
Media information

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Volkswagen Group China receives “Art Power 100 Award” for bringing high-quality art to the masses

- Volkswagen Group China awarded for its strong support of the Deutschland 8 and a series of cultural and artistic exchange projects.
- Prof. Dr. Jochem Heizmann: “Volkswagen Group China is honored to receive this prestigious Art Power 100 Award. Just as we aim to bring the best in mobility solutions to China, we also strive to help make high-quality art programs accessible to all Chinese people.”
- Volkswagen is committed to being a reliable partner in Chinese society. Involvement in arts and culture is a fundamental component of the company’s corporate responsibility, seeing as art is an essential part of the fabric of society.

Wolfsburg, May 4, 2018. Volkswagen Group China received the Cross-Cultural Art Award 2017 for its strong support of Deutschland 8, the largest and most comprehensive exhibi-



F.l.t.r. Ms. Xiang Jing, Moderator of the Award, Mr. Feng Jiangzhou, Artist, Ms. Wang Xiaohui, Artist and Dr. Christoph Ludewig.

tion of German Contemporary Art ever held in China, and a series of cultural and artistic exchange projects at the 11th ART POWER 100 & the 1st DESIGN POWER 100 awards ceremony in Beijing. Art Power 100 was launched in 2007 to recognize outstanding artists and institutions, and has become one of the country’s top awards.

Prof. Dr. Jochem Heizmann, Member of the Board of Management of Volkswagen Aktiengesellschaft as well as President and CEO of Volkswagen Group China: “Volkswagen Group China is honored to receive this prestigious Art Power

100 Award. Just as we aim to bring the best in mobility solutions to China, we also strive to help make high-quality art accessible to all Chinese people. Through the Deutschland 8 exhibition, Volkswagen Group China, along with Chinese and German government partners, worked

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together to bring top-level German art to China, thus helping to foster mutual understanding and promote stronger Sino-German ties.”

As part of the 45th anniversary of Sino-German diplomatic relations, Deutschland 8: German Art in China, a groundbreaking exhibition held in Beijing in September 2017, was supported by China’s Ministry of Culture and Ministry of Education, the German Foreign Office, the Chinese Embassy in Germany, the Germany Embassy in China and the Beijing Municipal Bureau of Culture.

Deutschland 8, co-organized by Germany’s Stiftung für Kunst und Kultur e.V. (Foundation for Art and Culture) and the Central Academy of Fine Art in Beijing, featured a total of nearly 320 key works by the most important artists and highlighted the historical context and developments in German Art from 1950s to today. Paintings, sculptures, installations, photography and video were displayed simultaneously at seven renowned museum venues throughout Beijing.

Volkswagen is committed to being a reliable partner in Chinese society. Involvement in arts and culture is fundamental component of the company’s corporate responsibility, seeing art as an essential part of the fabric of society. As a mobility provider Volkswagen Group China makes culture accessible through its PACE strategy, short for Participation, Connection, Education & Exchange. Deutschland 8 was supported by Volkswagen Group China under its PACE Strategy.

Volkswagen established the PACE cultural strategy to promote Sino-German cultural and artistic exchanges. It cares for young people’s cultural environment and contributes to the future of arts and culture education as well as aiming to provide an outstanding opportunity to create a distinctive form of cooperation that crosses the boundary between industrial enterprises and the cultural life of people in the society. At the same time, it conveys Volkswagen Group China’s CSR principles and demonstrates its commitment to building a bridge connecting culture and the public.



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