

Fine art photographer Thomas Struth puts Siemens factory center stage

- **Large-format photo of Siemens Schaltwerk in Martin-Gropius-Bau**
- **Lively project dialogue between Siemens and artist**
- **Corporate responsibility through support for cultural activities**

For the first time ever, a large-format photograph of the Siemens Schaltwerk is now on display at the Martin-Gropius-Bau exhibition hall in Berlin. The photographer, Thomas Struth, is represented in museums and distinguished collections worldwide and is one of the world's best-known artists. The "Schaltwerk 1" photograph, which was created at Siemens AG, shows the high-voltage test bay in the Parabelhalle ("Parabolic Hall") at Siemens Schaltwerk's switchgear production facility in Berlin. The photograph is part of Struth's "Nature & Politics" exhibition at the Martin-Gropius-Bau, where about 37 of his large-format photographs from the period between 2005 and 2016 are currently on display. Motifs include industrial manufacturing plants, hospital operating rooms, research laboratories and theme parks.

On the initiative of the Siemens Arts Program, a lively project dialogue took place between the artist and the company. In recent years, Struth's photographs have explored the highly complex devices, structures and constructs that shape today's industrial world but are not usually accessible to the general public.

"Siemens has a close natural connection to the realms of creativity and innovation. For this reason, we use the Siemens Arts Program to enter into a direct dialogue with artists. This also enables us to critically analyze topics of current and future importance," said Stephan Frucht, head of the Culture and Sponsoring Program at Siemens AG.

Siemens AG

Via the Siemens Arts Program, the company initiates not only outstanding projects with individual artists but also numerous cooperative activities with prominent museums, orchestras, opera houses and theaters. As part of its cultural sponsorship activities, Siemens also supports world-renowned cultural institutions such as the Martin-Gropius-Bau, where it is the main sponsor of the Thomas Struth exhibition. Situated in Berlin, the Martin-Gropius-Bau hosts international exhibitions on the visual arts and cultural history. The hall's multifaceted exhibition program inspires more than 500,000 visitors every year.

The Siemens Arts Program was established in 1987 as the Siemens Culture Program, with the aim of developing a company-specific cultural program for Siemens AG. Starting with internal cultural activities, the Siemens Arts Program advanced in the 1990s to become a versatile international sponsorship program for contemporary art and culture. Going beyond traditional sponsoring activities, the company-specific cultural institution also implements, on its own initiative, collaborative projects in its field.

One of the program's constant aims is to search out new cultural approaches and themes and integrate them into contemporary discourse at the crossroads of culture, business and science. The Siemens Arts Program focuses on the visual arts, music and cultural education.

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