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Winners 2008

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Business to Arts and Allianz

Business to Arts is a membership organisation providing support and advice on developing creative partnerships between business and the arts. We believe business and the arts can work together to unlock creativity, generate innovative solutions to business challenges, learn from each other’s best practice and increase employee engagement.

In addition to our work developing links between the business and arts communities, Business to Arts also manages and administers the largest programme of business training for arts organisations in Ireland, with support from the Department of Arts, Sport & Tourism. In 2007 over 600 individuals from the arts were facilitated in a training programme by our training partners, with many receiving assistance from FÁS to subsidise their costs.

We are a registered charity and we rely on your support to continue our work and respond to your needs.

Allianz congratulates all the companies, artists 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 Business to Arts Awards for the seventh successive year.

Acknowledgements

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

This year’s judging panel comprised:

- Bisi Adigun | Artistic Director Arambe Productions
- Andrew Crootty | Finance Director TileStyle
- John Crumlish | Director Galway Arts Festival
- Member of The Arts Council
- Gary Joyce | Director Genesis (Chair of Panel)
- Maoiliosa Kiely | Marketing Manager Murray O’Laoire Architects
- Ursula Murphy Human Resources Director Allianz
- John Murray | Presenter The Business & Morning Ireland RTÉ Radio 1

This unique showcase of diverse relationships between business and the arts would not be achievable without the support and dedication of our sponsors, Allianz, who have worked with us to grow the Awards over the last seven years. Our thanks to all our friends at Allianz who we look forward to working with again next year.

We also wish to acknowledge the extraordinary commitment of Dublin Airport Authority who have commissioned the award sculptures since the inception of the Business to Arts Awards 17 years ago. The Authority (formerly Aer Rianta) also kindly sponsor the Dublin Airport Authority €5,000 Arts Award.

For the first time this year, we are delighted to have the opportunity to mark excellence in commissioning, thanks to two new awards sponsored by TileStyle. These two new awards, one a perpetual trophy, the other a bursary for an artist, are presented in memory of our friend and former Chair, Jim McNaughton.
The Awards

‘Flight’ by Kevin O’Dwyer
The winning companies in 2008 received a sculpture entitled *Flight*, commissioned by Dublin Airport Authority, and designed and sculpted by the internationally renowned Silversmith Kevin O’Dwyer.

The hand-forged sterling silver and Kilkenny limestone sculpture *Flight* invokes the aspirations of the arts and business community to inspire, nurture and energise our society through collaboration and participation in the arts. The flowing sterling silver forms are the creative forces that have inspired both the arts and business throughout the 21st century. The tapered limestone plinth signifies the support for the arts that has provided the opportunities for creativity to flourish within our community.


The Jim McNaughton Perpetual Award for Best Commissioning Practice

‘Counterpoint’ by Jason Ellis
Commissioned by TileStyle and the McNaughton Family in memory of Jim McNaughton, this perpetual award will be presented each year to a company for best practice in a commissioning relationship. *Counterpoint* was sculpted by Jason Ellis in Kilkenny Limestone on a base of white marble, designed to convey the principles of a successful collaboration. The sculpture takes the simple idea of two separate entities that are held together in a symbiotic and mutually beneficial relationship. The two sections rely on one another to create the form, which appears to be made from separate slabs of stone but are in fact carved from the one block.

Jason Ellis is a well-known sculpture conservator who turned to producing his own work, which he now does exclusively. His work is represented in the State Art Collection, and in the collections of Bank of Ireland and IIB. He recently completed a major commission for the UCD Belfield Campus, which stands over seven metres high.
Corporate Social Responsibility Award

Winner

Dublin Port Company & Fire Station Artists’ Studios

Dublin Port Company’s international links, its industrial history and the diversity of the communities that inhabit the port area, offered the Port great potential for the development of an innovative art project, and led to a collaboration with Fire Station Artists’ Studios on the public art project 100 Flowers to Bloom in 2004. Dublin Port Company’s aim with the partnership was to engage with its local community and have a visual impact on its largely industrial environment.

In 2005 and 2006, Liverpool based artist David Jacques worked with children from St. Joseph’s National School in East Wall on an extensive study of the alien or non-native plants within the port landscape, which led to the production of iconic banners for the port area. Following its success, the project culminated with the publication of the book 100 Flowers to Bloom by David Jacques in 2007.

The book is an encyclopaedia of non-native plants in Ireland according to children from St. Joseph’s. It traces the various stages of the public art project, from the initial research stage and detailed drawings completed by the children, through to the more public manifestation of silk embroideries and hand painted banners which were sited at Dublin Port, St. Joseph’s School and around East Wall.

Dublin Port Company and Fire Station Artists’ Studios’ public art collaboration and the resulting publication of 100 Flowers to Bloom demonstrates how a private company and an arts organisation can successfully commission and document an innovative and socially responsible public art project that engages in a meaningful way with the local community and a broad spectrum of the company’s stakeholders.

Participants visit the Botanic Gardens for research
Drawing workshops with children from St. Joseph’s National School
AIB & Rough Magic
In partnership with Rough Magic, the AIB SEEDS programme fits well with AIB's brand values of facilitating success by supporting the best emerging theatre artists in Ireland in reaching their potential. The programme is a structured development initiative for emerging playwrights, directors, designers and producers. The partnership also allows communities around Ireland to experience the work of one of Ireland’s leading theatre companies, and provides Rough Magic with access to AIB’s brand management and marketing expertise.

MBNA Ireland & Irish Chamber Orchestra
MBNA Ireland has been the Shannon International Music Festival’s main sponsor since 2004 and became title sponsor in 2005. MBNA’s long-term investment in the Festival has helped the Irish Chamber Orchestra to develop an ambitious community engagement programme. With Music Factory, the Orchestra’s musicians take participating children on a five-day adventure of music, movement and story-telling helping the children to develop their creative and inventive skills.

Avon Cosmetics & Irish Cancer Society with Plan B Productions and Gúna Nua Theatre
In 2007 Gúna Nua Theatre and Plan B presented Unravelling The Ribbon by Mary Kelly and Maureen White at the Project Arts Centre, Dublin. The play tells the story of Rose who is diagnosed with breast cancer and Lola, a breast cancer survivor. It was sponsored by Action Breast Cancer, a programme of the Irish Cancer Society. The play also became the centrepiece of an integrated PR and marketing campaign by Avon Cosmetics to mark the 10th anniversary of their Breast Cancer Crusade.
Best Sponsorship of an Event

Winner

Ulster Bank Ireland & Dublin Theatre Festival
In 2007, Ulster Bank Ireland became title sponsor of the Dublin Theatre Festival in its 50th anniversary year. Having been a Power of Ten partner of the Festival since 2005, Ulster Bank Ireland had already developed a strong partnership with the festival’s marketing team. Under the new name of Ulster Bank Dublin Theatre Festival, both organisations worked together professionally and creatively in 2007 to maximise the sponsorship and to meet the objectives of both partners.

A vigorous and extensive branding campaign was developed, the most comprehensive and effective in the Festival’s history.

During the Festival run, Ulster Bank offered its employees the opportunity to volunteer on the front-line at the festival as well as opportunities to participate in creativity workshops in association with Fishamble Theatre Company.

Corporate hospitality initiatives included free and discounted tickets to events, and the cast of Long Days Journey into Night joined Ulster Bank guests at a post-show reception. Theatre as a form of entertainment/hospitality is cited as being very successful for Ulster Bank Ireland and is something that is being developed across the Ulster Bank Group.

Ulster Bank Dublin Theatre Festival commissioned independent market research which discovered that 90% of people were aware that Ulster Bank was the main sponsor of the Festival. Prior to the event, one in twenty respondents associated Ulster Bank with arts sponsorships, and after the Festival had taken place, almost one in five of the respondents were able to identify Ulster Bank as being a sponsor of the Dublin Theatre Festival.

Advertising campaign for 50th Anniversary Ulster Bank Dublin Theatre Festival
‘Small Metal Objects’, one of the productions in the 50th Anniversary Ulster Bank Dublin Theatre Festival (Photo by Jeff Busby)
Barons Self Storage & Human Resources

Following their successful collaboration on Interim in 2005, Barons Self Storage teamed up with the artist group Human Resources in 2007 on City of Ideas. The exhibition saw eighteen artists working for ten days at Barons Self Storage, a functioning 100,000 square-foot storage facility. This unusual yet ideal space to show art, generated widespread interest with local media. The cost-efficient collaboration successfully raised the profile of Barons Self Storage among their existing and target customers.

Hennessy & Dublin Fringe Festival

Hennessy partnered with Dublin Fringe Festival in 2007 to provide sponsorship, drinks stock and media support for the unique Spiegeltent venue. Both parties worked together on the design of the logo and venue. With the sponsorship, the Fringe Festival found a partner who supported its vision and gave the Festival the freedom to present a daring programme. Hennessy associated itself with a diverse and innovative Arts Festival and achieved an enhanced public opinion of the brand among their target audience.

TG4 & Fíbín Teo

Award-winning Irish language children’s theatre company Fíbín Teo’s relationship with Cúla4 (TG4’s flagship children’s show) began when they realised that working together on a publicity strategy would be mutually beneficial. The collaboration included live links from Fíbín Teo performances, television advertisements produced and broadcast by TG4 as well as in-kind support in the form of marketing expertise for Fíbín Teo. In exchange, Cúla4 merchandise and information packs were distributed at Fíbín Teo productions.

Dublin Docklands Development Authority & Dublin Fringe Festival

Dublin Docklands Development Authority has supported the Dublin Fringe Festival since 2004. In 2007, the partnership resulted in the commissioning of three major events for the festival – the opening extravaganza, when famed Russian dance theatre group Derevo emerged from the depths of the water at George’s Dock, IFSC; Haircuts by Children, a project empowering children to make creative decisions with haircuts for adults; and Afternoon Tea Dances for local older people’s community groups.

Best Sponsorship of an Event

Highly Commended

- Hennessy & Dublin Fringe Festival
- TG4 & Fíbín Teo
- Dublin Docklands Development Authority & Dublin Fringe Festival
Best Sponsorship by a Small to Medium Enterprise

Winner

Clem Jacob Hire Ireland
& Red Kettle Theatre Company
Since opening for business in 2006, Clem Jacob Hire has become one of the leading hire companies in the South East of Ireland. As Managing Director Clem Jacob has long held the belief that creativity and imagination should be encouraged and supported, the company has a policy that includes sponsorship in-kind of the arts in Waterford. This policy has put considerable resources at the disposal of many groups in the city.

Red Kettle Theatre Company and Clem Jacob Hire collaborated on the large-scale theatrical production of Russell Hoban’s *Ridley Walker*. This is to date the biggest production ever undertaken by Red Kettle Theatre Company with a cast of 36 and a live percussion band.

Red Kettle entered the project with not much more than a cast and a field, and Clem Jacob Hire’s sponsorship in-kind provided a variety of equipment from diggers, generators, lights and toilets to marquees and audience seating for a period of four weeks which covered the rehearsals and duration of the performance.

The relationship between both partners was a highly developed one, with hands-on participation by the Clem Jacob team and continuous on-site advice and guidance for the Red Kettle production team.

Clem Jacob Hire’s sponsorship in-kind is an excellent model of how a Small to Medium Enterprise can remove significant overheads from an arts organisation and enable the staging of large-scale artistic productions.
Ahern & Co Chartered Accountants & Boyle Arts Festival
Ahern & Co have participated actively in building Boyle Arts Festival into one of Ireland’s leading Summer events, bringing vital tourism to Boyle, Co. Roscommon. Ahern & Co are also the main driving force behind the Boyle Civic Art Collection which is a major collection of Contemporary Irish Art for the people of Boyle. In collaboration with Roscommon County Council and King House in 2007, a special ‘Art Pack’ for schools was produced making the collection more accessible to a younger audience.

Murray Ó Laoire Architects (MÓLA) & Fidget Feet Aerial Dance Company at Cork Midsummer Festival
In 2007, the Cork Midsummer Festival partnered with MÓLA on their headline event Wired and Free. The multi-media aerial spectacle was part circus, part theatre/dance, part giant video animation. Drawn by the innovative and creative challenge of the performance which mirrored their commitment to the regeneration of the area, MÓLA used the event for client entertainment and created an unusual photo-opportunity for their directors 40 metres off the ground.

Royal Hibernian Academy (RHA) & Monster Truck Gallery & Studios
Since the beginning of 2008, staff from the RHA have partnered with and mentored the management team at Monster Truck Gallery and Studios in areas such as administration, marketing, curation, educational activity, financial management and friends events. The relationship coincided with the ten-month-long redevelopment of the RHA and the spare capacity within the Academy at the time. In this short period of time, a strong working relationship has developed which has had a profound impact on the development of Monster Truck.

Blue Sky Mortgages; Lismard Autoworld; Portlaoise Heritage Hotel; Midland Legal & Laois School of Music; Dunamaise Arts Centre
The Dublin Airport Authority Arts Award at the 2007 Allianz Business to Arts Awards went to Laois School of Music and Dunamaise Arts Centre for their collaboration with local business on the RTE National Symphony Orchestra Laois Residency. Following the success of the initial collaboration, all sponsors committed to a fund to build an instrument bank for primary schools in Laois. The instrument bank is open to primary schools on an application basis, receiving 24 instruments for a two-year period.
Best Use of Creativity by a Business

Winner

Accenture with arcana & Boz Temple Morris

The Accenture Ireland Community Communications Day is an annual event providing an opportunity for Accenture people to meet, spend time with each other and hear organisational news. In the past the programme has been mostly corporate in tone though over the past two years the event has become one where artists have become more involved. In this short time, the expectations of the event have risen accordingly as it has become a day characterised by creative intelligence.

In 2007, a collaboration with arts organisation arcana and artist Boz Temple-Morris produced work that did not act as entertainment between corporate messages, but rather a creative framework for the whole day. The event comprised a series of installations, events, performances and games that were all themed around identity and which were created with the involvement of Accenture people. The event was celebratory but also explored issues of personal and organisational importance in innovative and surprising ways.

The Community Communications Day was followed up with documentation which included a newspaper and company photo. The award winning colour newspaper is a compilation of memories of the event which was distributed to all Accenture Ireland employees. The photo was a highly innovative company portrait which took photographs of small groups of people sitting behind a “feast table”. The images were then digitally manipulated to create a single 75 foot long table. The photo is now located in Accenture’s new office’s at Grand Canal Square where the 650 participants can spot themselves.

Accenture Ireland’s Community Communications Day is an innovative and new model of how art and entertainment can be used to explore corporate challenges as varied as those of organisational identity, company and employee pride as well as enhancing external and internal communications.
Best Use of Creativity by a Business
Highly Commended

Allianz Ireland & Fishamble Theatre Company and People Create
Allianz Ireland, Fishamble Theatre Company and People Create commenced an innovative executive training programme in 2007. The programme takes some of the skills and techniques from the creative process of actors, writers and artists and applies them to a wide array of business needs and management theory. The first programme delivered to high-potential managers used forum theatre as a means of demonstrating leadership behaviours and as a method of finding informed solutions to management issues.

Dublin Port Company & Sean Lennon
Dublin Port Company created an integrated PR and marketing campaign to encourage the public to look at the Port in a new way. The campaign focused on celebrating the heritage of ferry travel from Dublin Port through its association with the great Irish writers, all of whom left Ireland by ferry. A key part of the success of the campaign was the involvement of Dublin-based artist Sean Lennon in the design and artwork for the campaign.

Ulster Bank & National Concert Hall and Ulster Orchestra
For the second year running, Up the Tempo has been highly commended by the Awards judging panel. It is a musical outreach programme which nurtures primary school talent and turns school halls into Concert Halls. Musicians from NCH and Ulster Orchestra hold workshops in schools focusing on rhythm, pitch and harmony, encouraging pupils to compose, perform and listen to music. Central to the programme is the involvement of employees from local branches as they nominate schools for participation, attend workshops, and provide support encouragement.

Dublin Bus & CoisCéim Dance Theatre
Gut Busters! is a health programme for Dublin Bus employees conceived by the Group’s Health Promotion Office. As part of the programme, CoisCéim Dance Theatre was commissioned to create a dance programme which would improve fitness of bus drivers, develop a sense of well being, and be challenging and fun. A dance performance called Liberty West was performed by the participants to celebrate the end of the six-week programme in the Tivoli Theatre.

24 Allianz Business to Arts Awards Winners 2008
25 Allianz Business to Arts Awards Winners 2008
The Jim McNaughton Perpetual Award for Best Commissioning Practice

Winner

Behaviour & Attitudes
& Graphic Studio Dublin

Behaviour & Attitudes was established in 1985 and is the largest independently owned Irish market research agency. From its inception, Behaviour & Attitudes has had a clearly defined policy on and commitment to sponsorship of the arts. This has embraced a diversity of art forms including the visual arts, music and poetry.

In their early years, Behaviour & Attitudes gave much thought to Christmas gifts for clients which would stand out as creative and different. This prompted the idea of commissioning an original piece of art which has been produced in collaboration with the Graphic Studio Dublin annually since 1989. The intention of the commissions is to provide clients with a unique and personalised piece of art and introduce them to a variety of Irish artists and various print techniques.

Over the years prints have been commissioned by artists such as Richard Gorman, Felim Egan, William Crozier and Maria Simonds-Gooding. Specialist packaging and copy for the prints has been created by graphic designer Steve Averill and copywriter Kilian O’Donnell. This bespoke series of prints and packaging is unique in Ireland both in terms of its form and the longevity of the commissioning relationship. The commissions are now much sought after by Behaviour & Attitudes’ clients. 2008 marks the 20th year of Behaviour & Attitudes’ award-winning collaboration with the Graphic Studio in Dublin. Their evolving relationship is a simple and effective demonstration of how a small company can forge a cost-effective relationship with an arts organisation and maximise the return on investment for all related parties.
Experian Group & Katherine Penney

Experian Group Ireland moved to new company headquarters in Dublin in 2007. Faced with blank walls, Experian created a platform which engaged their people with their new environment, introduced them to local artists and helped the executive team purchase original artwork to decorate the offices. Experian began with a short-list of local artistic talent and created an on-line gallery for their staff to view the artists’ work. Using an interactive voting page, Experian’s employees selected their favourite artists, many of whom they later met and commissioned. Artist Katherine Penney was commissioned to produce the piece *Movement*.

Treasury Holdings & Patrick O’Reilly

Over the past two decades Treasury Holdings has invested substantially in public art at their developments. They see the artwork included in the developments as something that reflects well on the buildings, attracts high-profile clients and is something that can be enjoyed by the public. In recent years, Treasury Holdings has commissioned five pieces of sculpture from artist Patrick O’Reilly. Two of these commissions were completed in 2007, one for the Ritz Carlton Hotel in Wicklow, the second for Glenruid Valley in Cabinteely. All Treasury Holdings commissioned artwork is given prominent position on the company’s website and company literature.
The Jim McNaughton/TileStyle Bursary for Commissioned Artists

Winner

Alva Gallagher commissioned by Beacon Medical Group

In early 2006, when the Beacon Hospital was in its final stage of completion, award winning Irish sculptor Alva Gallagher was commissioned by the Beacon Medical Group to create a sculpture that represented the philosophy, objectives, vision and ideals of the Hospital. The final piece *Life Protected* features a crystal oyster cradled in a five foot bronze shell. The work acts as metaphor for the fragility of life and the life that is protected, healed and nurtured within the walls of the Beacon Hospital. The sculpture was presented to the Beacon Hospital in August 2007 and has served as inspiration for a new body of work created by the artist.

From her studio in North Longford, Alva uses a variety of processes in her work to cast molten glass and bronze and feels the mastery of traditional techniques is an integral part of the sculpture she creates. Her work features in numerous private, State and National collections including McCann FitzGerald Solicitors, Bruce Shaw Partnership, Harcourt Developments, the National Museum of Ireland and OPW.

The Jim McNaughton/TileStyle Bursary is awarded to an artist who is gaining experience in the field of commissioning. The bursary will be used by Alva to purchase a larger kiln which will help increase the efficiency of the sculpture she produces and to explore and complete larger-scale commissions in Ireland and abroad.

▲ *Life Protected* by Alva Gallagher, commissioned by Beacon Medical Group

► The sculptural process (Photos by the artist)
The Jim McNaughton/TileStyle Bursary for Commissioned Artists

Highly Commended

Gareth Kennedy commissioned by Inland & Coastal Marina Systems, Leitrim County Council and Carrick-on-Shannon Arts Centre
As part of a Landscape Art project in Summer 2007, Leitrim County Council, Carrick-on-Shannon Arts Centre and Inland & Coastal Marina Systems commissioned a piece of public art called *The Weather Cube* by Gareth Kennedy, a transparent steam sauna which was floated on the River Shannon. With modern materials and a minimalist language, the commission reinterpreted the historical Leitrim sweat-house.

David Wilcoxson commissioned by Cantrell & Crowley Architects
David Wilcoxson is a sculptor and restorer who has a tile and mosaic contracting business that has been commissioned on a number of occasions by Cantrell & Crowley Architects. His elaborate commissions and restorations can be found in hotels, offices and homes around Ireland including the Four Seasons Hotel, Castleknock Hotel & Country Club and the Commission for Taxi Regulation.

David Wilcoxson commissioned by Cantrell & Crowley Architects

*The Weather Cube* floating on the river Shannon
Best Arts Champion

Winner

Ray Yeates & axis Arts Centre
nominated by Ballymun Regeneration

At the heart of Ballymun Regeneration Limited’s masterplan for the regeneration of Ballymun is a commitment to improving the quality of life for the people in the area. axis Arts Centre was the first new building to open on the Main Street of Ballymun as part of the regeneration project. In a few short years, it has become an exemplary model of what can be achieved socially, creatively and culturally in an area of mass urban re-development.

axis Arts Centre’s Director Ray Yeates and his team have been key to the development of the Arts Centre. He has helped create relationships and links between the various stakeholders in Ballymun, as well as drawing in a range of investors and businesses to support the Centre’s growth.

The axis Arts Centre team aims to improve local availability of expertise, advice and information, both through the arts programme and by relationships with groups, individuals and organisations within Ballymun and the wider arts community in Ireland and abroad. Such relationships are central to the ethos of axis, and have been achieved by axis Arts Centre’s facilitative approach.

Under the directorship of Ray Yeates, the team at axis Arts Centre has encouraged local people to engage with the arts and helped develop Ballymun as a destination for cultural audiences from across the city. With the Centre embedded in Dublin’s cultural life, Ballymun Regeneration Limited and the Awards judges recognise the staff at axis Arts Centre and Director Ray Yeates for the real difference they have made to the cultural life of Ballymun.
Best Arts Champion

Highly Commended

Jim Culleton, Fishamble Theatre named by Allianz Ireland

Working with Fishamble Theatre Company and People Create, Allianz Ireland is integrating theatre-based training into all staff core-competency training initiatives in 2008. Jim Culleton of Fishamble has played a key role in the development and negotiation of this process, providing a business-focus that has an obvious artistic approach while ensuring he takes the time to understand the core business needs.

Grainne McLoughlin, Greystones Arts Festival named by Mountbrook Group / Zapi Properties

Zapi Properties became involved as major sponsors of the Greystones Arts Festival in 2004. Throughout their sponsorship, Grainne McLoughlin has demonstrated excellent negotiation skills, consistently delivered on all promises, kept her standards high, and ensured that the Zapi Properties' brand name was well marketed and their support was well recognised within the Greystones community.

Dr Michael Ryan, Chester Beatty Library named by X Communications

The Chester Beatty Library have had an association over the last decade with X Communications, who supported the recent exhibition, *Leonardo: the Codex Leicester*, by designing an innovative touch screen, interactive installation which allowed visitors to look at and manipulate virtual pages of the manuscript. Dr Ryan has fostered excellent relationships with a wide range of businesses that have supported the Library's ambitious exhibition and expansion plans.

David Teevan, Junction Festival named by Clonmel Chamber of Commerce

Since its inception in 2001, Clonmel Chamber has supported The Junction Festival with its Festival Director David Teevan who has successfully championed the Festival amongst the business community of Clonmel. The Festival has grown from nine events over four days to 73 events over eight days due to local support and investment. As Festival Director, David Teevan has been highly innovative and successful in building and sustaining strong links with the local business community.
Judges Special Recognition Award
Winner

AIB & Rough Magic
AIB is one of the leading financial institutions in Ireland and is well-known for its sponsorship of high-profile events as well as its grassroots community initiatives. In August 2007 they forged a creative partnership with Rough Magic Theatre Company which fits well with their brand values of facilitating success. Although this new partnership supports all aspects of Rough Magic’s work, it places particular emphasis on touring, community initiatives and emerging theatre artist developmental programmes.

Under the management of Rough Magic, the AIB SEEDS programme supports the best emerging playwrights, directors, designers and producers in achieving their potential through a structured and broad development programme which aims to give them a deep understanding of all the facets of their chosen discipline.

The partnership has also strengthened Rough Magic through financial contribution and allows the company access to AIB’s brand management, marketing expertise and the Bank’s professional networks and corporate knowledge.

The judges of the 2008 Allianz Business to Arts Awards were particularly impressed that AIB took the risk of supporting an arts project that would not have a particularly high-profile, nor a guaranteed outcome, but would be key to the future development of Irish theatre. As planted seeds do not always grow, the judges felt that AIB were doing something that needed to be done, rather than going the traditional route to guaranteed success.

[Taming of the Shrew] cast members Peter Daly, Pauline Mclynn and Colin O’Donoghue at St. Mary’s CBS, Portlaoise

Carrie Crowley, Arthur Riordan and Nicholas Grennell, cast members of ‘Improbable Frequency’ which toured Ireland in Nov/Dec 2007 (Photo Ross Kavanagh)
The judges of the 2008 Allianz Business to Arts Awards were impressed by Monster Truck Gallery and Studio’s dynamic innovative approach and their reach into their local community which includes relationships with a number of the businesses in their locale.

The support of young artists through their ambitious and weekly changing exhibition programme was another feature that particularly impressed the judges. It is hoped that the Dublin Airport Authority €5,000 Arts Award, in combination with the Royal Hibernian Academy’s relationship will help Monster Truck expand beyond their expectations and to make their presence felt.

Monster Truck Gallery and Studios

Monster Truck Gallery and Studios is a dynamic artist co-operative on Francis Street in Dublin which provides studio and exhibition space to young and emerging visual artists. The gallery has one of the most ambitious exhibition programmes in the city with a gruelling one exhibition per week policy.

Since the beginning of 2008, staff from the Royal Hibernian Academy (RHA) have worked with and mentored the management team at Monster Truck in areas such as administration, marketing, curation, educational activity, financial management and friends events. The relationship has coincided with the ten-month-long redevelopment of the Academy and makes use of their spare capacity.

In this short period of time, a strong working relationship has developed which has had a profound impact on the development of Monster Truck.
Bank of Ireland's Regional Art Initiative 2004–2008

Bank of Ireland's Regional Arts Initiative aims to utilize the cultural asset that is Bank of Ireland's art collection and develop a set of initiatives that provide meaningful support to the artistic and cultural community. The core elements of the initiative include a touring exhibition of 50 works of modern Irish art, an awards scheme and a policy of procurement of artworks from regional galleries and artists studios.

Bausch & Lomb & Garter Lane Arts Centre

Bausch & Lomb have consistently supported a variety of projects in Garter Lane Arts Centre over the past ten years. Collaborations have included hosting an exhibition in the Bausch & Lomb manufacturing plant and the provision of a state of the art dance floor at Garter Lane’s second building. Employees have enjoyed regular discounts and free tickets to Garter Lane events.

Brandignte & Bui Bolg

Over the past two years, Brandignte and Bui Bolg have collaborated on the conception and execution of several projects for high-profile customers including Ulster Bank, O2, Newstalk and Ballymore Properties. Bui Bolg create fresh and innovative street theatre with originality, professionalism and humour. Brandignte has brought Bui Bolg’s unique creative visions to the Ryder Cup and O2’s sponsorship of the Irish Rugby team with great results.

Capital Bars – The George and The Dragon & International Dublin Gay Theatre Festival

The International Dublin Gay Theatre Festival presents gay-related theatre from all over the world to mainstream audiences. The wide-ranging sponsorship package provided by the George & Dragon Bars (Capital Bars) includes accommodation, promotion, venues, staffing and mentoring, and has been a bedrock of the Festival’s success.

CityJet & Jim Fitzpatrick & Centre Culturel Irlandais

CityJet commissioned Irish artist Jim Fitzpatrick to produce six paintings of the islands of Ireland for their Boardroom. In 2007, these paintings were exhibited for three months in the Centre Culturel Irlandais in Paris. The exhibition served to showcase Jim’s work to a new audience, highlight the islands of Ireland as a tourist attraction and promote the CityJet brand.

Clada Group & Macnas & Galway Arts Festival

Macnas and Clada Group collaborated in the Summer of 2007 with Galway Arts Festival during the Galway water crisis. Clada agreed to produce special edition Galway Irish Spring Water bottles in the run up to the Macnas festival parade. A percentage from the sale of each bottle went directly to Macnas and the Festival.

Coca Cola HBC & Huston School of Film and Digital Media

The Huston School of Film & Digital Media at NUI Galway was set up in 2003 with sponsorship from Coca Cola HBC. The relationship between the partners has been mutually supportive and has helped the School to grow over the past four years. It currently runs six MA courses and is beginning an undergraduate BA in September.
Dublin Airport Authority & Ulster Bank Dublin Theatre Festival
In 2007, Dublin Airport Authority (DAA) became a Gold Sponsor of the Ulster Bank Dublin Theatre Festival for the first time. DAA became the exclusive sponsor of the production of ‘Traces’ at the Olympia Theatre. Through its association with this international performance group, DAA demonstrated its support of the arts to a wide and varied audience and received excellent brand exposure opportunities.

Dublin Docklands Development Authority & The Docklands Schools Theatre Festival & Drama
The Dublin Docklands Development Authority (DDDA) was set up in 1997 to achieve the social, cultural, economic and environmental regeneration of the Dublin Docklands area. Having provided drama classes in 16 schools in the Docklands locale since 2004, in 2006 the DDDA, schools in its locality and a team of theatre professionals came together for the Docklands Schools Theatre Festival, which took place in Andrews Lane Theatre in May 2007.

Dublin Institute of Technology School of Electronic and Communications Engineering & Marsh’s Library
In 1996 the staff and students from the DIT School of Electronic and Communications Engineering created a website for Marsh’s Library. This placed the library’s complete collection accessible to worldwide scholarship. Dublin Institute of Technology has continued to maintain and host the site for the past twelve years.

Dublin Mid-Leinster HSE & Offaly County Council Arts Office
‘ANAM BEO’, Offaly's arts in health programme, was developed in 2005 by Offaly County Council Arts Office and the Dublin Mid-Leinster HSE. The programme provides a creative outlet for those in long-term healthcare in the County. In 2007, the partners also worked with lamrdøe Eireann to exhibit images from the annual ‘ANAM BEO’ exhibition in Tullamore Train Station.

DV4 & Multiple Artists
For the last ten years DV4 has been providing technical advice and support to numerous artists including Claire Langan, Dorothy Cross, Paddy Jolley, Phil Collins, John Byrne, Amanda Coogan and Shane Cullen. DV4 helps the artists understand the technology required for multimedia installations and works with them to deliver their artistic vision.

Electricity Supply Board & Number 29, Georgian House Museum
Dublin’s Georgian House Museum, Number 29, is an elegant townhouse with original furnished rooms from the years 1700 to 1820. The collection on display is drawn from the National Museum of Ireland and from the ESB Art Collection. This multi-layered partnership between ESB and the National Museum has played an important role in making the history of late Georgian Dublin more accessible.

Genzyme & Garter Lane Arts Centre
Garter Lane Arts Centre collaborated with Genzyme Ireland to produce ‘sprøq2007’, a children’s festival of theatre, dance, art, puppetry and workshops. The partnership involved the provision of tickets and discounts for Genzyme staff as well as branding and accreditation in promotional material. The sponsorship enabled ‘sprøq’ to present a more varied programme than in previous years.

INBEV Ireland & Galway Film Fleadh
Three years ago, the Galway Film Fleadh approached INBEV for sponsorship. INBEV’s premium brand Stella Artois, already associated with film, was the perfect partner for the Fleadh. The result was the Stella Artois Pitching Award. This innovative collaboration invites screenwriters to pitch their ideas to an esteemed panel of judges and gives the winner the opportunity to develop the pitch into a full feature film script.

Irish Times & Camera Club Inishowen
The sponsorship between Irish Times and the Camera Club Inishowen began in 2005. The partners have collaborated on the promotion of numerous events, with a focus on photographic competitions and exhibitions. The inclusion of free adverts and reporting of the club’s activities contributes to the social, cultural, economic and environmental life of the peninsula of Inishowen.

Irish Defence Forces & The Arts For Peace Foundation
The Arts For Peace Foundation creates residential therapeutic retreats for programmes through the arts for children affected by conflict. Due to delays in the refurbishment of the Founders headquarters, a peace education programme for children from Palestine and Moynog was hosted by the Irish Defence Forces at Ireland’s largest military training base at the Curragh Camp in Kildare.

The Irish Times & Irish Museum of Modern Art
The Irish Times and the Irish Museum of Modern Art have developed a sponsorship which provides media exposure for an average of three exhibitions per year. This partnership strengthens The Irish Times’ reputation as the leading newspaper for the arts in Ireland and provides IMMA with advertising and editorial opportunities.

The Irish Times & Ulster Bank Dublin Theatre Festival
The Irish Times continued its Gold Sponsorship of the Ulster Bank Dublin Theatre Festival in 2007. Their in-kind support allows the Festival to advertise on a daily basis and helps reinforce the paper’s commitment to supporting the Arts. The Festival provided excellent opportunities for corporate entertainment and encouraged readers to interact with theatre through Festival competitions.

Jameson & Jameson Dublin International Film Festival
Since 2003, Jameson Irish Whiskey has been title sponsor of the Dublin International Film Festival. The Festival acts as a platform for new Irish and International films, and celebrates cinema as an art form. The award-winning partners work closely to promote the Festival both domestically and internationally. The 2007 Jameson International Film Festival was celebrated as the most successful to date.

Kerry Group & Samhlaíocht Chiarrai
Since the inception of Samhlaíocht in 1995, Kerry Group has been its main corporate sponsor. The Festival encourages participation in the arts by all sectors of society and promotes creativity and appreciation of the arts in Kerry. The financial and in-kind support provided by Kerry Group has been instrumental to Samhlaíocht’s success.

Konnect Media & Babboró International Arts Festival for Children
Konnect Media had been design sponsors of Babboró International Arts Festival for Children for a number of years, and helped secure Snap Printing as print sponsor in 2007. Konnect Media and Snap Printing worked closely with Babboró to ensure that the design and print material fit their needs and reflected the quality of the Festival.

KPMG & Opera Theatre Company (OTC)
KPMG sponsored the Opera Theatre Company’s autumn production of ‘Orlando’ which toured Ireland in 2007. The sponsorship allowed OTC to add an additional location to the tour and education programme and to increase the marketing budget. The package included outreach projects in schools, where many children were given their first taste of music, drama and opera.

Murray Ó Laoire Architects & Ouroboros Theatre Ireland
In 2007, Murray Ó Laoire Architects (MOLA) sponsored Ouroboros Theatre’s production of ‘Making History’ at the Irish College in Louvain, Belgium. MOLA were involved in the complete restoration and refurbishment of the Louvain College, and through this contact Ouroboros were invited to perform in the college grounds.

Murray Ó Laoire Architects & eva Since commencing in Limerick in 1977, eva has become Ireland’s premier annual exhibition of contemporary art. For the last 25 years MOLA have provided financial and in-kind support for exhibitions such as expertise in the areas of architecture, engineering, urban planning and office management.

Nazareth Nursing Home & The Cat and the Moon Gallery
Nazareth Nursing Home collaborated with the Cat and Moon Art Gallery to develop a permanent art collection, a sculpture park on the grounds and a year-round programme of exhibitions in Nazareth called ‘The Artium’. The programme also includes a showcase of work produced by the residents themselves and workshops run by artists with Nazareth residents.
Ovation/MCI & Honor Heffernan

Ovation/MCI is one of Ireland’s leading event management companies and regularly brings together diverse community to deliver aspects of their programming. Ovation/MCI’s relationship with Architect Honor Heffernan resulted in a significant sponsorship of her 12-date all-Ireland tour ‘Fire and Ice’ and the recording of her first album ‘The Other Side’.

Oxigen Environmental & Music Network

Oxigen Environmental provided the funding for a specially commissioned musical composition in celebration of the 21st anniversary of Music Network. The commission ‘3º’, composed by Neil Martin, was performed at Music Network’s annual gala showcase. It provided Oxigen with brand exposure and an association with Music Network’s values of excellence and quality.

Railway Procurement Agency & Dominique Davoust

Dominique Davoust’s photographic project ‘The Luas Chronic’ follows the tracks of the Luas trams in Dublin. It catches on camera the life of the city and the images were used to illustrate the Railway Procurement Agency calendar 2006 and on fencing on the Luas-extension construction sites.

Railway Procurement Agency & Louise Walsh

In 2004 the Railway Procurement Agency and St James’s Hospital commissioned Louise Walsh to design an artwork that would provide a border line between Mary Alkenhead Plats and the LUAS stop at St James’s Hospital. This community-based public art project invited local teenagers to create bronze sculptures that feature permanently in the artwork ‘Hybrid Love Seat’.

Royal College of Surgeons & Tom Watts

The Royal College of Surgeons’ interior designer commissioned Tom Watts to create a bespoke feature wall as part of the building’s renovation. Having looked at the demographic of foreign students, Watts’ wallpaper installation used postage stamps as an interesting source of material. The project has been a great success, actively engaging with students and celebrating the college’s cultural diversity.

RTÉ & RTE Supporting the Arts

RTÉ has a long-standing and important relationship with the Arts community through the RTE Supporting the Arts scheme and through individual artistic partnerships. RTE Supporting the Arts involves a controlled level of Radio and Television airtime assigned to promote artistic endeavour throughout Ireland. The scheme has benefited a large number of arts organisations since its inception.

RTÉ & Ulster Bank Dublin Theatre Festival

In 2007, RTÉ continued its long-term support of the Ulster Bank Dublin Theatre Festival, becoming an in-kind supporter once again, but with many added facets to mark the 50th anniversary festival. The collaboration involved promotion on both radio and television and a dedicated festival website developed by RTE.

SEPAM & The Connell Junction Festival

In 2007, SEPM sponsored a new youth art project ‘The Space Time Machine’ as part of the Junction Festival. As well as cash sponsorship, SEPM donated an array of materials which became key components of the sculpture, and facilitated staff to spend time on-site assisting the teenagers with preparation and completion of the sculpture.

Smithwick’s (Diageo) & Smithwick’s Cat Laughs Comedy Festival

The Cat Laughs Comedy Festival in Kilkenny has become an internationally acclaimed festival showcasing the very best in Irish and international comedy acts. Smithwick’s re-joined the festival as title sponsor in 2005, providing both fiscal support and industry expertise. Since then all marketing communications have been developed collaboratively and have helped to raise the profile of the Festival at home and abroad.

Snap Printing & Baboró International Arts Festival for Children

Following a suggestion by Konnect Media, design sponsors of Baboró for a number of years, Snap Printing became print sponsor of the Baboró International Festival for Children. Konnect Media and Snap Printing worked closely with Baboró to ensure that the design and print material met the needs and reflected the quality of the Festival.

Tesco Ireland & Celbridge Workhouse

Graveyard Memorial

As part of its community engagement process, Tesco took an active role in the upgrading and enhancement of The Housework Graveyard which is one of Celbridge’s most historic sites. This included commissioning local artist Jarlath Daly to design a sculpture / memorial to the unnamed souls buried in the workhouse graveyard during the 19th century.

Tesco Ireland & Samhlaíochta Chiarrai

In connection with their Charity of the Year programme, Tesco Ireland sponsored a fireworks extravaganza as part of the Samhlaíochta Festival. The display was set in motion by a young girl who was a recent patient in intensive care in Temple St Hospital, Tesco’s Charity of the Year. This set the tone for what was a successful fundraising event and a night that brought the whole community together to celebrate the arts.

Toyota Ireland & National Youth Orchestra of Ireland (NYOI)

Toyota Ireland has sponsored the National Youth Orchestra of Ireland since 1979. This long-standing support includes financial, media and event management assistance. It has helped put the NYOI on the map as an outstanding national youth orchestra and has been celebrated each year with special events showcasing the talent, including the Toyota Ireland New Year Gala Concert.

University College Dublin & Jason Ellis

As part of UCD’s ongoing commitment to the commissioning of large-scale public artworks, Jason Ellis was commissioned to create a 7.3 metre high abstract limestone carving called ‘Figurehead’. The large sculpture collection at UCD includes some important names in contemporary sculpture practice.

Volkswagen Group Ireland & Association of Irish Musical Societies (AIMS)

AIMS provides many services to its member societies including an awards scheme which enhances the standards of musical theatre. This scheme has been sponsored by Volkswagen Group Ireland since 2003, providing Volkswagen with direct brand exposure to musical theatre audiences around Ireland.

Waterford Healing Arts Trust & Michael Durand

Photographer Michael Durand was commissioned by the Waterford Healing Arts Trust at Waterford Regional Hospital in 2007 and produced ‘Sky 1–32’, a photographic work that deals with travel and the idea of journey. It was installed on a hospital ward aiming to improve patients’ experience of the world, develop a welcoming space, and provide an opportunity for quiet reflection.

The Westin Hotel & Ulster Bank Dublin Theatre Festival

For the 50th anniversary of the Dublin Theatre Festival, The Westin returned as Accommodation Sponsor. Besides providing accommodation at the upper-end of the spectrum for the Festival’s star performers, The Westin promoted the Festival among its own guests and worked closely with the Festival to plan and host entertainment events.

Wexford Fire Station & BDNC Theatre Company

To mark the construction of Wexford Fire Station, BDNC Theatre Company collaborated with fire-fighters and Wexford County Council to devise a site-specific performance which provided an inspiring tour of the station. This public art commission allowed the audience access to the station to get a behind-the-scenes view of the work of fire-fighters.

Wyndham Estate & Ulster Bank Dublin Theatre Festival

In 2007, Wyndham Estate was a Silver Sponsor of the Ulster Bank Dublin Theatre Festival. They supplied the Festival with wine that was served exclusively at its entertainment events. Both organisations worked collaboratively to manage hugely successful nights of corporate entertainment. This contribution was invaluable to the Festival and provided the sponsor with excellent product exposure.

Young European Strings School of Music & Gwendolyn Masin

Young European Strings School of Music commissioned a former pupil, Gwendolyn Masin to write ‘Michaela’s Music House’, an innovative and motivating step-by-step guide to playing the violin. The lesson consists of story telling and game playing and aims to stimulate young students to continue learning.
Finally, Business to Arts would like to acknowledge the continuous and generous support of our Patrons, who include:

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Glen Dimplex  
G&T Crampton  
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