

# allianz business2arts awards 2007

arts (arts) *n, pl* 1 the creation of works of beauty or other special significance. 2 imaginative, creative, and non-scientific branches of knowledge considered collectively esp. as studied academically. 3 works of art collectively such as painting, music, literature, and dance: the visual arts. 4 any field using techniques of art to display artistic creativity. 5 the various branches of creative activity, subjects of art.

business (biznis) *n* 1 a trade or profession. 2 the purchase and sale of goods and services. 3 a commercial or industrial establishment. 4 a volume of commercial activity; business is good today. 5 commercial policy; value for money is good business. 6 proper or rightful concern or responsibility (often in mind one's own business). 7 a special task; assignment. 8 serious work or activity; get down to business. 9 challenging or intricate matter. 10 theatre; an incidental action performed by an actor for dramatic effect. 11 commercial collaboration; dealings (esp. in do business). 12 business; to achieve what is required.

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

The Award

The winning companies in 2007 received a sculpture entitled *Tides*, specially designed and sculpted by Alva Gallagher.

Consisting of cast layers of aqua sea-green glass standing on a white marble base, *Tides* was commissioned to reflect excellence in relationships between business and the arts. The award sculptures create visual parallels between suspension and weight, the words ‘Partnership, Creativity, Collaboration and Imagination’ float between the layers of glass, becoming a visual representation of the creative links between business and the arts.

Before completing an honours degree at the National College of Art and Design, Alva Gallagher was awarded the first Irish scholarship to the renowned Pilchuck School of Sculptural Glass in Seattle, Washington. Alva works from her studio in North Longford, creating pieces that feature in numerous public and private, State and National collections including the National Museum of Ireland and OPW. She has exhibited extensively both nationally and internationally, recently concluding a major group exhibition of Irish art at the prestigious Galerie SEMA in Paris. Alva is represented by The Hallward Gallery in Dublin and The Naughton Gallery in Belfast.

*Tides*: specially designed and crafted by Alva Gallagher



Acknowledgements

The Staff and Directors of Business2Arts would like to thank the judges for their time, commitment and enthusiasm which contributed greatly to the success of the judging process.

We would also like to express our appreciation to **Allianz** for their invaluable sponsorship of the Allianz Business2Arts Awards. This is the sixth year of the collaboration between Allianz and Business2Arts.

The Award sculptures have been sponsored by **Dublin Airport Authority** for the sixteenth year in succession. Business2Arts would like to congratulate and thank the Authority for this loyal support. In addition to the sculpture itself, the Authority has kindly sponsored the cash prize of €4,000 for the Special Arts Award.

The Judges

This year’s jury panel comprised:

**Bride Rosney (Chair)** Director of Communications, RTÉ

**Eamon Delaney** Editor, Magill Magazine

**Fiona Kearney** Director, Lewis Glucksman Gallery, Cork

**Gerry Kelly** Director of Social Regeneration, Dublin Docklands Development Authority

**Aibhlín McCrann** Council Member, Arts Council and Communications Consultant

**Ursula Murphy** Head of Human Resources, Allianz Ireland

**Rory Sheridan** Sponsorship Manager, Diageo Ireland

Business2Arts Patrons

Finally, Business2Arts would like to acknowledge the continuous and generous support of our Patrons who include:

- |                            |                          |
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| — Allianz Ireland          | — John J Fleming         |
| — Bank of Ireland Group    | — Construction           |
| — Bruce Shaw Partnership   | — John Sisk & Son        |
| — Crossridge Investments   | — Jones Engineering      |
| — Deloitte                 | — KPMG                   |
| — Dublin Airport Authority | — McNamara & Company     |
| — Earlsfort Centre         | — O’Reilly Associates    |
| — Developments             | — PricewaterhouseCoopers |
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| — G&T Crampton             | — TileStyle              |
| — Hardwicke Corporate      | — Treasury Holdings      |
| — Services                 | — Ulster Bank Group      |
| — Irish Life & Permanent   |                          |



Winner

Sherwood TV Rentals & SPRAOI Festival

In 2006 Sherwood’s Electrical Store became sponsor and venue for *De Lit de Façade’s* innovative performance at the Waterford SPRAOI Festival. The festival organisers required a city centre premises with windows over 2 floors which could be converted into an outdoor performance space. Sherwood’s opened their premises to the performers and for three days it was transformed into a puppet theatre. The sponsorship relationship was not confined to site-management only, with staff becoming actively involved, volunteering to facilitate access outside of official hours, stewarding during the performance and photographing the event. This event proved to be a highlight of Waterford SPRAOI 2006, securing media coverage in the regional papers. The successful outcome was in large part due to Sherwood’s generous sponsorship.

Highly Commended

Ahern & Co & Royal Ulster Academy

Ahern & Co’s ongoing partnership with the Boyle Arts Festival saw the annual exhibition of the RUA being held outside of Belfast for the first time. Ahern & Co’s support for the exhibition was outstanding from inception to completion, resulting in 80 artists exhibiting 230 works at King House, Boyle in July 2006. Ahern & Co saw the exhibition as a significant opportunity to develop their reputation as a business committed to developing links for their town and fostering friendly and positive links with Northern Ireland.



Blue Sky Mortgages; Lismard Autoworld; Portlaoise Heritage Hotel; Midland Legal Solicitors & Dunamais Arts Centre; Laois School of Music

In 2006, Dunamais Arts Centre and Laois School of Music co-hosted the annual residency of the RTÉ National Symphony Orchestra. Four local businesses came together to provide the resources necessary to make the residency a reality. The Orchestra based itself in Laois and provided workshops and performances for local schools and the community as well as a public concert. The project gained significant media coverage, raised the profiles of the organisations involved and provided excellent opportunities for staff and client entertainment.



Royal Rock (Tuam) & Earwig Arts Group

Royal Rock (Tuam) is the main financial patron and sponsor of the Tuam Arts Festival, staged by Earwig Arts Group. The 2006 festival attracted record crowds of approximately 10,000 people to Tuam over 10 days in August. Royal Rock’s support of the festival extends to providing free office space for the festival’s management, free premises for week-long workshops so that local children can develop their artistic talents, and the facilitation of staff volunteering at the festival.



# Most Innovative & Creative Collaboration



## Winner

### Lundbeck Ireland Ltd & The George Moore Society

Lundbeck Ireland has sponsored events organised by The George Moore Society since 2000. These events are aimed at promoting visual art as a means of rehabilitation for individuals who have suffered mental illness. Their collaborations include the *Lundbeck Art Initiative*, *The Asylum Project* and the *Lundbeck Art Against Stigma* project, which is now in its eighth year. Some of the Irish artwork has featured in a major international exhibition organised by Lundbeck International which toured Europe, Asia, Australia and other parts of the world. In addition to promoting and extending creativity to individuals with special needs, this on-going partnership has helped to de-stigmatise mental illness, familiarise Lundbeck Ireland's staff with the nature of mental illness and improve its overall public image and profile.

## Highly Commended

### Central Bank & Financial Services Authority of Ireland & Gallery of Photography

The Central Bank's collaboration with the Gallery of Photography on the exhibition *The Bank* was part of its on-going policy of supporting the growth and development of contemporary art in Ireland. For the exhibition three photographers were commissioned to reveal new dimensions of understanding of the Central Bank's people, its building and the local environment. The collaboration achieved all of the objectives set forth by the bank, which included building stronger relationships with their neighbours in Temple Bar.

### Dublin Docklands Development Authority & Dublin Fringe Festival

The Dublin Docklands Development Authority's (DDDA) support for Dublin Fringe Festival began in 2004, when it first provided a site free of charge for the Spiegeltent along with site and event management facilities. In 2006, the DDDA co-commissioned the luminous Carabosse fire installation as the opening event and one of the highlights of the festival. The success of both collaborations has helped develop the role of arts and culture in the context of social change.

### Provident Financial & Axis Arts & Community Resource Centre

*Spark* is Provident Financial's flagship arts education project in partnership with Axis Arts in Ballymun as well as several locations in the UK. The objective of this project is to raise the self-esteem, confidence and aspirations of children from inner-city communities by giving them the opportunity to enjoy and interact with others. The success of *Spark* has also influenced the development of an equally successful programme called *Dig It* in the centre.

### Ulster Bank with The National Concert Hall & Ulster Orchestra

An Ulster Bank Initiative, in partnership with the National Concert Hall and the Ulster Orchestra, *Up the Tempo* works with primary school children to encourage them to create artwork in relation to their musical experiences. The initiative has helped Ulster Bank to enhance their corporate identity and commitment to the arts. By facilitating the collaboration, Ulster Bank has also helped both arts organisations to develop their own community outreach objectives.

# Best Sponsorship In-Kind



## Winner

### Independent News & Media & The National Library

In conjunction with the National Library, Independent News & Media developed a 24-page supplement for The Irish Independent entitled *WB Yeats – A Poet for Everyone*. The supplement provided academic and expert perspectives on Yeats from a range of contemporary Irish poets and literary figures. Approximately 350,000 copies were distributed to newsagents and schools around the country. The collaboration helped to raise the profile of the Yeats Exhibition and give a better understanding of the National Library and its collections. In return the Irish Independent continued to position itself as an educational resource for schools and aligned itself with one of Ireland's leading cultural institutions.

## Highly Commended

### Accenture & Common Ground

With just one day and a team of 14, Accenture used their time and expertise to design and build a website for Common Ground. The project was a success and helped Common Ground to communicate their work on a national and international level. The project provided a novel team-building and learning exercise for Accenture and by volunteering the time and expertise of the organisation, it helped fulfil one of the main pillars of Accenture's Corporate Citizenship programme.

### O'Callaghan Properties & Triskel Arts Centre

O'Callaghan Properties' collaboration with Triskel Arts Centre began in 2005 with the hosting of an exhibition of Sebastian Salgado's work in prime retail and office space in Cork City. Following on from the success of this event both parties agreed to preserve the exhibition space at 21 Lavitts Quay and in 2006 an International Exhibition Season was held. O'Callaghan Properties' support has helped to magnify Triskel's profile both in Cork and onto the National stage as an arts centre committed to excellence.

### The Wexford Echo & Wexford Arts Centre

Following the appointment of new personnel, the Wexford Arts Centre launched an exciting new programme in 2006. Since then, the Wexford Echo has contributed immensely to the promotion of events and exhibitions at the Wexford Arts Centre through free weekly listings and regular feature articles. The Wexford Echo serves as an example for local papers on how promotional sponsorship can contribute to encouraging the community to support their local arts.

# Best Collaboration in the Community



## Winner

### Dundrum Town Centre & The Mill Theatre

Opened in May 2006, The Mill Theatre Dundrum contributes greatly to the mix of what the new Dundrum Town Centre is all about and is a focal point for the community at large. One of the key elements to the success of the development of the theatre is the active involvement of local theatre groups with the developers in its planning, construction and management. Through the board of directors, the Dundrum Town Centre and its developers Crossridge Investments Ltd (Castlethorn Developments) maintain an active role in the management of The Mill Theatre. Their association has been instrumental in attracting major sponsorship from other sources linked with the Town Centre. This partnership is a story of a company which remains involved and has found innovative ways to support a fledgling arts organisation.

## Highly Commended

### Dublin City Council for Dublin: One City, One Book

*Dublin: One City, One Book* campaign was a pilot initiative by Dublin City Council in 2006. The objectives of the campaign include the promotion of reading for entertainment and education purposes, to encourage people to use their local libraries and to promote a city with one of the world's greatest literary heritages. Now an annual city event, Dublin City Council is using this project as a case study on how the arts can help to market a city.



### National Irish Bank & The Galway Arts Festival

National Irish Bank's eight-year sponsorship of the Galway Arts Festival has allowed the Bank to support a valuable collaboration that makes a positive impact on both their culture and the local community. The festival runs over two weeks in July and attracts 150,000 visitors annually. National Irish Bank's on-going partnership with the festival is part of the bank's Community Investment Programme, which is designed to support the development of community and voluntary organisations at a local level.



### Bus Éireann & Triskel Arts Centre

Bus Éireann and the Triskel Arts Centre's partnership began in 2005 with the *Art Bus Project*. In 2006, they collaborated again on the *Pilots without Wings* mural at Cork Bus Station. The mural provides a vibrant focal point in the Cork City bus station and is a visual representation of the role played by bus drivers as caretakers to their passengers. The relationship and ethos of the project was a celebration of diversity and recognition of the changes taking place in the community of Cork.



# Best Collaboration Enhancing Corporate Identity



## Winner

### Heritage Properties & The Irish Architecture Foundation

Heritage Properties has collaborated with Ireland's Pavilion at the Venice Biennale since 2003. Its support has considerably raised the profile of Ireland's involvement in the Biennale both at home and abroad. Ireland's entry in 2006, *SubUrban to SuperRural*, presents visionary proposals for Ireland's sustainable development by 2030. The collaboration was intended as a wake up call, which would spark debate about the direction of development in Ireland over the next generation. Heritage Properties' objectives in this partnership included promoting their brand as one committed to architecture of the highest quality and as a world class company that remains closely in touch with its Irish roots. Heritage Properties' involvement to date has also been critical in leveraging greater official support for Ireland's entry at the Biennale.

## Highly Commended

### Bulmers & Cork Opera House

Spanning over a decade, Bulmer's partnership with the Cork Opera House includes three key milestones – the Front of House Refurbishment, the Capital Works Programme (1999-2000), European Capital of Culture Year (2005) and the World Music Festival. Providing both financial and in-kind support, Bulmers has helped to deliver an outstanding programme of events across various genres. The sponsorship agreement includes branding and promotional activities, festival sponsorship and corporate entertainment opportunities.



### Hughes & Hughes & The Irish Book Awards

The inaugural Irish Book Awards took place in 2006 with the aim of actively promoting and encouraging the very best of Irish writing. The 2007 awards underwent a dramatic expansion to include nine categories and several new sponsors. Hughes and Hughes are heavily involved in all aspects of the awards in conjunction with the newly established steering committee and the Irish Literary Academy. The success has helped to raise the overall awareness of the Hughes & Hughes brand and enhance its status as a firm supporter of Irish writing.



### Dublin Port Company & Firestation Artists' Studios

*A Hundred Flowers to Bloom* was a year-long collaboration between the Dublin Port Company and Fire Station Artists' Studios. Almost 100 children from a local school participated in an extensive study of alien or non-native plants within the landscape of Dublin Port with artist, David Jacques. The working relationship with Firestation Artists' Studios helped Dublin Port Company enhance the industrial landscape of Dublin Port through the visual arts and helped to achieve meaningful engagement with local communities.







Winner

**Tegral Building Products & the Architectural Association of Ireland**

Since 2000, Tegral Building Products & the Architectural Association of Ireland have successfully been in partnership on the New Irish Architecture Book, the AAI Awards for Excellence in Irish Architectural Design and the Tegral Critic’s Lectures. Their long-term partnership was formed with the intention of accelerating and extending the promotion of Irish architecture abroad and raising the level of critical discussion in Ireland. The partnership also involves bringing some of the world’s leading critics and architectural opinion formers to Ireland. The continuing relationship allows Tegral Building Products to be associated with the best in contemporary Irish architecture while simultaneously raising the level of critical architectural debate in Ireland.

Highly Commended

**Anglo Irish Bank & RTÉ National Symphony Orchestra**

Since 2004 Anglo Irish Bank has sponsored the RTÉ National Symphony Orchestra’s Subscription Seasons. Anglo Irish Bank’s objectives in the partnership include building brand awareness and loyalty, providing added value to stakeholders, complimenting its existing Corporate Responsibility programme and demonstrating the bank’s commitment to fostering cultural life in Ireland. The Bank’s support has given the Orchestra the resources to engage major international artists and to develop innovative programmes to attract new audiences.

**Nissan Ireland & RHA Gallagher Gallery**

Over ten years the *Nissan Art Project* has helped Nissan Ireland to establish itself as a dynamic supporter of the visual arts. In 2006, Nissan Ireland embarked on an innovative new direction with the RHA, focusing on the work of emerging artists. As well as a major financial contribution, the collaboration includes sponsorship-in-kind such as public relations and targeted advertising campaigns in leading publications. Through this on-going partnership Nissan Ireland has created a corporate identity of sophistication, creativity and dedication to excellence.

**RTÉ & The Gate Theatre**

RTÉ has a longstanding relationship with The Gate Theatre which began in 1991. RTÉ’s support facilitates major creative projects that have helped to enhance the reputation of The Gate Theatre. Their relationship is a symbiotic one with much of the new talent at the Gate developing their careers on RTÉ radio and television productions. The success of the partnership is evident in both organisations’ genuine commitment to the nurturing of the interests of both parties to foster creative opportunities and collaborative projects.



Judges Special Recognition Award

**Harcourt Developments**

The judges have selected Harcourt Developments for this year’s Special Recognition Award based on the excellent models of commissioning practice exercised by the company and their ongoing commitment to the creation of imaginative environments for the enjoyment and benefit of the general public.

During construction of the Park West Business Park in early 1999, human skeletons and artefacts were unearthed. Investigations concluded that an early Christian burial ground had been discovered. Harcourt Developments responded sensitively to this discovery by allowing the investigations to influence the design of the buildings around the site, and then commissioned artist Vivienne Roche to create a sculpture to commemorate the history of the area. Using a variety of materials Roche created a sculptural environment, entitled *Whitelight Garden*. By day the garden is a public park, while by night it is a light sculpture which illuminates the site. Harcourt Developments strive to integrate cultural and artistic elements in all of their designs to honour their commitment to enhancing creativity in the workplace and providing cultural benefit for the general public.



Dublin Airport Authority €4,000 Arts Award

**Laois School of Music & The Dunamais Arts Centre**

The judges have chosen the Laois School of Music together with Dunamais Arts Centre as recipients of the Dublin Airport Authority €4,000 Arts Award. The award recognises and celebrates their effective and imaginative collaboration with four local sponsors during the RTÉ National Symphony Orchestra’s Laois Residency.

In 2006 the two organisations co-hosted the annual residency of the RTÉ National Symphony Orchestra as part of its outreach programme. This was a unique opportunity for young musicians and the general public in Co Laois to experience and engage at very close quarters with a functioning orchestra. The orchestra based itself in Laois and provided workshops and performances for local schools and the community as well as performing a public concert. Recognising the prohibitive level of support needed to successfully deliver the project, four sponsors worked together to bring this prestigious group to the county to perform to over 5,000 people – Blue Sky Mortgages; Lismard Autoworld; Portlaoise Heritage Hotel and Midland Legal Solicitors. The project gained them significant media coverage, raised their profile and provided a variety of opportunities for staff and client entertainment.

The Laois School of Music & Dunamais Arts Centre are commended by the judges for creating an imaginative and effective sponsorship programme of collaborative support for the residency. The judges expressed the hope that this award will allow for some of the good work achieved during the residency to be further developed so that the vibrancy of the interaction inspired by the music will continue to be fostered in the county.

The following is a brief overview of the remaining nominations entered for the Allianz Business2Arts Awards 2007. This excludes the nominations which won or were highly commended.

**Accenture** — Accenture exclusively sponsored the production of *The Exonerated* at Liberty Hall Theatre at the 2006 Dublin Theatre Festival. The sponsorship allowed Accenture to support an organisation that makes an impact on local culture and the community. The partnership effectively aligned Accenture with a high quality performance arts event in Ireland.

**Accenture** — Artists have become increasingly involved in the Accenture Ireland Communications Day. 2007 saw a creative and unique collaboration between the company, arts group Arcana and artist Boz Temple Morris. The day-long piece of participatory theatre included a series of installations, events, performances and games themed around identity, and were created with the involvement of Accenture staff in collaboration with artists.

**AIB** — AIB and the Press Photographers Association of Ireland have developed a strong working relationship through their sponsorship of the AIB PPAI Awards and Exhibition. The partnership has met the objectives set by both organisations and fostered artistic talent through master-classes. With the exhibition touring to 28 locations in 2006, it has created a platform for the AIB brand at local and national levels.

**Bausch & Lomb** — Since 1999, Bausch & Lomb have collaborated with Garter Lane Arts Centre on joint initiatives which recognise both organisations’ commitment to improving the quality of people’s lives and the health of the surrounding environment. Bausch & Lomb have provided financial support for events and capital projects and have offered office space to accommodate performances and exhibitions.

**Chartered Land** — Irish Life Assurance and Chartered Land commissioned two contrasting artworks as part of the refurbishment of the ILAC Centre. The works comprise a series of large-scale images in glass and plaster by Chris Tipping, and a light sculpture entitled *Wave* by Siobhan Hapaska and Fiddian Warman. The artworks have had a positive effect, enhancing the shopping environment and distinguishing the ILAC from other centres.

**Clare FM** — Clare FM in partnership with Clare Arts Office organised a high-profile competition to find a young traditional music radio presenter in early 2007. Clare FM made extensive use of their traditional music programmes and presenters to market and promote the competition, which captured the public’s imagination and had a profound effect on the winners, presenters and the organisations involved.

**Create** — Since 2001, Create has pioneered an innovative incubation programme that supports small arts organisations. Create has facilitated the development of Arts & Disability Ireland since 2003 by providing office space, administration facilities, financial management services and programme and project development.

**Diageo** — Diageo Ireland supports the Fulbright-Diageo Award, which offers educational growth and cultural exchange in the arts in the US. The award in Visual and Performing Arts is offered to the highest ranking visual or performing arts candidate after interview. Since the programme was established in Ireland in 1957, over 700 Irish Citizens have studied in top U.S. colleges and research institutes.

**Dublin Docklands Development Authority** — The Docklands Authority and Fire Station Artists’ Studios collaborated on a commission with artist Jesse Jones, comprising a temporary drive-in cinema at the Pigeon House. The partnership fulfilled DDDA’s objectives to commission new and innovative work as part of its arts strategy and was in keeping with its programme of social, economic and physical regeneration of the docklands area.

**IIB Bank** — IIB Bank has been a major sponsor of Music in Great Irish Houses since 2001. In 2005, IIB’s sponsorship enabled the Festival to move outside the Dublin area and for a promotional CD to be recorded for the first time. The sponsorship presented IIB with the opportunity to entertain clients around the country and to create a unique corporate gift.

**Irish Library Suppliers** — Irish Library Suppliers in partnership with The Open Book Company and Dublin City Public Libraries have promoted reading through the establishment of reading clubs and subsequently, an annual Readers Day. Launched in 2002, the annual Readers Day has become an eagerly awaited event in the literary life of Dublin City, and has facilitated the establishment of some 87 Reading Groups.

**Irish Life Assurance** — Irish Life Assurance and Chartered Land commissioned sculptures by Chris Tipping, Siobhan Hapaska and Fiddian Warman for the newly refurbished ILAC Centre in Dublin. The unique light sculpture and large-scale images in glass and plaster enhance the shopping experience and help distinguish the ILAC Shopping Centre from other centres in the City.

**John F. Supple** — In 2006 John F. Supple Ltd. sponsored Corcadorca’s large-scale production of Shakespeare’s *The Tempest* in Fitzgerald Park, Cork. The sponsorship offered an unusual entertainment opportunity, with guests enjoying a barbeque before the show while watching the behind-the-scenes activity that leads up to a performance. The relationship has developed with an executive at John F. Supple joining the board of Corcadorca.

**Kerry Group** — The Kerry Group has had a formative influence on the Samhlaíocht Easter Arts Festival since its beginnings in 1992. The Festival promotes and encourages creativity, participation and appreciation of the arts amongst the people of Kerry. The Kerry Group have provided both financial support and business mentoring to the festival.

**MBNA Ireland** — MBNA has been associated with the Shannon International Music Festival since 2004, which is a national and international platform for the Irish Chamber Orchestra, bringing world renowned artists and young Irish talent to Shannon. It incorporates outreach programmes, encouraging children to develop their inventive skills through music. MBNA have enhanced and increased awareness of their brand, while creating client entertainment and publicity opportunities.

**Merrion Hotel** — The Merrion Hotel sponsored the National Library’s lecture series by noted international writers called *Library Late*. The sponsorship in-kind helped to enhance both the Library and The Merrion Hotel as accessible venues. The Merrion Hotel and the Library have since developed their relationship enabling guests of the hotel to avail of private tours of the Library with the hotel providing accommodation for visiting writers and speakers.

**Moran Hotels** — Moran Hotels commissioned The *Money Tree* from sculptor Paul Byrne for their flagship hotel in London. An essential element of the commission was that it had a tangible link to the hotel’s Irish roots and its significance in London/Irish history. The Moran Group is currently setting up features on the piece and sculptor in publications in the UK and Ireland.

**Office of Public Works & Department of Finance and Personnel, Belfast** The touring OPW and Dept. of Finance and Personnel collaborative art exhibitions have been ongoing since 1997. Set up against the backdrop of the Good Friday Agreement, the exhibitions promote artistic ingenuity without a political or religious agenda and have grown to become an invaluable asset to the arts calendar. Showing in unlikely venues, they bring art to communities throughout the country and are accompanied by high-quality free catalogues.

**One Productions** — Working together, One Productions and Guna Nua Theatre created a series of short 30-second clips to promote and publicise the play *Trousers*. The companies had worked together in the past to devise a new play, which was hailed for its innovative use of video technology. They have built up a strong working relationship, working on numerous on-going projects which serve to enhance both organisations’ profiles.

**PricewaterhouseCoopers** — PWC collaborated with Music Network to sponsor *An Evening with Dame Kiri Te Kanawa*, a key fundraising event for Music Network. The sponsorship allowed PWC to enhance their image as a supporter of music and the arts, provided entertainment for clients as well as reaching audiences beyond those in the corporate sector.

**PricewaterhouseCoopers** — PWC provided vital sponsorship for the National Concert Hall’s important event *Anne Sophie Mutter – Benefit Gala Concert*. The objective was to establish a dedicated fund to support the Education & Outreach Department of the NCH. The partnership reinforced PWC’s support for music education, highlighted them as being a pioneering sponsor for an event of this type and helped to raise a significant amount for the education fund.

**RTÉ** — RTÉ’s support of the Dublin Theatre Festival is now in its 15th year. The collaboration offers the festival promotion on both radio and television as part of the ‘RTÉ Supporting the Arts’ scheme, bringing the festival into the national arena. The sponsorship gives RTÉ access to unique content for its arts programmes.

**Temple Bar Cultural Trust** — Temple Bar Cultural Trust and Fishamble Theatre Company have been partners on various theatrical productions since 2002. Their ongoing collaboration has enabled the Trust to achieve objectives to provide a high level of cultural activity throughout Temple Bar. In 2006, they co-produced an exciting season of short site-specific plays by eleven new playwrights entitled *Whereabouts* as part of Diversions Festival.

**Tesco** — Tesco sponsored this year’s Samhlaíocht Easter Arts Festival on Easter Weekend in Kerry. The aim of the partnership was to sponsor the event in a socially conscious manner with wide-ranging benefits to the community. As a result, a focus of the event was to raise money for Tesco’s charity of the year 2007, Temple Street Hospital.

**The Irish Times** — The Irish Times Theatre Awards, which commenced in 1997, are the only awards celebrating theatre practitioners. Since 2004 The Irish Times has been the solo sponsor and organiser of the gala award ceremony attended by over 500 people from the theatre community each February. The Awards have met the paper’s objectives and enhanced their identity as the primary newspaper for the arts in Ireland.

**The Irish Times** — In 2006, The Irish Times renewed their long-standing sponsorship in-kind of the Dublin Theatre Festival. The sponsorship enables the Dublin Theatre Festival to promote itself and reach wider audiences through advertisement in the newspaper. The sponsorship allows The Irish Times to highlight their support of the arts in Ireland and provides opportunities for staff and readers to attend the event.

**The Open Book Company** — The Open Book Company have collaborated with Irish Library Suppliers and Dublin City Public Libraries to promote reading throughout the city. Launched in 2002, the annual Readers Day features interviews, panel discussions and workshops with authors, broadcasters and journalists. An eagerly awaited event in the literary life of Dublin City, it has led to the establishment of 87 Reading Groups.

**Toccata House Music School** — Toccata House Music School has been in operation for more than twenty years and was established through the determination of owner/director Olive Powderly. At present, Toccata House Music School has over 300 students and 13 teachers.

**Treasury Holdings** — In 2006 Treasury Holdings commissioned artist Patrick O’Reilly to produce a sculpture for the front of the new development on Burlington Road. The sculpture of Queen Maeve, holding the head of Táin Bó Cuailgne is a striking and beautiful statement of power. The collaboration enhances Treasury Holdings’ brand, maintaining their commitment to supporting the arts and contributes to the environment to be enjoyed by the public.

**Westin Hotel** — The Westin Hotel became official accommodation partners of the Dublin Theatre Festival in 2006. Through their association, they reinforced their own brand values in a mutually rewarding fashion. In addition to providing accommodation to star performers, the Westin handled corporate entertainment, offered special rates for festival patrons and was involved in the development of VIP packages for competition winners.



## Business2Arts

Business2Arts promotes the benefits of business supporting the arts in Ireland. Partnering with the arts can enhance your brand, encourage creativity amongst your people and bring your corporate social responsibility strategy to life. 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 shows promise for a healthy future in business support and collaboration with the arts. Allianz is particularly proud to be title sponsor of the Allianz Business2Arts Awards for the 6th successive year.



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