



Finanzgruppe Deutscher Sparkassen- und Giroverband

Press Release

Sparkassen-Kulturfonds of DSGV once again main sponsor of German Pavilion

Essen, 24th October 2014

For the second time in succession, the Sparkassen-Kulturfonds of the German Savings Banks Association (DSGV) will be the main sponsor of the German Pavilion at next year's 56th International Art Exhibition – the Venice Biennale. The Sparkassen-Kulturfonds is to make a major contribution towards implementing the plans for the German contribution to the Biennale being drawn up by Florian Ebner, Head of the Photographic Collection at Folkwang Museum and Curator of the 2015 German Pavilion, together with the Berlin-based artists Hito Steyerl, Olaf Nicolai, Tobias Zielony and the Cairo-based artist couple Jasmina Metwaly and Philip Rizk.

“The German Pavilion at the Venice Biennale has always been an important venue for presenting contemporary art. Whereas in the past it has frequently examined the questions and myths related to German identity, next year's exhibition will focus on today's world of images and our global digital culture as they are reflected in works of art.

I am delighted that in this context the Sparkassen-Kulturfonds of the German Savings Banks Association (DSGV) will be the main sponsor of the German Pavilion, as in recent years it has supported many important projects in the field of photography,” commented Florian Ebner.

“The Venice Biennale, together with the documenta exhibition – which we have been supporting for many years as well – is one of the most influential platforms for the visual arts and makes an important contribution towards the current status of art in Germany and in the world as a whole. We are delighted to be able to support this international exchange, as we regard it as particularly important in

addition to the Savings Bank Finance Group's extensive cultural involvement at regional and national level. Art and culture help form people's identity and – especially at international level – contribute towards social cohesion," said Georg Fahrenschon, President of the German Savings Banks Association (DSGV).

Elke aus dem Moore, Head of the Visual Art Department of ifa (Institute for Foreign Cultural Relations) and responsible for the German Pavilion commented: "We are delighted that the Sparkassen-Kulturfonds of the German Savings Banks Association is the main sponsor of the German contribution for the second time, following its involvement in 2013. This generous support sends out an important signal for the promotion of contemporary art at one of the world's most significant art exhibitions. ifa is grateful to the DSGV for becoming involved once again and looks forward to working with them".

The Sparkassen-Kulturfonds of the DSGV was set up in 1999 with the aim of supporting top-flight cultural projects of national significance in the international arena, especially in the field of art photography.

Long-term cooperation, for example with the Staatliche Museen zu Berlin and the Staatliche Kunstsammlungen Dresden as well as sponsorship of the documenta exhibition in Kassel are examples of the Savings Bank Finance Group's extensive commitment to art and culture. Sponsorship to the tune of some 150 million euros every year makes it Germany's largest non-public promoter of the arts. If its sponsorship of projects in the social sphere, sports, the environment, education, and other areas is included, the Savings Bank Finance Group spends some 500 million euros annually as part of its commitment to corporate responsibility.

The German Savings Banks Association is the umbrella organisation for the Savings Bank Finance Group and encompasses 416 savings banks, seven Landesbank groups, DekaBank, nine regional building societies, eleven savings bank direct insurers and many more financial services companies.

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