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# Allianz Business to Arts Awards

## *Annual 2009*

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**Allianz**   
Business to Arts  
Awards 2009



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



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# Business to Arts and Allianz

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*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 administrates the largest programme of business training for arts organisations in Ireland, with support from the Department of Arts, Sport & Tourism. In 2009 and beyond we plan to develop this programme to focus on increasing the skills required for the arts to engage more effectively with the private sector.

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

Allianz congratulates all the companies, artists and arts organisations that 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 8th successive year.

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# Acknowledgements

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This year's judging panel comprised:

Damian Downes  
*Director, Kilkenny Arts Festival*

Fiona Gleeson  
*Events Manager, Deloitte & Touche*

Sara Keating  
*Freelance theatre critic and arts writer*

Gerry Loughrey  
*Group Head of Corporate  
Responsibility, Irish Life*

Michele McNaughton  
*Special Projects Manager, TileStyle*

Ursula Murphy  
*Human Resources Director, Allianz*

Graham Wilkinson  
*Director, Behaviour & Attitudes*

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 eight years. Despite the changes in the world since last year's Awards, both *Business to Arts* and Allianz were sure that celebrating these partnerships was more important than ever.

Our thanks to all our friends at Allianz for their continued support and we look forward to working with you 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 18 years ago. The Authority (formerly Aer Rianta) also kindly sponsor the Dublin Airport Authority €5,000 Arts Award.

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

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# The Awards

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## **'Transition' by Cheryl Brown**

The winning companies in 2009 received a bronze sculpture entitled *Transition*, commissioned by Dublin Airport Authority, and designed and sculpted by Cheryl Brown.

Born in Coleraine and now living in Glencar, Co. Leitrim, Cheryl Brown graduated with a BA Hons in Fine Craft Design from the University of Ulster. She has exhibited widely in the UK and Ireland and her work is included in collections such as the State Art Collection and AIB.

“The sculpture is an uplifting piece which symbolises hope and optimism in these difficult times. It is inspired by a bird preparing to take flight. It captures the instant, or transition, between grounded form and full flight. The symbolism of a bird also makes reference to the Dublin Airport Authority who have generously commissioned this award for 18 years, representing what a successful partnership between business and the arts can achieve.”



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# The Jim McNaughton Perpetual Award for Best Commissioning Practice

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## **'Counterpoint' by Jason Ellis**

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

*Counterpoint* was sculpted by Jason Ellis in Kilkenny Limestone on a base of white marble, designed to convey the principles of a successful collaboration. The sculpture takes the simple idea of two separate entities that are held together in a symbiotic and mutually beneficial relationship. The two sections rely on one another to create the form, which appears to be made from separate slabs of stone but are in fact carved from the one block.

Jason Ellis is a well-known sculpture conservator who turned to producing his own work, which he now does exclusively. His work is represented in the State Art Collection, and in the collections of Bank of Ireland, KBC Bank, AWAS and University College Dublin.



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Allianz Business to Arts Awards  
*Winners 2009*

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**WUOLLA**

# Best Use of Creativity

## Winner

### Mundipharma Ireland & Strawberry Hill Creative for 'Cancer Tales' [www.cancertales.org](http://www.cancertales.org)

Mundipharma Ireland is a privately owned company based in Dublin which specialises in the development and formulation of systems which have led to improvements in the potency of drugs, more simplified dosages and improved treatment uptake by patients. It operates in a number of therapeutic areas including pain control and cancer and palliative care.

#### The Business Challenge

Pain associated with cancer is a fear experienced by cancer patients, but unfortunately often not fully discussed. As a result, patients do not receive information and reassurance that there are many treatment options available to tackle the problem. This highlighted the need for improved communication between healthcare professionals and patients in understanding patient pain and its treatment and control.

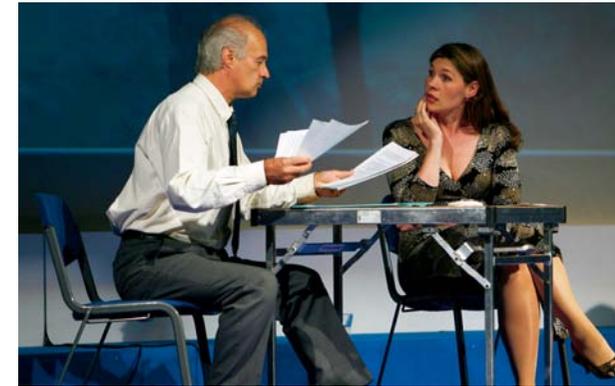
#### The Solution

*Cancer Tales* is a collection of stories by author Nell Dunn. They tell the stories of five different women with cancer and explain how they deal with their condition and interact with families and carers during their journeys. Its potential for adaptation to a theatre-based experience targeting healthcare professionals led to Mundipharma Ireland, First Medical Communications and director Trevor Walker to bring a production and cast to Ireland. In February 2009, *Cancer Tales* toured Dublin, Cork and Galway, where performances were made freely available to healthcare professionals. Each performance was supported by discussions with palliative care specialists, Irish Cancer Society spokespersons and members of the Mundipharma Ireland management team. An integrated communications campaign accompanied the performances which included an advertising and PR campaign.

► Scenes from 'Cancer Tales' with Robert Hickson and Laura Fitzpatrick

#### How can you use theatre in your business?

Theatre is particularly effective in its ability to deliver an active representation of the experiences of people and how they communicate and interact with others. Performances can be enhanced by intervention, analysis and discussion by workplace experts, which allows audiences to analyse communication, problem solving and interaction skills from a different perspective. For example, Allianz Ireland has developed innovative customer service training and leadership development programmes in partnership with a team of theatre professionals. [www.businessstoarts.ie](http://www.businessstoarts.ie)



#### Benefits to Company

The production provided a focused opportunity for Mundipharma Ireland to positively engage with their customers and generate significant media interest. By recognising the need for imaginative and effective education tools for cancer patient care, the initiative received support from stakeholder organisations including The Irish Cancer Society & The Irish Pain Society.

#### Benefits to Stakeholders

The performances made essential education for healthcare professionals freely available in major cities in Ireland. They are an innovative way to improve the communication between healthcare professionals and their patients and encourage greater empathy for the experiences of cancer patients among healthcare professionals. *Cancer Tales* underscores Mundipharma's ongoing commitment to educational support for healthcare professionals. They have subsequently developed *Cancer Tales: Communicating in Cancer Care* a workbook that aims to improve communication skills for all people involved in the care of cancer patients.

# Best Use of Creativity

## Highly Commended

### **Sterndale Holdings Ltd & Opera Ireland and The Metropolitan Opera (New York)**

The Movies@ cinema chain were approached by Opera Ireland to facilitate the showing of live operas from the Metropolitan Opera in New York in their Dundrum and Swords cinemas. Sterndale Holdings, who run Movies@ believed they could achieve a wider audience and negotiated the inclusion of the SGC Cinema in Dungarvan. Following a targeted promotional campaign, SGC Dungarvan achieved sales of 1,550 seats, which represents 70% of the audience in Dundrum, and an astonishing 170% of the Swords audience. This success has led SGC to draw up a blueprint to make Dungarvan the opera centre of Munster, with the audience profile there for the Opera Ireland screenings more than 20 years younger than the Dublin venues.

### **Ulster Bank Group & The National Concert Hall and Ulster Orchestra**

Over 3,000 students from 55 primary schools in disadvantaged areas across Ireland have taken part in musical workshops which encourage children to compose and perform music in their classrooms, through a partnership between Ulster Bank, The National Concert Hall and Ulster Orchestra

called 'Up the Tempo'. For this programme, Ulster Bank employees nominate and liaise with participant schools, attend workshops with musicians and provide support to developing the work in-class. The partnership also includes a special in-house workshop for over 100 employees and their children.

### **AWAS & Jason Ellis, Alva Gallagher, Niamh Hurley, Monster Truck Gallery and Studios and The Original Print Gallery**

An exciting and democratic path to achieve a corporate art collection was achieved by aircraft leasing firm AWAS who worked with a group of galleries and artists to surprise their staff by secretly installing an extensive exhibition of art in their offices over a weekend. The surprise and delight lasted well beyond the week-long exhibition. Staff took part in talks and presentations by the artists and on-line voting for the works they wished to purchase. The democratic endeavour to developing the company's art collection has led to the development of a music library and plans to exhibit work from an orphanage in Zambia which they have linked with as part of the company's CSR initiatives.



▼ Scene from Madame Butterfly, screened in SGC Dungarvan as part of the partnership between Sterndale Holdings, Opera Ireland and the Metropolitan Opera New York



▲ The 'Pied Piper' plays during the 'Up the Tempo' programme, a partnership between Ulster Bank, the National Concert Hall and Ulster Orchestra



▲ Katy Atkinson and Alison Smith of AWAS, with 'Cultured 1' by Alva Gallagher, part of the AWAS Collection

# Best Sponsorship of an Event

## Winner

### Ulster Bank & Gate Theatre for 'Waiting for Godot' National Tour [www.godotontour.ie](http://www.godotontour.ie)

Ulster Bank's sponsorship of the *Waiting for Godot* National Tour was a unanimous winner for the judges in this category. The sponsorship resulted in one of the most significant national tours to be staged in recent years which brought world class theatre to 40 venues across the island of Ireland. The investment was one that made a profound impact to the scope of the event, and impacted positively on Ulster Bank's brand as a leading sponsor of the arts.

#### The Business Challenge

Ulster Bank's wide-ranging sponsorship aims are to reinforce their brand and to demonstrate their commitment to the growth and development of sport, the arts, business and entrepreneurship across the island. They engage with multiple arts sponsorships with the specific aim of increasing accessibility in all areas where they are represented. The Ulster Bank Dublin Theatre Festival and Ulster Bank Belfast Festival at Queens are two examples of partnerships which provide Dublin and Belfast audiences with

opportunities to view world class performances. However, it is widely felt that there is a need for more high-quality theatre touring in the regions and little opportunity for premier client entertainment outside of major urban centres.

#### The Solution

Ulster Bank has been a long-time corporate sponsor of the Gate Theatre and identified the opportunity to broaden and enhance the reach of their arts sponsorship portfolio with the *Waiting for Godot* National Tour. The tour dovetailed their investments in the Dublin and Belfast festivals and provided an opportunity for the Bank to talk directly with regional audiences, customers and employees through the collaboration. Ulster Bank could host local pre-theatre and post performance receptions which gave clients, staff and their guests an opportunity to meet the cast and celebrities in attendance.

► Representatives of the 40 venues on the 'Waiting for Godot' National Tour, supported by Ulster Bank

► Johnny Murphy, Alan Stanford and Barry McGovern starred in the Gate Theatre's National Tour of 'Waiting for Godot'

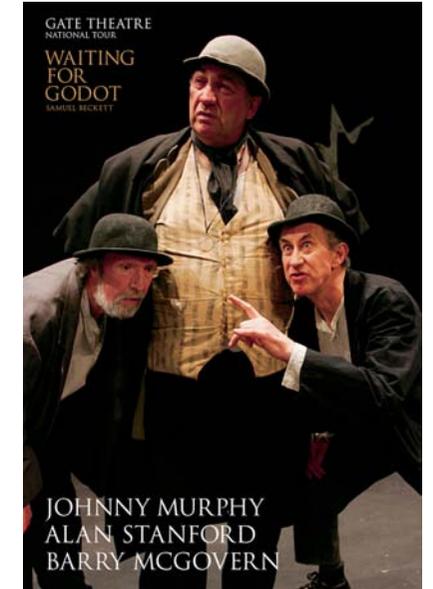
How can sponsoring a touring performance or exhibition work for your company?

The success of the 'Waiting for Godot' National Tour shows that there is a strong demand for high-quality performance by audiences and venues nationwide. Touring and regional programmes, such as 'Waiting for Godot', are first-class entertainment and brand enhancement opportunities. They are effective investments for businesses and organisations with regional offices and large customer-bases outside of major urban centres. [www.businessstoarts.ie](http://www.businessstoarts.ie)



#### Benefits to Company

The *Waiting for Godot* National Tour provided unique client entertainment opportunities for Ulster Bank's 216 branches and 34 business centres throughout the country. The collaboration also provided opportunities to promote Ulster Bank's 'ufirst' and 'ufirst gold' accounts, which offered a 25% discount on tickets for account holders. Media coverage for the tour was all encompassing and staff ticket competitions included a 'journalist for a day competition' in which a member of staff had the opportunity to interview a member of the cast, and then post their review of the performance on the Ulster Bank intranet site.



#### Benefits to Stakeholders

The campaign to drive ticket sales resulted in many venues selling out within just days of tickets going on sale. The feedback from audiences and venue managers in relation to the success of the tour locally was phenomenal. The profile of regional venues was greatly enhanced by local and regional media coverage of the one-night only performances.

# Best Sponsorship of an Event

## *Highly Commended*

### **Investec Finance and The Irish Times & Dublin City Gallery The Hugh Lane**

The Irish Times facilitated the distribution of posters of work from the Hugh Lane Bequest to mark the Gallery's centenary celebrations. The poster campaign was supported financially by Investec Finance, who also sponsored the centenary exhibition, and led to record attendance figures. Posters from the project were distributed in May 2008. Of the 669,292 posters distributed, 80,000 were provided free to first and second level schools.

### **Irish Distillers Pernod Ricard & Jameson Dublin International Film Festival**

Irish Distillers Pernod Ricard & Jameson Dublin International Film Festival's relationship is now in its 7th year and is one of the highest-profile annual arts sponsorships. It is based on cash investment and a collaborative promotional and advertising campaign which has enhanced both brand profiles domestically and internationally. In 2009, the festival profile, media coverage and ticket revenue increased to its highest level. Their success has seen the sponsorship extend to 2012.

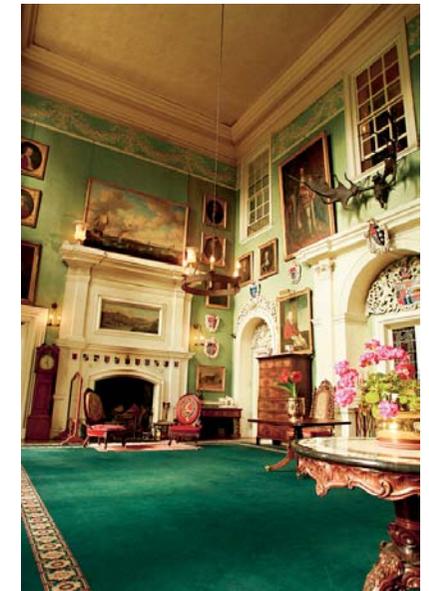
### **KBC Bank & KBC Music in Great Irish Houses**

KBC have supported the Music in Great Irish Houses festival since its revival in 2001. They became title sponsor in 2003, which has helped to bring new impetus and energy to the festival. The sponsorship enables the festival to bring international artists to Ireland, provides a platform for young Irish talent, and offers audiences opportunities to hear performances in unique locations. The partnership fits closely with KBC objectives and provides opportunities for regional offices to entertain clients.

### **MBNA Ireland (Bank of America) & MBNA Shannon International Music Festival**

MBNA Ireland have been a sponsor of Shannon International Music Festival since 2004. Realising the potential of the partnership, they became title sponsor in 2005. Since then, the festival has developed into an internationally renowned festival which has strong links with its local community. The festival audience is aligned with MBNA's target market. Sponsoring it has helped enhance their brand and introduce audiences to their products. Their success has seen the sponsorship extend to 2010.

▼ Beaulieu House is one of the venues for the KBC Music in Great Irish Houses festival



▼ The Dublin City Gallery Hugh Lane Bequest exhibition was supported by Investec Finance, and posters of the works were distributed by The Irish Times



▲ Joanne O'Hagan, JDIFF, actor Clive Owen, and Catherine O'Grady, Irish Distillers Pernod Ricard at the Jameson Dublin International Film Festival. Photo by Patrick Redmond



▲ Joanne MacGregor plays with the Irish Chamber Orchestra at the MBNA Shannon International Music Festival

# Best Sponsorship by a Small to Medium Enterprise *Winner*

**Arigna Fuels, Bank of Ireland (The Square, Roscommon), Feelystone, FDK Engineering, Gleeson's Guesthouse and Molloy's Bakery & Roscommon County Council Arts Office for 'Art@work'**  
[www.roscommonarts.com](http://www.roscommonarts.com)

## The Business Challenge

Roscommon County Council Arts Office plays a multi-faceted role in the development of the arts in the county. In developing *Art@work*, their challenges were how to encourage greater access and participation in creative processes, provide new and innovative environments for artists to work, and provide an outlet for contemporary art practice to be integrated into the fabric of the community.

## The Solution

In partnership with a collection of small local businesses, the Arts Office have developed a residential programme called *Art@work* where artists (of varying artforms) spend three weeks in a company making artworks using either the materials of the company or inspired by the

environment, staff or working practices of the company. To start the process, group site-visits see the artists visit each of the participating companies, and then develop a proposal as to how they would approach the residency. The Arts Office and the relevant company agree in principal to the proposal's feasibility after which the artist and the company negotiate schedules, induction and other details of the residency.

## Benefits to Company

*Art@work* demonstrates participant companies' openness to the creative process and the encouragement of creativity in their workforce. Naturally, the results of the residencies relate strongly to the environments that they are made in and attract interest and involvement from staff. In most residencies, staff have played an integral role in developing the artwork, and bring their skills and experience to producing the artwork. The residencies have also provided a unique marketing and public relations tool for participant companies and have attracted local and regional media coverage.

► **Dancer and choreographer Catherine Donnelly performing 'Money Matters' which was created during a residency in Bank of Ireland, Roscommon town**

► **Detail of 'Sheebeen Apocalypto' by Carl Giffney, a response to the concerns of the workers at Arigna Fuels about the demise of the rural pub**

## How can you use an Artist Residency in your business?

Artist residencies occur in all types of work environments in Ireland – from prisons to sweet factories and hospitals to energy firms. Despite their frequency, they are often not seen by people outside of the participating business or organisation. As a result, the positive impact and value of this model of arts and business collaboration can be hard to see. 'Art@work' demonstrates that where a framework for a residency in a business exists, the creative processes help to encourage creativity among staff, as well as promoting team-work and communication skills. [www.businessstoarts.ie](http://www.businessstoarts.ie)



## Benefits to Stakeholders

For participant staff, the presence of a cultural element in their workplace (that draws its influence from the work of the company) helps to stimulate an understanding of the nature of artistic processes. For the artist, the residencies offer the opportunity to explore different methods of working and to produce work in a unique context and allows for greater participation in the creation of the work.

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# Best Sponsorship by a Small to Medium Enterprise

## *Highly Commended*

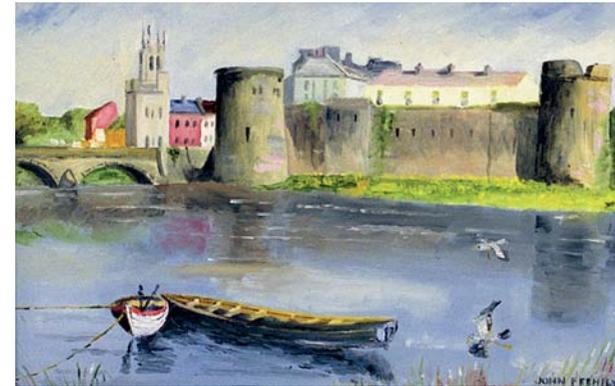
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### **Lundbeck Ireland Ltd & The George Moore Society for 'Art Against Stigma'**

The Lundbeck Art Against Stigma project is 10 years in evolution, comprising regular exhibitions and the Lundbeck Art Awards, which award prizes to hospitals and care centres for people suffering from psychiatric illness as 'centres of excellence' in the provision of creative rehabilitation for patients. Lundbeck's products are key to enabling individuals with enduring mental illness to live in the community, and so this project has been important in raising Lundbeck's product profile; improving the success of patient's rehabilitation through more holistic treatments, and educating staff on the impact their work has on their clients.

### **Drogheda Independent Newspaper and LMFM Radio & Droichead Arts Centre**

With the downturn in the economy, Droichead Arts Centre knew they would be challenged in finding funding for their annual children's arts festival LEANBH, and so approached Drogheda Independent Newspaper and LMFM Radio to help produce a newspaper and radio programme which would form a core part of the participatory element of the festival, and also achieve the marketing needed for the event. 12,000 newspapers produced by 60 school pupils were distributed and news podcasts created by children were played at 12noon each day during the festival.



▲ 'John's Castle' by John Feehily, created as part of the Lundbeck 'Art Against Stigma' project

▼ Hubert Murphy of the Drogheda Independent, working on newspaper layout with pupils from St Mary's BNS, Drogheda as part of the LEANBH festival run by Droichead Arts Centre



# Corporate (Cultural) Social Responsibility Award

## Winner

### Bord na Móna & Sculpture in the Parklands

[www.sculptureintheparklands.com](http://www.sculptureintheparklands.com)

Bord na Móna is Ireland's leading environmentally-responsible integrated-utility service provider. Their ongoing partnership with Sculpture in the Parklands, Offaly County Council Arts Office and the 2008 collaboration with the Crafts Council of Ireland stood out for the judges as an exemplary Corporate Social Responsibility programme. Through ongoing assessment and development with the partners, the park has delivered long-term benefits to the company, their environment and community and reflects the values that are embedded in Bord na Móna.

### The Business Challenge

Since the early 1950s, Bord na Móna has harvested peat from bogs in Ireland. In the mid 1970s they started to develop these production areas for new land uses. Their challenge was how productive and diverse landscapes, accommodating both commercial activity and sanctuaries for wildlife and recreation, could be created from Bord na Móna cutaway bogs.

### The Solution

Bord na Móna developed Lough Boora Parklands; a series of wetlands created from a cutaway bog in County Offaly. In 2000, artist Kevin O'Dwyer approached Bord na Móna with the concept of inviting artists to participate in an International Sculpture Symposium to celebrate the rich environmental and industrial heritage of Lough Boora. Their success led to the formation of *Sculpture in the Parklands*, a 50-acre sculpture park which has grown over the past 6 years. It continues to invite artists to create site-specific works of art during annual artist in residence programmes. For each residency, Bord na Móna provides manpower, public liability insurance, engineering expertise, fabrication facilities and maintenance. Their long-term commitment includes the building of a green visitor's pavilion which will include a lecture theatre and gallery for the sculpture park.

► Detail of 'Ruaille Buaille' by environmental artist Patrick Doherty, which was created in 2008 at Lough Boora Sculpture in the Parklands

► 'Bog Track' by Johan Seitzema at Sculpture in the Parklands

How can you use the Visual Arts to enhance industrial development and re-development sites?

Visual Artists are widely used by companies to enhance work environments, in industrial development and re-development/brownfield sites. As well as structured artist commissions, companies are also using innovative staff-engagement programmes to commission and purchase work from artists. New models of corporate commissioning and purchasing (such as AWAS and Experian Ireland) have been highly commended by judges in the Best Use of Creativity Award category at the 2008 & 2009 Allianz Business to Arts Awards. [www.businesstoarts.ie](http://www.businesstoarts.ie)



### Benefits to Company

The success of Bord na Móna's collaboration with *Sculpture in the Parklands* is due equally to the financial investment and engagement of Offaly County Council Arts Office and The Crafts Council of Ireland. In 2008, the combined partnership secured world-renowned environmental artist Patrick Doherty for the annual residency, who created a monumental sculpture installation called 'Ruaille Buaille'. In 2008, *Sculpture in the Parklands* was included in the programme of the 13th International Peat Congress, which introduced delegates to a potential use for cutaway bogs world-wide.

### Benefits to Stakeholders

*Sculpture in the Parklands* is a free community recreational facility that is open 365 days of the year. It provides an opportunity for all visitors to engage and interact with large-scale contemporary works of art by nationally and internationally renowned artists in a relaxed environment outside of the traditional gallery. The 2008 programme also included a hands-on educational programme for 500 students from 17 primary schools and a series of master-classes for crafts people with Patrick Doherty.

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# Corporate (Cultural) Social Responsibility Award

## *Highly Commended*

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### **Dublin Docklands Development Authority for the Docklands Schools Literacy Book Initiative**

The Docklands Schools Literacy Book Initiative was developed and introduced as a direct result of the recommendations coming from the Docklands-commissioned evaluation report which recommended the introduction of additional literacy and numeracy intervention programmes. The Initiative saw 2,400 primary students receive specially-chosen books for Christmas. The students were encouraged to read and swap the books, and bring them back to school to begin their school and class libraries. Libraries are now established across all the national schools in the Docklands area.

### **Ballymun Regeneration & DIT Community Links for the Ballymun Music Programme & Music Room**

The Ballymun Music Programme (run by Dublin Institute of Technology Community Links Programme) began in 1996. In 2008 it involved approximately 700 children from seven schools in the Ballymun area. DIT Community Links, in partnership with the schools, provides music tuition and ensemble opportunities for participants. In 2008, the programme was given a new home at the Ballymun Music Room which was financed by Ballymun Regeneration. The building is a new high-spec performance space with an audience capacity of 40-60. The programme helps to build skills such as team and relationship building as well as developing self-confidence and self-esteem among the participants.

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▼ A recital as part of the official opening of  
Ballymun Music Room in February 2009



▲ Children from St Laurence O'Toole's CBS with  
Principal Mark Candon receiving their books as part  
of the Docklands Schools Literacy Book Initiative  
from Docklands Authority representatives Catherine  
Mullarkey, Olive McKenna and Matt Bolton

# The Jim McNaughton / TileStyle Perpetual Award for Best Commissioning Practice *Winner*

## **Murray Ó Laoire Architects and John Sisk & Son & Vivienne Roche for 'Light Ensemble' at the CIT Cork School of Music**

Murray Ó Laoire and John Sisk & Son's approach to commissioning artist Vivienne Roche for the CIT Cork School of Music saw the revival of a 19th century construction practice, where the architect and builder would jointly bequeath an artwork on the completion of a major project. The idea and process of this commission stood out for the judges as a best-practice model that had the potential to be replicated by all major construction projects in Ireland. It was a facilitative process which had an identifiably positive impact on the commissioned artist and the school's users.

### **The Business Challenge**

For Murray Ó Laoire and John Sisk & Son, the challenge was how to commemorate and celebrate the completion of the CIT Cork School of Music through an exploration of the relationship between architecture, construction and music.

### **The Solution**

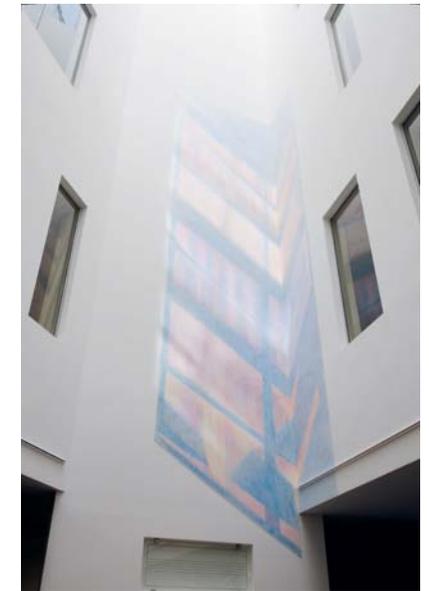
Sean Ó Laoire approached John Sisk & Son with the idea that they jointly commission and fund an artwork for the newly completed building. They approached Cork artist Vivienne Roche about the commission as her work had explored connections between art and music in the past. With the assistance of graphic designers and computer modelling artists at Murray Ó Laoire Architects, Vivienne developed a proposal for an installation piece. The central idea of her proposal was to take a single moment in time when the architecture of the building filtered light, which it then cast as a reflection on to the walls of the building's atrium. The final ensemble of installations *15:33*, *15:35* and *Night* (together called *Light Ensemble*) are a bridge between architecture and music in that light is fundamental in architecture and that timing is central in both music and light.

► Artist Vivienne Roche working on 'Light Ensemble' at CIT Cork School of Music

► The finished work '15:33', which forms part of 'Light Ensemble' commissioned by Murray Ó Laoire and John Sisk & Son

### **Commissioning a site or event-specific work**

Commissioning an artist to produce a site or event-specific work can be highly rewarding for the parties involved. The work is personal and unique as it is specifically produced for your company or organisation's requirements. The steps taken in a commission will vary from conception through to completion, as each commissioner, artist and situation is unique. For example, last year's winner of the Jim McNaughton/TileStyle Perpetual Award, Behaviour & Attitudes, have commissioned artists to produce limited-edition prints as gifts for key clients for the past 20 years. [www.businessstoarts.ie](http://www.businessstoarts.ie)



### **Benefits for Business**

Murray Ó Laoire Architects aspired to make the CIT Cork School of Music a reference point and pilgrimage place for its users. Together with John Sisk and Son, they have designed and built a building that transcends its function and technical imperatives and is graced by the art of one of Ireland's leading sculptors. John Sisk & Son, who were first established in Cork in 1859, are particularly proud of their role as contractors of the CIT Cork School of Music and the impact the building has and will continue to have on their hometown.

### **Benefits for Stakeholders**

Generations of students and staff at CIT Cork School of Music will enjoy and be inspired by Vivienne Roche's beautiful and provocative works. For Vivienne Roche, the support and trust that she received from Murray Ó Laoire Architects and John Sisk & Son Ltd for *Light Ensemble*, as it evolved, was exemplary.

# The Jim McNaughton / TileStyle Perpetual Award for Best Commissioning Practice *Highly Commended*

## An Post for the Annual Stamp Programme

Each year, An Post produces between 40 and 50 stamps on behalf of the Irish Government. The programme commemorates anniversaries, events and individuals that are of national and international importance and contains subjects which reflect an affinity with Ireland and the Irish contribution to world affairs. The interpretation and subsequent illustration of particular briefs can be a difficult task. While it may not be obvious at first, the constraints of size and the need for specific information (such as price and country) pose challenges for the artists and designers involved. Nevertheless, these stamps are a powerful statement of An Post and Ireland's brand.

The process for selection of subjects and design of artwork for the annual stamp programme is over-seen by two committees – the Philatelic Advisory Committee and the Stamp Design Advisory Committee. All themes and final artwork are also approved by Cabinet.

An Post also produce a significant amount of collateral material including a Year Book, Year Pack and First Day Covers. The Irish Stamps Yearbook (in standard and luxury formats) features all issues from the 2008 annual stamp programme and includes detailed commentary of the subject matter illustrated by each stamp issue.

An Post's Stamp Design Advisory Committee comprises significant expertise and experience in art and design. This, along with established relationships with artists and designers, ensures that high-quality commissions and competitions for the design of stamps are delivered annually. Although Irish stamps have an established relationship with many artists and designers and an international reputation for high-quality design, there continues to be a need to expand the range of designers/artists contributing to the annual programme. During 2009, An Post will augment this panel.

▼ Examples of stamps commissioned during 2008 by An Post



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# The Jim McNaughton/TileStyle €10,000 Bursary for Commissioned Artists

## Winner

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### Paul Meade commissioned by the Irish Council for Bio-Ethics

Paul Meade is a writer, director and co-artistic director of Gúna Nua Theatre Company. From Limerick, Paul trained at the Samuel Beckett Centre, Trinity College, and later received an M.A. in modern drama from UCD. In 2008, Paul won the National Bio-Ethics Playwriting Competition where he was awarded a commission for the development of a new play called *Begotten Not Made*.

The National Bio-Ethics Playwriting Competition which was developed by The Irish Council for Bio-Ethics in partnership with Fishamble Theatre Company has helped to establish a new link between science and the arts and has allowed for the exploration of challenging philosophical and medical themes in a theatrical form. It received over 120 entries which were submitted by amateur and established writers from as far afield as China and Brazil. Both the competition and resulting commission helped achieve the Council's objectives to raise general awareness of the social implications of medical advancement and to promote informed discussion, at the policy and social level, of these issues.

In January 2009, a first reading of *Begotten Not Made* was held at Farmleigh where the feedback from the audience (which consisted of stakeholders from the spheres of science, philosophy, the arts and legal professions) was overwhelmingly positive. This has encouraged the partners to seek further funding to develop the play into a full production. The play consists of three interwoven stories. The first, relates to a successful couple who are struggling to conceive a child through IVF; the second is the story of a married couple who are travelling to Switzerland for an assisted suicide; the third strand tells the story of a brother and sister, one of whom was born as a 'saviour-sibling' for the other, for the use of stem-cells.

► Pictured at the reading of 'Begotten Not Made' by Paul Meade at Farmleigh, were Jim Culleton, Fishamble Theatre, Dr Siobhán O'Sullivan, Irish Council for Bio-Ethics, writer Paul Meade and Gavin Kostick, Fishamble

► Emily de Grae of the Irish Council for Bio-Ethics with Liam Cunningham who was one of the judges for the playwriting competition run by the Irish Council for Bio-Ethics



### Bursary Plans

Paul plans to use the Jim McNaughton/TileStyle bursary to research and develop a new play on bio-medical themes. His research will build on the relationships he has developed with the Irish Council for Bio-Ethics and the BioCentre in London. He plans to interview experts in the field of stem-cell research and genetics, people who have experienced the life changing effects of stem-cell research and genetics, and to study the latest legislation and philosophical arguments of bio-ethics.

# Best Arts Champion

## Winner

### Dr Patricia Noone nominated by Lundbeck Ireland Ltd

Dr Patricia Noone is founder member and Chairperson of the George Moore Society, an organisation involved in the development and promotion of visual, musical and literary events since its foundation in 1990. The Society's collaboration with Lundbeck Ireland on the *Art Against Stigma* project began in 2000 at a time when the company was seeking to become more involved in the holistic management of mental illness. Although Lundbeck Ireland had played a key role in the transition of mental healthcare in Ireland, it felt that its image and profile was not sufficiently known to its product users or the medical staff prescribing the products.

The proposal to Lundbeck to develop an art project which supported and encouraged artistic expression amongst those using mental health services in Ireland was made by Dr. Patricia Noone, who was then Consultant Psychiatrist at St. Mary's Psychiatric Hospital, Castlebar. As art therapy was new and unfamiliar territory for Lundbeck Ireland, Dr. Noone provided guidance, help and support during the crucial establishment and development process of *Art Against Stigma* which has continued to this day.

Dr. Noone's enthusiasm, knowledge, generosity of time, organisational skills and invaluable contacts within the arts and media fields have ensured that *Art Against Stigma* and the subsequent *Lundbeck Art Awards* and *Asylum Project* have received due recognition and support from all stakeholders. From the booking of prestigious host venues, to securing distinguished judges to the annual exhibitions, each year Dr. Noone has been tireless in her efforts to achieve the best possible results for *Art Against Stigma*.

From The George Moore Society's perspective, they have seen the quality of the artwork improve and the eagerness with which creativity is embraced by people in mental health care. The *Art Against Stigma* project has provided a rewarding experience for staff that experience first-hand how art therapy can improve patient's confidence levels and self esteem and also to witness the burgeoning of creative skills among many participants.

► Eithne Boylan, Lundbeck Ireland and Dr Patricia Noone, The George Moore Society

► 'Conflict' by Angela Duffy, created as part of the Lundbeck 'Art Against Stigma' project

Connecting with stakeholders & developing knowledge of key issues with awards and competitions.

Communicating with your customers and stakeholders through their interests or specialism is an effective method to make a deeper, more lasting connection. Arts-based competitions and awards such as the Lundbeck Art Against Stigma Project & The National Bio-Ethics Playwriting Competition are successful ways to communicate with target audiences, develop understanding of key issues while simultaneously enhancing corporate identity. [www.businessstoarts.ie](http://www.businessstoarts.ie)



The collaboration between Lundbeck Ireland & The George Moore Society is no stranger to the Allianz Business to Arts Awards having won in the categories *Best Use of Creativity by Business* in 2007 and the *Dublin Airport Authority Arts Award* in 2003. Dr Patricia Noone is a true Arts Champion who has successfully brought the arts into the workplace and responded to real business, medical and social challenges in doing so.

"Dr Patricia Noone is a remarkable woman who has given unselfishly her time, energy and efforts to develop the *Art Against Stigma* Project. It is a privilege to know her and I sincerely hope that she will receive the due recognition that she so richly deserves for her hard work and dedication in helping to alleviate the suffering of others."

– Eithne Boylan, Managing Director, Lundbeck Ireland Ltd

# Judges' Special Recognition Award

## Winner

### **Gerry Smyth, Managing Editor, The Irish Times & The Irish Times**

This year the Judges' Special Recognition Award has been presented to Gerry Smyth, Managing Editor (Arts and Features) of The Irish Times, and The Irish Times newspaper to record the outstanding commitment of both to the development of the arts in Ireland.

In 2009 alone, The Irish Times was nominated for Business to Arts Awards by three arts and cultural partners - Dublin City Gallery The Hugh Lane for The Hugh Lane Centenary Poster Project; Theatre Forum for The Irish Times Irish Theatre Awards; and by Ulster Bank Dublin Theatre Festival for their longstanding sponsorship relationship.

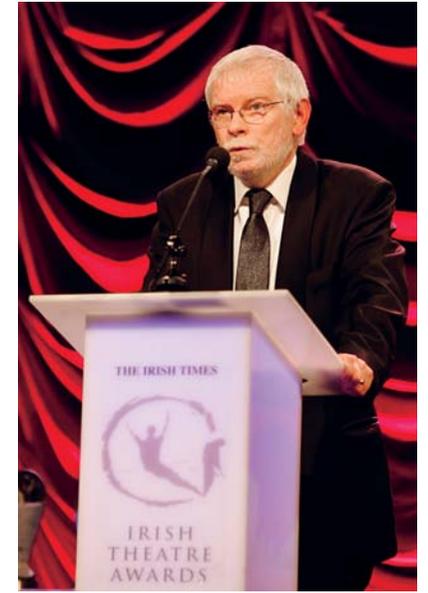
The Irish Times Irish Theatre Awards are now in their 13th year and have been organised by The Irish Times since their inception. Although the awards were co-sponsored by ESB until 2004, when ESB's sponsorship ended, The Irish Times decided to continue the event as title sponsor. This awards programme is the only one in the country for the theatre community and the paper hosts a gala night each year when the whole sector comes together to celebrate the achievements of the year in theatre and opera.

For the collaboration with Dublin City Gallery The Hugh Lane and Investec Finance on *The Hugh Lane Centenary Poster Project*, The Irish Times approached the Gallery with a view to producing a series of five high-quality posters featuring key paintings from the Hugh Lane Bequest to celebrate the centenary of the Gallery's opening. In total 669,292 A2 posters were distributed through The Irish Times of which 80,000 were distributed free to every first and second level school in Ireland. With their in-kind media sponsorship of the Ulster Bank Dublin Theatre Festival, The Irish Times gains access to key festival participants for interviews and distributes tickets for shows via special readers' offers.

Like all of the arts sponsorships The Irish Times engages with, the *Hugh Lane Centenary Poster Project* and *The Irish Times Irish Theatre Awards* and Ulster Bank Dublin Theatre Festival demonstrate The Irish Times' reputation as the No.1 newspaper for the arts in Ireland, its unrivalled and extensive editorial and promotional coverage of the arts and its commitment to promote and stimulate public interest in the arts in Ireland.

► The Irish Times Building, Tara St, Dublin

► Gerry Smyth, Managing Editor (Arts and Features), The Irish Times, speaking at the Irish Times Irish Theatre Awards 2009



Since the inception of the Allianz Business to Arts Awards, the Irish Times have been nominated for their sponsorship relationships with multiple cultural partners, including Opera Ireland, The Irish Museum of Modern Art, The National Concert Hall, The National Youth Orchestra of Ireland and The Royal Hibernian Academy. In 2004, they won the Best Business/Arts Sponsorship in-Kind Award for their sponsorship of four exhibitions at the Irish Museum of Modern Art.

For this year's judges, the three 2009 nominations for The Irish Times could not be viewed in isolation from the wide-ranging coverage of the arts in the newspaper. There is no question that the newspaper provides the widest and most in-depth coverage of the arts of all newspapers in Ireland – north and south.

In making this award, the judges have singled out the contribution of Gerry Smyth for his tireless work in keeping arts coverage at the core of the newspaper's mission. As a poet himself, his belief in the importance of the arts has been reflected in the generosity that he has shown to the arts community over the years in the face of commercial challenges, both as Managing Editor and in a personal capacity.

It is for these reasons that Gerry Smyth, Managing Editor (Arts and Features) of The Irish Times and The Irish Times have been invited to accept the 2009 Judges' Special Recognition Award for their outstanding commitment to the development and appreciation of the arts in Ireland.

# Dublin Airport Authority €5,000 Arts Award

## Winner

### The Ballymun Music Programme and Ballymun Music Room

The Ballymun Music Programme grew out of a 'Breaking the Cycle' initiative which was funded by the Department of Education and Science and the Dublin Institute of Technology, in St Joseph's Primary School in Poppintree.

The project was conceived initially to help combat social and economic disadvantage, and provide an opportunity for children to learn through the arts. Funding for the programme has been provided by Department of Community Rural and Gaeltacht Affairs and DIT, with investment from a range of other supporters including the St. Vincent De Paul Society. Since it started ten years ago, this unique programme has grown to involve children from seven primary and secondary schools in Ballymun and has about 700 children involved each year.

The objectives of the programme are to use music as a vehicle for the personal and academic development of the children of Ballymun, and to give every child the opportunity for personal development through music-making in their school.

There are multiple benefits of the Ballymun Music Programme for participant children. Performing together gives them skills such as listening, concentrating, learning to negotiate, team building, building relationships with their peers as well as developing self esteem and confidence. The commitment of student participants is evident from the enthusiasm they show and their willingness to learn. Participant children arrive every morning throughout the year after which they get breakfast before attending classes and school attendance has stabilised for those involved in the programme.

"The Ballymun Music Programme is a remarkable example of community, higher education and local government working together. It has succeeded in significantly enhancing relationships between Ballymun Regeneration Ltd, local schools and the community, and has embedded a partnership approach between the main stakeholders."  
– Dr Tommy Cooke, Head of DIT Community Links Programme.

► Children performing as part of the official opening of Ballymun Music Room in February 2009



In 2009, The Ballymun Music Room, the first dedicated practice and performance space for the Ballymun Music Programme was opened. The physical building, which was developed by Ballymun Regeneration Ltd and opened by President Mary McAleese and Archbishop Emeritus Desmond Tutu in February, is a top class performance space with an audience capacity of 40 – 60 and an acoustic quality to equal a recording studio.



This year's judges recognised the impact that the Ballymun Music Programme and Music Room has had on children in the Ballymun area. They awarded the Dublin Airport Authority Arts Award in recognition of the programme's achievements since its inception in 1999 and the establishment of a permanent home for the programme. It is hoped that the cash prize will be used to encourage participants to continue their musical development beyond primary and secondary education.

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Allianz Business to Arts Awards  
*Nominations 2009*

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**ARTS**

#### **Abbott Vascular & Clonmel Junction Festival**

In a broad-ranging involvement in the festival, Abbott Vascular sponsored the Flag & Banner programme which saw workshops in 12 schools teaching children about rivers, waterways and the work of Monet and his painting style so they could make flags and banners for the festival. Abbot staff worked on box office, artist liaison and stewarding, and 12 managers volunteered to clear a disused local building which was used for a festival event.

#### **Accenture & Camerata**

This partnership allows the orchestra to tour prestigious venues around the world, and includes the 'Accenture/Camerata Young Musician of the Year' award, a bursary which supports up-and-coming musical talent to further their professional development. In 2008, John Brown, the Young Musician Award Winner collaborated with Common Ground (CSR partner of Accenture) on the 'Music For Me' Programme which teaches children the basics of music and sound.

#### **Accenture & Common Ground**

This relationship has evolved since the parties first worked together in 2006 to develop a website. The 3 year commitment involved funding professional musicians to run the 'Music For Me' music education programme in homework clubs, a staff member joining the Board, and plans are in place for training workshops facilitated by Accenture and concerts for the canteen by the 'Music For Me' musicians.

#### **Accenture & The National Concert Hall**

Working together to bring a hitherto unattainable event to Ireland – the first performance of the Berliner Philharmoniker Orchestra conducted by Sir Simon Rattle – the National Concert Hall and Accenture knew that the 1,200 seat auditorium would not be enough to satisfy demand. The sponsorship helped to bring costs down for staging the event, and allowed for a simultaneous broadcast to an audience of 600 in Temple Bar's Meeting House Square.

#### **AIB Group & Emergent Events (Street Performance World Championship)**

Working together AIB Group and SPWC bring some of the best 'street' entertainers in the world to Ireland to perform free for the public. In 2008, over 80,000 people attended in Dublin, and 2009 will see the event spread to Cork increasing audiences by up to 50,000. The investment has enabled the festival to grow, securing additional investors and attracting media sponsorship. Over the next two years, they aim to expand to Belfast making it one of the biggest free entertainment events on the island.

#### **Anglo Irish Bank & Irish Museum of Modern Art**

In 2008, KPMG & Anglo Irish Bank worked together as sponsors for a major exhibition celebrating corporate collecting by over 45 companies. The IMMA exhibition '10,000 to 50: Contemporary Art from the Members of Business to Arts' also saw The Irish Times and Image Now support the exhibition as Media and Design Sponsors. Anglo Irish Bank used the exhibition to engage staff through special visits and guided tours.

#### **An Post & Teresa Doyle, Edel O'Reilly Flynn**

An Post joined forces with artists Theresa Doyle and Edel O'Reilly Flynn to run a national postcard-art initiative and exhibition which emerged from an exhibition in 2006. The collaboration aimed to promote postcards as a means of communication and creativity. Over 3,000 submissions were received from the public after a promotional campaign. The final selected postcards are exhibited nationally.

#### **Barry & Fitzwilliam (Corona) & Corona Cork Film Festival**

The Corona Cork Film Festival is highly regarded internationally as a major showcase for short films and has been partnered by Corona (Barry & Fitzwilliam) since 2007. Corona have leveraged their support by marketing the festival widely, and also supply product for receptions. A retrospective of Mexican short films in 2008 further strengthened brand relations.

#### **Bausch & Lomb & Garter Lane Arts Centre**

Garter Lane's partnership with Bausch & Lomb began in 1999, and has spanned exhibition, performance and fundraising sponsorships. In 2008 the arts centre devised an arts summer school for staff and families, where 180 children expressed themselves through collage, drawing, animation and music.

#### **Bord na Móna; Crafts Council of Ireland; Offaly County Council**

**& Sculpture in the Parklands**  
As part of the 13th annual International Peat Congress which brought 700 international delegates to Offaly, Sculpture in the Parklands put together an extensive arts programme, including an exhibition inspired by the bogs and an education programme for 500 students. International artists created new work, and volunteers assisted world-renowned artist Patrick Dougherty to create his biggest ever sculpture over 3 weeks using 18 tons of willow and a grove of alder trees.

#### **Carmen Wines & Ulster Bank Dublin Theatre Festival**

Carmen's aim of raising the profile of their wine was fulfilled in their relationship with Ulster Bank Dublin Theatre Festival, with a broad range of sampling opportunities at opening nights, festival launch and Friend's events. They also received tickets to performances so that they could entertain key clients, reinforcing the association.

#### **Cathedral Credit Union & Shandon Street Festival**

The Shandon Festival involves performances and exhibitions by local artists who work with community groups and local schools to create street furniture and banners. Cathedral Credit Union second a senior staff member to manage the event, working one day a week, which helps to ensure the success of the partnership and festival.

#### **Coca-Cola Bottlers Ireland & Cinemagic**

In 2007 Coca-Cola Bottlers Ireland approached Cinemagic Festival in Belfast, partners of their sister company in Ulster, asking them to extend the festival for young people to become an all-Ireland event. This fulfilled Coca-Cola's strategy to align sponsorships and became their first all-Ireland project. Screenings, workshops and masterclasses were held in venues throughout Dublin.

#### **Dept of Arts, Sport & Tourism; Dept of Culture, Arts & Leisure & Irish Museums Association**

'Museum Matters: Accessing Ireland's Heritage' is a touring exhibition funded by the three nominated organisations. It comprises images from collections countrywide, along with a catalogue illustrating what museums do. The exhibition addressed the lack of touring exhibitions in the sector and a lack of awareness of what museums do among the general public.

#### **Dublin Airport Authority & Ulster Bank Dublin Theatre Festival**

In 2008, DAA were exclusive sponsors of one of the headline productions of the UBDF; 'The Year of Magical Thinking' starring Vanessa Redgrave at The Gaiety Theatre. The sponsorship provided exceptional client and staff entertainment. DAA held a ticket competition for staff, hosted a post production reception and facilitated VIP transfer of the production's star from the airport to the city.

#### **Du Cartes Restaurant & ev+a**

Since the opening of the Du Cartes Restaurant at the Hunt Museum in Limerick, owner Helen O'Donnell has provided meals and meeting space to visiting artists, technicians, volunteers, committee members, curators and sponsors. The commitment of Du Cartes restaurant has increased in-line with the growth of ev+a over the past ten years.

#### **Europa Academy & Mieke Vanmechelen**

In 2008 Mieke Vanmechelen was commissioned to create a series of medium and large-scale art works for The Europa Academy, to enhance the working and learning environment. The project has given significant exposure to the artist, both via the visibility at the Academy and through inclusion in footage filmed for The Apprentice on TV.

#### **Gallaher Ireland, a member of the JTI Group & Royal Hibernian Academy**

JTI's global corporate philanthropy policy includes a cultural and artistic strand. Gallaher Ireland partnered with RHA Gallery to sponsor the RHA Annual Exhibition, the largest open submission exhibition in Ireland. Gallaher used the event to introduce staff and the other organisations they support to the work of the gallery. Working with other arts organisations that Gallaher support, a unique evening of art and opera was organised.

#### **Genzyme Ireland Ltd & Garter Lane Arts Centre**

Genzyme & Garter Lane Arts Centre worked together to present the sprOg festival for children over 5 with theatre, dance, art, puppetry and workshops. Genzyme involved their staff and children in attending theatre, music-making and workshops. The support allowed Garter Lane to bring a production from Newfoundland, Canada.

#### **Greenstar & Mermaid Arts Centre**

2008 was the 5th year of the relationship between Mermaid Arts Centre and Greenstar who sponsored the annual open exhibition award of €5,000. In 2009, the relationship changed to the sponsorship of the Mermaid Greenstar Project Award; an initiative which aims to support artists with a socially engaged art practice. The award recipient, Fiona Hallinan, will explore and document the impact of the film industry on the people of Bray during her month-long residency at the centre.

#### **Irish Examiner & Cork Midsummer Festival**

As media sponsor and SpiegelTent title sponsor of Cork Midsummer Festival, the Irish Examiner sought to widen their readership base to include younger readers and to raise awareness of the quality of their arts coverage. The festival brochure was distributed free with the paper allowing the festival to reach 100,000 readers which led to greater ticket sales.

#### **Irish Museums Association**

In order to promote the work of museums and provide a quality touring exhibition for smaller regional museums, the IMA developed an exhibition called 'Museum's Matter'. The exhibition's project team worked voluntarily to secure sponsorship, write the catalogue, organise the touring programme and commission consultants to develop the exhibition and its components.

#### **Irish National Youth Ballet Company**

The INYB provide training and performance opportunities for dancers between the ages of 10 and 21. They are supported by the Arts Council, and income from tickets sales and fees. In addition to this income the company depends on the in-kind efforts and contributions of many individuals to enable itself to continue to provide an opportunity for young dancers to train as a company with internationally trained teachers and choreographers.

#### **The Irish Times & Ulster Bank Dublin Theatre Festival**

The longstanding partnership between The Irish Times and Ulster Bank Dublin Theatre Festival is a key mechanism for the paper to emphasise their leadership in terms of arts coverage in Ireland. The festival facilitated interviews with key participants and tickets for special Readers' Offers. The festival worked closely to maximise the impact of the advertising given in-kind, as 68% of its patrons read The Irish Times each day.

#### **Kerry County Enterprise Board & Samhlaiocht Chiarrai**

This project brought the concept of entrepreneurship to 2nd level students in Kerry, where the parties designed a programme using theatre skills and techniques to train students to think creatively and to 'act' like entrepreneurs. The programme was designed to build confidence and innovation in individuals while building team-work and stimulating awareness of self-employment and business development. Six schools completed the workshops and a number of great ideas and new small businesses emerged from the process.

#### **Kerry Group & Samhlaiocht Chiarrai**

The world's largest food ingredient manufacturer, Kerry Group, have been a key supporter of Samhlaiocht since it began in 1992. Now comprising a gallery and three annual festivals, they work together to grow these each year and include community groups from all over Kerry. Although the financial support is vital to events such as the annual Easter Arts Parade, the relationship is hinged on the transfer of knowledge between them, mentoring in the full range of business concepts through growth, success and occasional failures.

#### **KPMG & Irish Museum of Modern Art**

In 2008, KPMG & Anglo Irish Bank worked together as sponsors for a major exhibition celebrating corporate collecting by over 45 companies. The IMMA exhibition '10,000 to 50: Contemporary Art from the Members of Business to Art' also saw The Irish Times and Image Now supported the exhibition as Media and Design Sponsors. KPMG hosted a family day for their staff and clients for which IMMA developed a special children's trail of the exhibition.

#### **KPMG & National Gallery of Ireland**

KPMG worked with the National Gallery to support the exhibition 'Impressionist Interiors' which highlights the beauty in the lesser known impressionist works. A broad advertising campaign ensured a strong audience, which KPMG used for client entertainment and to underline their commitment to the arts in Ireland.

#### **Liberties Press & Patrick Scott**

Liberties Press worked together with Patrick Scott and many others in 2008 to produce a major retrospective book of the artist's life and work. Scott Tallon Walker invested in the publication at its inception, this up-front commitment ensuring the project did not falter at its first step. The publication ensured that Patrick's Scott's life and work have been celebrated and recorded appropriately for the future.

#### **McConnells Advertising & Jameson Dublin International Film Festival**

This unique partnership to market the festival saw McConnells create a visually strong web-presence that is dynamic and can be updated by staff. In 2008, McConnells drew on their contacts across the film and media sectors to negotiate donations of time and expertise to create short films to promote the festival, featuring pastiches of famous movies, set in Dublin.

#### **MCD & Bui Bolg**

Bui Bolg were commissioned by MCD to design and create a number of animatronic and inflatable installations around Oxegen Music Festival in 2008, to serve as physical landmarks and create a fun atmosphere on site. The installations showcased the 'eco' theme and enhanced the sense of the 'instant city' created by music festivals setting up and decamping in a number of days in a temporary setting. Using the social enterprise model, Bui Bolg reinvested the income to deliver arts development services to young people in Wexford.

#### **Moxie Studios & Irish Museum of Contemporary Arts**

Besides financial assistance and relief, Moxie Studios provide staffing to the Irish Museum of Contemporary Art, which was established in 2007. The Studios provided a venue for the Museum and an education space, subsidising rent, and negotiating with sponsors.

#### **Moxie Studios & K Bear Koss**

K Bear Koss was nominated for the Best Arts Champion award by Moxie studios following his strong support of the organisation as they establish themselves. Bear has been a strong advocate for the studios, negotiating leases for premises, developing relationships with partners and facilitated discussions which have led to funding from Dublin City Council.

#### **The Natural Confectionary Company & Imaginosity**

The Natural Confectionary Company's partnership with Imaginosity on the TNCC Kid's Stage commenced in October 2008 for three years. A range of theatrical initiatives have been introduced to facilitate the creative development of Imaginosity. These include a play for children competition, theatre evenings, a drama club for children and the flagship Children's Theatre Festival.

#### **New Art Promotions**

New Irish Art Website provides artists with the opportunity to show their work on the internet. The site aims to increase participation in the arts, increase accessibility and tackle exclusivity. About 180 (and growing) artists show their work for free.

#### **Oatfield Confectionary & Donegal County Council Public Art Office**

To celebrate the 80th anniversary and mark the impact that Oldfield sweet factory has had on Letterkenny, Donegal Arts Office and Oldfield's owners, Zed Candy, developed an imaginative and wide-ranging programme including an exhibition about sweet-making; a documentary; an exhibition adventure which included workshops for students and families; and an artist-residency programme which resulted in a touring exhibition and catalogue by Abigail O'Brien. Oldfield staff were involved in the residencies, factory tours and the exhibitions, and they recreated sweets from the 1920s in limited editions as part of the celebrations.

#### **Offaly County Council & Anam Beo**

Anam Beo, Offaly's Arts in Health Programme aims to provide a creative outlet for those in long-term healthcare, while providing participatory practice for local artists. Offaly Council's CSR aims are to support the local community through innovative partnerships and communicate the benefits of arts engagement in a community. This makes the County a more enjoyable place to live, and facilitates the creation of sustainable jobs delivering quality services. A strong partnership with the HSE has allowed this project to be run since 2005 to great effect.

**Office of Public Works, Farmleigh & Dermot Bolger**

Farmleigh introduced the Writer-in-Residence programme in 2006 to provide a working space for writers and an opportunity for members of the public and community groups interested in writing to engage with an established author. This is achieved through workshops, talks and master-classes with the writer. Dermot Bolger was the 2008 writer-in-residence. The residency provides a financial stipend, accommodation and office space at Farmleigh.

**Office of Public Works & The Performance Corporation**

In 2007, OPW invited TPC to be theatre company in residence at Castletown House, Kildare. Since then, the two partners have developed 'The Space Programme', a multi-disciplinary and international artist residency that provides 10 artists with the space and resources to work for 2 weeks at Castletown. The collaboration has fulfilled many of TPC's organisational objectives and has helped generate awareness of Castletown, drawing attention to the house as a cultural hub and a venue for events, which was a key aim for OPW.

**Phantom 105.2 & Dublin Dance Festival**

Bumper 2 Bumper was a new initiative in the 2008 Dublin Dance Festival, which saw Phantom 105.2 develop a creative partnership that formed a key participatory event for the festival. This free public event saw a young and new audience for the festival come together in Temple Bar to dance listening to a soundtrack broadcast live from the radio station. This generated audience swap-over for both partners and enormous goodwill for the station.

**POD Concerts Ltd & THISISPOPBABY**

In 2008, POD Concerts commissioned Irish theatre company THISISPOPBABY to create a dedicated 'alternative' cultural space at the Electric Picnic festival. Artist Niall Sweeney designed a once-off installation that became the space for the weekend of events, incorporating three stages and a relaxation area. The unique space and programme became iconic, an explosion of drag queens, subversive performance artists and gay icons.

**Premier Foods Ireland & Children's Books Ireland**

Bisto have been sponsor of the Children's Book of the Year Awards since their inception 19 years ago. They use the programme to nurture the consumer's emotional connection with the brand, being that the event has a strong focus on family. Bisto supports the prize fund, the communication costs and a shadowing programme seeing groups of children from around Ireland reading and debating the shortlisted books to predict the winners.

**Progress Software (formerly IONA Technologies) & Graphic Studio Dublin**

Progress Software have been supporting Graphic Studio Dublin since 2002, supporting their exhibition programme through design of catalogues and designing, hosting and maintaining their website. The company's objectives were to share its IT/design and technology skills, giving staff a new challenge. In 2008 this support became sustainable when staff trained Graphic Studio staff to update, maintain and organise hosting of the website in-house, so they now have full control of marketing in-house.

**Radisson SAS Royal Hotel – Golden Lane & The Original Print Gallery**

Original Print Gallery and The Radisson SAS Hotel worked with Graven Images to develop a collection of artworks that reflected the hotel's vision for quality, originality and excellence. The diverse and dynamic portfolio of 14 Irish and International artists commissioned and purchased sees highly-regarded international artists alongside young emerging artists.

**Robinson McIlwaine Architects & Dara McGrath**

Within difficult political constraints, artist Dara McGrath created site specific work for the Maze Prison site in the North as part of a group exhibition, under the guidance and support of Robinson McIlwaine Architects. The work went on to showcase at the Venice Architectural Biennale in 2008.

**RTÉ Radio 1 & Dublin Fringe Festival**

During the Dublin Fringe Festival in 2008 RTÉ Radio 1's Sean Rocks broadcast a dedicated hour-long programme 'On the Fringe' each night from the Secret Garden in Iveagh Gardens. Lengthy interviews with guest artists were interspersed with panel discussions on elements of the festival programme, which helped bring a new audience for the event.

**Scott Tallon Walker Architects & Patrick Scott**

Liberties Press worked together with Patrick Scott and many others in 2008 to produce a major retrospective book of the artist's life and work. STW invested in the publication at its inception, this up-front commitment ensuring the project did not falter at its first step. The publication ensured that Patrick's Scott's life and work have been celebrated and recorded appropriately for the future.

**The Sofa Factory & Millstreet Studios**

Sofa Factory are partnering with Hazel Williams to develop artist studio spaces and a multi-disciplinary gallery space in their factory. These spaces aim to create the environment for artists to experiment and to present finished work, for theatre companies to rehearse, musicians to perform and discussion to take place.

**Sony Pictures Entertainment Irl & Screen Directors Guild of Ireland**

Sony Pictures are title sponsor of the Screen Directors Guild of Ireland's new Screening Room in Temple Bar, for the development of creative talent through providing a dedicated space to expand on ideas and nurture talent. They also supported the creation of Mentoring, Training and Workshop facilities.

**Studio AAD & Dublin Fringe Festival**

Studio AAD and Dublin Fringe Festival developed a marketing campaign and festival brochure that put across the fun and mercurial nature of the festival, and engaged people enough to increase ticket sales. The new logo became a playful versatile and ever changing identity, a puzzle that could be broken down and made into new shapes.

**Tesco Ireland & Wexford Arts Centre**

Tesco Ireland worked to promote the classes and workshops of Wexford Arts Centre by providing an exhibition stand in-store and providing funding to keep charges for the classes low. Workshops for parent and child, right up to masterclasses for adults were facilitated under the 'Insight' programme of education.

**Ulster Bank & Ulster Bank Belfast Festival at Queen's**

When taking title sponsorship of the Belfast Festival at Queen's Ulster Bank wanted to ensure that all staff engaged in this key long-term investment. A range of programmes were developed including asking staff to volunteer as arts ambassadors, workshops in mask-making and music-making, recitals in-house and competitions for tickets. The arts ambassadors reviewed shows, interviewed festival participants and were a key communication tool internally.

**Volkswagen & AIMS – Association of Irish Musical Societies**

Volkswagen Group sponsors the AIMS/Volkswagen Awards and the AIMS adjudication scheme. The scheme is one of the Association's best known services, which provides member societies with expert advice and feedback on their productions. The Awards annual ceremony celebrates the best musical society productions and individual talent in Ireland.

**Zurich & National Concert Hall**

Soon after re-branding from Eagle Star to Zurich, their parent brand, the company which has an international reputation of support for music, worked with the National Concert Hall to support a revisit of the St Petersburg Philharmonic Orchestra to Dublin. Described by the Guardian as 'probably the world's greatest orchestra', this sell-out event fulfilled a number of company objectives.

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# The Patrons of Business to Arts

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Finally, *Business to Arts* would like to acknowledge the continuous and generous support of our Patrons, Members, Friends and Affiliates. Our Patrons include :

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ESB  
Experian  
Gallaher Ireland  
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The Irish Times  
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