

Berlin, October 2, 2020



In her project entitled "Fascination of science" Herlinde Koelbl portrays 60 of the world's pioneering scientists and Nobel Prize winners. From left to right: Sangheeta Bhatia (biotechnology), Karl Deisseroth (neurobiology), Emmanuelle Charpentier (microbiology).

Art is part of our corporate culture

As is the case with many other enterprises that get involved in the promotion of art and culture today, the altruism of the founding family was at the start of it all for Siemens. Furthermore, Siemens is a sponsor and inspiring force of numerous prestige cultural events, for example at the Salzburg Festival, the Bavarian State Opera or the Opéra national de Paris, as well as Carnegie Hall in New York.

A further element of the commitment of Siemens AG to the sponsorship of the arts is the Siemens Arts Program, which was established in 1987 with the intention of developing the company's own, specific cultural program. In this way, Siemens emphasizes the special status that art and culture assume in society. "Siemens would like to offer a home to all kinds of creativity. In this respect, art is part of the corporate culture, alongside science and research," says the artistic director of the Siemens Arts Program, Professor Stephan Frucht.

Siemens supports new photo art project by Herlinde Koelbl: The Siemens Arts Program operates mainly in the areas of music, visual arts, and cultural education and provides a creative platform for the company's own arts and cultural projects. By sponsoring the "Fascination of science" exhibition project, the Siemens Arts Program has built a bridge between art and science. "The "Fascination of science" project is an ode not only to science, but also to the power of art. As a physicist, I am fascinated by how Herlinde Koelbl makes tangible the interrelation between these two disciplines," explains Roland Busch, Deputy Chief Executive Officer of Siemens AG. "I am convinced that "Fascination of science" will also motivate many young people to become passionate about science and research."

In her "Fascination of science" project, Herlinde Koelbl portrays 60 of the world's pioneering scientists and Nobel Prize winners and quite literally makes tangible their insights and the fascination of science.

Koelbl is among Germany's most respected photo artists. Her work comprises long-term photographic projects, documentary films, and video installations. For her most well-known study, "Spuren der Macht" (Traces of Power), she photographed personalities from politics and business between 1991 and 1998.

The exhibition will be on display from October 5, 2020 until January 29, 2021 at the Berlin-Brandenburg Academy of Sciences and Humanities in Berlin.

A catalog entitled "Faszination Wissenschaft. 60 Begegnungen mit wegweisenden Forschern unserer Zeit" (Fascination of science. 60 encounters with pioneering researchers of our time) has been published by Knesebeck Verlag to coincide with the exhibition.

For further information on the Siemens Arts Program, visit:

www.siemens.com/siemensartsprogram

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