Developments**

Harcourt aims to support the arts in Ireland by providing financial assistance to art institutions and collecting art which is displayed in its head office. Since 1999 they have also commissioned many sculptures and artistic pieces for Park West Business Park in Dublin. This work is on-going and constitutes a significant investment by the company.

## **Heiton Buckley Builders Merchants**

*The Tree* is the centrepiece of the new retail showrooms of Heiton Buckleys. It is the result of a collaboration between sculptor Paul Byrne and Heiton Buckley Builders' Merchants. *The Tree* has been strategically designed and placed within the new showrooms to create a calming space within a busy retail environment.

## **Hewlett Packard**

Hewlett Packard, along with Nortel Networks, sponsored vital equipment and services to enable the Druid Theatre Co. in Galway to move to a larger premises. This was especially significant in view of the theatre company's preparations for its 20th anniversary in 2005.

## **Hewlett Packard**

In November 2004 HP sponsored the first free outdoor showing of an opera by Opera Ireland in Dublin's Temple Bar Square which was transmitted live from the Gaiety Theatre. HP also sponsored the opening night of *Rigoletto*. This partnership provided HP with many benefits including branding, advertising, client and staff entertainment opportunities.

## **Hewlett Packard**

In 2004, HP designed the *Imagination Challenge*, a photography competition for children in Primary Schools. The competition aims to introduce children to digital photography and increase awareness of HP digital imaging products. Last year entries were received from every county in Ireland. In 2005 the competition has been extended to include second-level schools as well as workshops in 80 schools.

## **Image Now**

Image Now, a Dublin-based design company, sponsored a complete re-branding programme for the James Joyce Centre, developing a new corporate identity for the centre which formed a template for other promotional tools such as a newsletter and web site. This re-branding was essential in helping to build awareness for the centre which ultimately helped to attract more visitors.

## **Kerry Group**

Kerry Group has had a close association with Samhlaiocht Kerry Arts for the last 18 years, with support growing yearly as new endeavours came on-stream. This year they added to the theme of 'Light' in the Easter Festival by providing 1,000 Kerry Lanterns for the night parade. Twice yearly the Head of Corporate Affairs sits down with Samhlaiocht staff to assist with programming for the festival.

## **Nolan Farrell & Goff Solicitors**

To celebrate 75 years in business in 2004, Nolan Farrell & Goff Solicitors partnered with the Waterford Museum of Treasures to produce *The Issue of Bonaparte-Wyse*, a book coinciding with an exhibition on this ancient Waterford family (dating back to 1375) who married into the Bonaparte family. The exhibition and book were an important part of the Museum's programme highlighting Waterford's rich and varied history.

## **Nortel Networks Ireland**

Nortel Networks, along with Hewlett Packard, sponsored vital equipment and services to enable the Druid Theatre Co. in Galway to move to a larger premises. This was especially significant in view of the theatre company's preparations for its 20th anniversary in 2005.

## **Primark**

In 2004 the Irish Association of Youth Orchestras celebrated 10 years of the Festival of Youth Orchestras and 10 years of support from Penney's for the Achievement Awards which give more than 80 youth orchestras and up to 5,000 young musicians, a platform to perform. Prior to the festival orchestral clinics and workshops are organised around the country. For the 10th anniversary Penney's also supported a book, CD and a Fringe Festival.

## **Project Management**

Through funding from Project Management, the Crawford Municipal Art Gallery was able to bring 60 works by artists including Rembrandt, Mondriaan and van Goyen from leading art institutions such as the Rijksmuseum to Cork. The exhibition *Figure & Ground* took place in February 2005 and attracted thousands of visitors. It gave the sponsor an excellent opportunity for branding, promotion and corporate entertainment.

## **Seven Seas**

Every May, Access Cinema organise the Bealtaine Film Tour which celebrates creativity in old age by providing access to cultural cinema for an older audience across Ireland. For the past three years Seven Seas Active 55 have sponsored the tour. The sponsorship allowed Access Cinema to produce print material and posters to promote the event. The partnership provided Seven Seas with an opportunity to promote their product to a key target market.

## **Stena Line**

Stena Line provides sponsorship in-kind to the Pavilion Theatre in Dun Laoghaire by transporting performers and staging free of charge from the UK. The partnership began in 2001, and in 2004 Stena helped to bring 5 theatre companies to the Pavilion. In return Stena receives honorary membership and tickets for staff and corporate entertainment.

## **Stena Line**

Stena is a long-term supporter of the Dublin Theatre Festival and since 2003 they have been an official Silver Sponsor. Stena provide support in-kind by waiving all freight costs for transportation of sets, props, etc. to the Festival. In return Stena receive branding, inclusion in PR, advertising, and tickets for staff and corporate entertainment.

## **The Irish Times**

Through in-kind sponsorship from The Irish Times, the Dublin Theatre Festival was able to widely promote itself and reach a large target audience through advertisements in the newspaper. In return The Irish Times was able to increase its association with theatre as well as entertain corporate clients, staff and readers at Festival shows.

## **The Irish Times**

In 2001 the Royal Hibernian Academy forged a relationship with The Irish Times who agreed to offer sponsorship in the form of advertising for selected exhibitions. Since its origin the relationship has flourished, including the development of Irish Times Readers' nights. Through this partnership the newspaper has increased its association with the visual arts and the Academy has been able to reach a much wider audience.

## **The Irish Times**

The Irish Times has supported The Irish Museum of Modern Art since the 1990s. In 2000 the partnership extended to sponsoring specific exhibitions which has continued. To date they have provided support for 8 exhibitions through free advertisements, Reader Promotions and editorial coverage. In return they receive branding and corporate hospitality opportunities.

## **Vodafone Ireland**

Chester Beatty Library and Vodafone have developed the first interactive multimedia museum tour which will be available to the public from May 2005. This new tour uses wireless technology and mobile devices to provide visitors with information about the treasures on display at the Chester Beatty. It also includes special features for people with disabilities. As part of its CSR policy, Vodafone provided the funds for this project as well as the skills of its IT employees and other staff members.

### **Business2Arts**

Funded by the business community, Business2Arts promotes and encourages creative partnerships between business and the arts. We provide advice to business on how to develop creative partnerships with the arts. We also provide training for the arts in business skills, including how to make a business case for sponsorship. Business2Arts also creates opportunities for business and the arts to come together through specially organised events.

### **Allianz**

Allianz congratulates all the companies and arts organisations which participated in this year's awards. The quality, imagination and innovation displayed in the entries is encouraging and shows promise for a healthy future in business sponsorship of the arts. Allianz is particularly pleased to be title sponsor of the Allianz Business2Arts Awards.



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