



18 June 2013

“TIES”

Slovak artist Dorota Sadovská wraps the Ringturm

Opening by Ministers Dušan Čaplovič and Claudia Schmied

The successful completion of this year's “**Art Tower**” was celebrated on the 20th floor of the Ringturm on Tuesday, 18 June 2013. The event paying tribute to the artistic transformation of the prominent high-rise building on the corner of Schottenring and Franz-Josefs-Kai through **Dorota Sadovská's work “Ties”** was attended by **Dušan Čaplovič, Minister for Education, Youth and Sport of the Slovak Republic** as well as **Claudia Schmied, Federal Minister for Education, Art and Culture**.

Numerous guests from the cultural, economic and political arenas followed the invitation of **Günter Geyer, Chairman of the Managing Board of Wiener Städtische Versicherungsverein** – the main shareholder of Vienna Insurance Group. Among them were H. E. Josef Wuketich (Austrian Ambassador in Bratislava), Ladislava Pavlovičová (First secretary and chargé d'affaires at the Embassy of the Slovak Republic in Vienna), Alena Heribanová (Director of the Slovak Institute in Vienna), Patrick Sagmeister (Commercial Attaché of the Economic Chamber in Bratislava), Josef Höchtl (President of the Austrian Society for Friendship between the Nations), the artists Robert Hammerstiel, László Fehér, Ilse Haider, Gabriele Schöne, Moussa Kone and Martin Schnur, Boris Podrecca (architect), the cultural managers Johanna Rachinger (General Manager of Austrian National Library), Johanna Schwanberg (Director of the Vienna Cathedral and Diocesan Museum), Christian Strasser (Managing Director of Museumsquartier), Kurt Reissnegger (Ö1), gallery managers Miryam Charim (Galerie Charim) and Dagmar Chobot (Galerie Chobot), Susanne Traunek (Secretary-General of the Jewish Welcome Service), Urs Buhmann (custos of Augustiner Chorherrenstift Klosterneuburg) and Nicolaus Brandstätter (Brandstätter Verlag). The members of the Managing Board of the VIG Group companies in Slovakia also attended the event: Kooperativa poisťovňa was represented by General Manager Juraj Lelkes as well as the Managing Board Members Kurt Ebner, Klaudia Volnerová, Branislav Adamovic, Zdeno Gossányi and Erik Nikmon; Komunálna poisťovňa by General Manager Vladimír Bakeš and the Managing Board Members Patrick Skyba and Zuzana Mihoková; Poisťovňa Slovenskej sporiteľne by General Manager Mr. Martin Kaňa and Managing Board Member Viera Kubašová. Other participants included Peter Hagen (CEO of Vienna Insurance Group), Martin Simhandl and Peter Höfingler (both Members of the VIG Managing Board), Christine Dornaus (Member of the Managing Board of Wiener Städtische Versicherung) and Rudolf Ertl (Member of the Managing Board of Wiener Städtische Versicherungsverein).

Cross-border cultural exchange

“The title of Dorota Sadovská's work of art “Ties” expresses our deep friendship with Slovakia and the entire Central and Eastern European region. Moreover, it reflects the values for which we stand as an insurer: togetherness, security and stability”, explained Mr. Geyer.

WIENER STÄDTISCHE WECHSELSEITIGER VERSICHERUNGSVEREIN, MAIN SHAREHOLDER OF VIENNA INSURANCE GROUP

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The traditional transformation of the Ringturm into a giant public art installation in the summer months is only one of countless art and cultural projects of Wiener Städtische Versicherungsverein. As an art sponsor, Wiener Städtische Versicherungsverein is firmly committed to a cross-border cultural dialogue. The young Slovak Dorota Sadovská is already the second artist from a neighbouring country to be commissioned with the wrapping of this landmark.

Dorota Sadovská's design symbolises interpersonal ties: *"Three larger-than-life female figures come together in a circle. The foreshortened bodies encourage us to take a fresh look at the wrapped architecture of the Ringturm – emerging from a fictitious inner space, they enter into a dialogue with their surroundings"*, stated the artist. Reviving an ancient image of Greek mythology, she uses this motif to symbolise *"the ideal cycle of goods consisting of taking, giving and returning – a principle reflected in the concept of insurance as mutual sharing"*, added Ms. Sadovská.

Free printable photos

of the Ringturm transformed into an art installation as well as of the opening event are available for download: <http://www.vig.com/ringturm> and on request: public.relations@vig.com

Wiener Städtische Versicherungsverein is the main shareholder of the Vienna Insurance Group (VIG) and provides support for the Group's cultural and social activities, with a focus is on enhancing cross-border, intercultural exchange. The emphasis is also on creating an environment in which individual cultures can thrive. Partnerships and initiatives are geared towards supporting the activities of social organisations, especially in the Central and Eastern European countries in which the Vienna Insurance Group has a presence. As the main shareholder, Wiener Städtische Versicherungsverein is also concerned with key strategic matters within the Group.

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