Allianz Business2Arts
Awards 2006

Winners
The Allianz Business2Arts Awards recognise business sponsorship of the arts as well as collaboration and creativity in business and arts partnerships. 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 2006 receive a sculpture entitled Dancers specially designed and crafted by Liam O’Neill. Turned from Irish Oak on a Redwood plinth representing the concept of co-operation and intermingling of purpose, Dancers portrays the marrying of business and the arts. The act of dancing demands that the mind, spirit and body act together in harmony, becoming a visual representation of the connections between the business patron and the artist.

Liam O’Neill was instrumental in setting up the Irish Woodturners Guild. From 1983-1985 he won First prize at the RDS Craft Competition, Woodturning Section. Liam works from a studio in Spiddal, Co Galway, providing workshops for senior arts managers in the art of pitching for sponsorship. Since 2002 Communiqué has worked with Business2Arts in providing workshops for senior arts managers in the art of pitching for sponsorship. Since 2002 Communiqué has worked with Business2Arts in promoting their business.

Acknowledgements

The selection of winners was a demanding task for the judges, with an increase in the number of entries received. The Directors of Business2Arts thank them for their time, 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 fifth year of this successful collaboration with Business2Arts and we look forward to partnering with Allianz in the future.

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 15 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 Ballisbrid Hotel, Pianos Plus and Terroirs Wine Merchants.

The Judges

This year’s judging panel comprised:

Michael Carr
Human Resources Director, Allianz Ireland

Denis Crowley
Deputy Managing Director, FEXCO Group

Sarah Dempsey
Head of Sponsorship & Corporate Responsibility, Ulster Bank Group

Sarah Glennie
Director, Model Arts Centre

Madeleine Keane
Literary Editor, The Sunday Independent

Martin Mackin (Chair)
Director, 4G Public Relations

Mark Mulqueen
Director, Irish Film Institute

Business2Arts Patrons

Finally, Business2Arts would like to acknowledge the continuous and generous support of our Patrons who include: AIB Group, Allianz Ireland, Bank of Ireland Group, Bruce Shaw Partnership, 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, Tiletstyle Ltd, Treasury Holdings Ltd and Ulster Bank Group.

Award Winners

Best Collaboration by a Small Business

Winner

Hudson Associate Architects and Graffiti Theatre Company

Highly Commended

Barons Self Storage and Interim – TULCA Season of Visual Art

Communiqué International and Business2Arts

Jazz Architects and Improvised Music Company

The Jazz Architects are seven of Dublin city’s leading architectural firms who came together as the main sponsors of the ECM/06 jazz series. The event was organised by the Improvised Music Company to give audiences access to an international jazz concert programme. The pooled approach generated great teamwork and resources for the concert series as well as a chance for the firms to entertain clients, build staff unity and develop professional networking.
Best Collaboration Enhancing Creativity

Winner
Zinc Design Consultants and Dublin Fringe Festival

The Dublin Fringe Festival needed to find a way of increasing awareness and access to their festival programme. They also wanted to generate more of a street presence. In 2005, Zinc Design came on board to help the Festival achieve these goals. Working closely with the festival team, Zinc helped to create the concept of the Fringe Family in their marketing material, which used different family members and colours to represent strands of the Festival. The concept of the family incorporated accessibility, variety, diverse audiences and captured the imagination of the public. Zinc designed all the festival brochures, a new festival logo and helped plan street activity using themed cones and flags to create a buzz of excitement. The close collaboration proved immensely successful with an unprecedented 53% rise in box office revenue and a 32% increase in ticketed attendance compared to the previous year. Through their extensive work with the Fringe Festival, Zinc were both challenged and rewarded. The success of the partnership was also reflected in Zinc’s nomination for awards within their own industry sector.

Highly Commended
Accenture with Fishamble Theatre Company, MacTeo and Karen Egan

Accenture's Community Communications Day is an important event in their calendar, during which they communicate to the entire staff the aims and objectives of the company. In 2005 they moved away from the traditional agenda and introduced a new creative format with the help of performers from Fishamble, MacTeo and the artist Karen Egan. Staff feedback was overwhelmingly positive and as a result more work has since been commissioned.

H. Shiels Ltd and Semper Fi (Ireland)

H. Shiels worked with Semper Fi to stage their production of Adrenalin for the Dublin Fringe Festival in 2005, the single most successful box-office production in the ten-year history of the Festival. H. Shiels took on the considerable task of transforming a disused warehouse into a functional seated theatre. Staff became so involved that once the ‘theatre’ was ready, they volunteered as ushers and security, ensuring 24-hour security to the venue.

WLR FM and Red Kettle Theatre Company

Based in Waterford, WLR FM and Red Kettle Theatre Co. have worked in partnership on a variety of projects since 1986. In 2005 they collaborated on a radio play The Boy Soldier, about a young Waterford man who was killed in World War 1. The radio play was written, produced and directed by Red Kettle using local actors, and recorded, edited and aired by WLR FM. The collaboration helped to recognise an important element of Waterford's history and was well received in the local community.

Best Sponsorship In-Kind

Winner
Coillte Teo and Sculpture in Woodland

Sculpture in Woodland’s mission is to create greater awareness of wood as a functional and artistic medium and to provide artists with the resources and support to create and exhibit work of artistic excellence. Coillte, who operate on the principles of sustainable forest management, has facilitated Sculpture in Woodland by providing the Devil’s Glen wood in Wicklow as a location for its sculptures since 1995. This joint venture has succeeded in creating a unique and stunning free outdoor gallery for the public, with over 20 dramatic sculptures from international artists located throughout the forest. The sculptures have encouraged greater use of the forest by local communities and visitors. In addition to providing a home for the sculptures, Coillte also provide office space and facilities for the Sculpture in Woodland organisation as well as support at Board level. In addition, the staff of Coillte assist in helping to install and maintain the artworks at the Devil’s Glen wood.

Highly Commended
Bank of Ireland and Mostly Modern

Bank of Ireland has provided a permanent ‘home’ at the Bank of Ireland Arts Centre for Mostly Modern since 1995. Mostly Modern presents performances of 20th century and contemporary music. Over the past 10 years this collaboration has allowed them to present 200 concerts, six festivals, as well as hundreds of talks, lectures and premieres of new works.

Campbell Bewley Group and The Edwardian Coffee Company with Bewley’s Café Theatre

Bewley’s Café Theatre has been sited in the Oriental Room of Bewley’s on Grafton Street since 1999. During this time it has received sponsorship from the Campbell Bewley Group. In 2005, the new leaseholders of the premises, The Edwardian Coffee Co. agreed to continue the sponsorship. The theatre brings an exciting dimension to the building and has consistently been a source of positive publicity.

Hudson Associate Architects and Graffiti Theatre Company

Hudson Associate Architects worked with Graffiti, an Educational Theatre Company on the design, renovation and refurbishment of a disused Chapel Building into a youth centre. Hudson’s mission was to support the valuable work of Graffiti Theatre Company and to give something back in appreciation and recognition of the contribution that the arts make to the quality of life.
Results

Best Collaboration in the Community

Winner
Dublin Docklands Development Authority for Honk!
As part of their extensive Education Programme, the Dublin Docklands Development Authority first introduced free drama classes to 2 schools in their area in 2003. By the academic year 2004/5 the drama classes had extended to 16 junior and primary schools. The aim of the drama programme is to help integrate the Docklands schools, to tackle the issues of bullying and racism and especially to promote self-confidence and self esteem amongst the children. In order to showcase the skills and talents of the children involved, a special performance of the musical HONK! (The Ugly Duckling) was staged in The Helix Theatre. The show was professionally produced, directed, choreographed and costumed and featured 344 children from 16 schools in the Docklands area. The 75 minute musical was performed to an audience of over 2,400 people to great acclaim.

Highly Commended
Cork Chapter XI of Credit Unions and Cork 2005 Residency Programme
Cork Credit Union Chapter XI and Cork 2005 worked together to create a unique residency programme as part of the European Capital of Culture. The programme facilitated diverse communities to work with professional artists and resulted in exhibitions, plays, publications and performances throughout the city and county.

Murray O’Laoire Architects and Corcadorca Theatre Company
As part of Corcadorca’s “Relocation” Programme Murray O’Laoire Architects sponsored The Merchant of Venice in the newly refurbished Courthouse in Cork. Murray O’Laoire provided both financial support and invaluable architectural expertise to Corcadorca for this exciting event. They also took the opportunity to host special events for staff during the play’s run.

Best Collaboration Enhancing Corporate Identity

Winner
Glen Dimplex and The Irish Writers Centre
In March 2006 Glen Dimplex and the Irish Writers Centre announced The Glen Dimplex New Writers Awards. The awards are aimed exclusively at emerging writers and offer unprecedented support and exposure for new writers. There is a total prize fund of €45,000 and awards will be made to the best first book published by an author within 5 categories – fiction, poetry, children’s literature, non-fiction and Irish language. Each category winner will receive a prize of €5,000. The Glen Dimplex New Writer of the Year, chosen from the category winners will receive a further €20,000. In addition to sponsoring the prize fund, Glen Dimplex have gone a step further by making a significant financial contribution to the administration, publicity and awards ceremony event. The awards have helped to raise the profile of the Irish Writers Centre as a development agency for writers and are another fine example of the consistent support offered to the arts by Glen Dimplex.

Highly Commended
The Bowen Group and Crawford Municipal Art Gallery
Last year, the Bowen Group collaborated with the Crawford Municipal Art Gallery in sponsoring Airgeadóir – Silver and Gold Exhibition and the James Barry Exhibition. Both exhibitions were very successful for the Gallery and proved to be an excellent opportunity for branding, promotion and corporate entertainment for The Bowen Group.

H&K International and The Irish Museum of Modern Art
Over the past 2 years H&K International has collaborated with IMMA on 3 exhibitions. These were Siar 50 (celebrating 50 years of Irish Art) and exhibitions of the work of Tony O’Malley and Howard Hodgkin. The growing relationship with H&K has enabled the Museum to present important exhibitions that would otherwise not have been possible. In turn H&K has been associated with excellent shows which helped to raise their own profile.

Hughes & Hughes and the Irish Book Awards
The inaugural Irish Book Awards took place in March 2006 and are an evolution of the Hughes & Hughes Irish Novel of the Year. Hughes & Hughes administer the awards which help to support and promote Irish authors. There are 3 categories, with a total prize fund of over €22,000 and there were over 160 entries in 2006.
Allianz Business2Arts Awards 2006
Results

Best Ongoing Collaboration

Winner
Anglo Irish Bank and The Abbey Theatre
Anglo Irish Bank have sponsored the ‘Writer in Association’ in The Abbey Theatre for the past 19 years. The sponsorship enables The Abbey to commission a new play every year from the current writer in association, which is then produced on The Abbey or Peacock stage. The Abbey was founded by writers for writers and this award recognises the centrality of the playwright in the creative process of play-making at the theatre. Former recipients include leading Irish playwrights such as Tom Murphy, Frank McGuinness, Mark O’Rowe, Marina Carr and Conor McPherson. This long running sponsorship by Anglo Irish Bank has provided consistent support for The Abbey and has made a significant contribution to Irish theatre and society through its creation of new writing.

Highly Commended
Ardmore Studios and Samhlaíocht, The Kerry Film Festival
The Kerry Film Festival was established in 2000 and is Ireland’s fastest growing short film festival. Ardmore Studios supports Samhlaíocht through the sponsorship of the festival awards and by sending a representative of the Festival to Cannes for promotional and networking purposes. Through the support of Ardmore Studios the Festival has been in a position to develop an ambitious plan for the future.

IIB Bank Ltd and Music in Great Irish Houses
IIB Bank has sponsored Music in Great Irish Houses since 2000. Music in Great Irish Houses is Ireland’s longest running chamber music festival which offers a unique musical experience to audiences. In 2005 IIB’s sponsorship enabled the Festival to move beyond the Dublin area and to produce a CD for the first time.

Penneys and the Irish Association of Youth Orchestras
Since 1996 Penneys has sponsored the IAYO annual Festival and the Penneys / IAYO Youth Orchestra Achievement Awards. The sponsorship has developed over the years, with over 80 orchestras participating in the Festival during this time. Penneys’ involvement is crucial in ensuring the continuation of this flagship event and is an opportunity for them to make a beneficial and meaningful contribution to the community.

Judges Special Recognition Award

Winner
Diageo Ireland for the Guinness Jazz Festival
The judges have selected Diageo Ireland for this year’s Special Recognition Award in respect of the Guinness Jazz Festival which celebrated its 25th year as a partnership in 2005. The Festival has become a world renowned event and in 2005 there were over 1,000 musicians from 32 countries performing jazz and jazz inspired music at over 85 venues in the city. Last year it attracted over 40,000 people to Cork for the October Bank Holiday weekend and it is now the biggest musical event in Cork’s cultural calendar. The judges were particularly impressed with the length and depth of Diageo’s support of the Jazz Festival Committee. Guinness is synonymous with the Jazz Festival and the partnership has grown significantly over the years with the company playing a major role helping to ‘reinvent’ the Festival in the mid-1990s. Today Diageo’s team works closely with the Festival Committee on the strategic and artistic planning for the Festival. This is particularly beneficial in terms of tapping into Diageo’s Global network and contacts with the worlds’ top jazz agents. Of course, the company makes a significant financial investment in the Festival on a scale more typically associated with major sports sponsorships. Diageo also gives the Festival the full support of their highly skilled marketing team and support agencies to assist in areas such as advertising, PR and venue management.

The judges also commended Diageo for the cultural impact of the Guinness Jazz Festival which has helped to encourage the growth of several fringe festivals in the surrounding areas of Cork including the Kinsale Jazz Festival, also sponsored by Guinness. In addition, the Guinness Jazz Festival played an important part of the celebrations for Cork 2005 as the European Capital of Culture by presenting its most extensive jazz programme to date.

Dublin Airport Authority €4,000 Special Arts Award

Winner
Improvised Music Company
The Judges have chosen the Improvised Music Company as the recipient of the Dublin Airport Authority €4,000 Special Arts Award in respect of their imaginative and effective collaboration with the Jazz Architects. In 2005 the Improvised Music Company (IMC) enlisted the support of seven of Dublin’s leading architectural practices to help sponsor the ECM:05 jazz music series. The Jazz Architects, as they became known, are Burke Kennedy Doyle, KMD Architecture, Pierce & Associates, Murray O’Loire Architects, Mitchell & Associates, Ashlin Coleman Architects and Duffy Mitchell O’Donoghue Architects. This proved to be a very successful partnership for IMC which allowed them to veer away from the traditional approach of one title sponsor and instead pool the resources of a number of companies under a shared identity. IMC’s relationship with the Dublin architectural community had existed socially for years with many architects attending their events and some even taking part as musicians. Following some initial support from architectural firms for IMC’s 2003 piano concert series, they decided to enlist the support of a wider group of firms for the ECM:05 series. The support of the Jazz Architects, along with other cultural and media support, helped to give Dublin audiences access to an international concert programme of the highest calibre.

IMC is commended by the judges for creating an imaginative sponsorship programme of collective support for jazz events in Ireland. As part of the collaboration, IMC ensured that each of the seven Jazz Architects received appropriate branding and an opportunity to host a specific concert during the year long series, which allowed the firms to involve staff and clients. Goethe coined the phrase that “Architecture is frozen music” and judging from the relationship developed by IMC with the Jazz Architects there is plenty of evidence to support the philosopher’s assertion.
The following is a brief overview of the remaining nominations entered for the Allianz Business2Arts Awards 2006. This excludes nominations which won or were highly commended.

Allianz Business2Arts Awards 2006 Results

Allianz Business2Arts Awards 2006 Nominations

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Allianz Business2Arts Awards 2006 Nominations
Welcome to the 15th Allianz Business2Arts Awards. The awards recognise business sponsorship of the arts as well as collaboration and creativity in business and arts partnerships. Although sponsorship will be at the heart of these relationships, more favourable assessment will be given to those businesses and arts organisations which have gone the extra mile and found ways of involvement over and above the sponsorship.

The winning partnerships will demonstrate that the arts have the capacity to unlock opportunities for business whether it's the promotion of their brand, encouraging creativity amongst their employees or supporting their local community.

Partnership, Collaboration and Creativity are the key words describing a success story.


government Office for Water

Highly Commended

Eurojet Ireland and the Royal Hibernian Academy

Business2Arts promotes the benefits of business supporting the arts in Ireland. Partnering with the arts is very rewarding; it can enhance your brand, encourage creativity amongst your people and is a way of investing in your local community. We encourage and help businesses to partner with the arts through sponsorship, events, training, mentoring, commissioning or collecting art. Within the arts, we strive to help arts organisations operate more effectively through our training programmes in business skills.

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 for the 5th successive year.