



ARTE Generali announces the 6 DLAA finalists and opens public voting

- The 6 best digitization projects in the German art world are now up for public voting on ARTE Generali's website
- The 3 winners will be awarded at a hybrid, digital/ physical Prize Gala in cooperation with Art Cologne and Cologne Fine Art & Design on November 19
- Each winner will receive a €15,000 grant to implement its digital project

Munich, November 5, 2020 – The second phase of ARTE Generali's flagship initiative, "Digital Leaders in Art Awards", has started. Until November 19, the online platform for public voting will be available to everyone on artegenerali.com/de/dlaa.

Digital Leaders in Art Awards – DLAA is the initiative launched last September by ARTE Generali to support the German art ecosystem – and especially private galleries and their artists – to digitize and share the art experience. The project is in tune with ARTE Generali's purpose to foster the sharing of art and culture as values for society, even in times of crisis.

Upon the closing of the first submission phase, a jury of 5 high-caliber experts selected the best six entries prioritizing their innovation potential, creativity and feasibility. The six ideas, alongside their proposers, are now presented on ARTE Generali's website for public voting.

On **November 19, 2020, at 4 pm (CET)**, ARTE Generali will host a hybrid, digital/ physical Prize Gala where it will award the three best projects. Each winning project will receive a grant of €15,000. The ceremony will be organized in cooperation with Art Cologne and Cologne Fine Art & Design, Germany's leading art fairs, as part of their digital program of conferences replacing the physical events, postponed from November 2020 to April 2021 due to the pandemic.

The Gala will be streamed online on artcologne.de.

*"DLAA provides concrete help to smaller institutions and their artists, who in many cases are severely hit by the pandemic and struggle to find financial support," commented **Iris Handke, Head of Germany** at ARTE Generali. "Additionally, it promotes the integration of physical and digital art experience, which all art lovers recognize as the next frontier in art. As proof of the positive impact of DLAA, the entries we received are of excellent quality and ingenuity."*

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A concise synopsis of the 6 nominees¹

Gallery Rüdiger Schöttle proposes online viewing rooms of the gallery. The virtual experience does not only displays paintings, drawings and photographs. Visitors can also get a closer look at sculptures and video art, allowing a detailed impression of the artists' more organic works.

Galerie Max Goelitz presents the "Digital Expansion" virtual project. This breakthrough project allows visitors to enjoy the exhibition by means of Virtual Reality devices and experience artworks in their individual everyday living environment through Augmented Reality.

Galerie TWOART proposes a visit to the art space of sound machine artist Christof Schläger using Virtual Reality. His art space is a former machine hall where he has lived and worked for the past 30 years and it keeps his sound sculptures and installations.

Kunstverein München presents the „Pioneering female artists in the history of the Kunstverein München“ virtual exhibition. The project provides free access to the gallery's fully digitized archive room (photos, documents and visual media), with a particular focus on female artists.

Office Impart presents the "Come Closer!" virtual exhibition allowing social interaction. Not only can art lovers visit the collection online, but they are also able to visualize other visitors in real-time as dots in the exhibition's map, as well as start a conversation with them via their PC mic.

Galerie Jahn & Jahn introduces the „Gallery Cube“, where art galleries are invited periodically to present their selected artworks inside a digital cube. The cube offers extensive display areas where the artworks and background information on the artists can be displayed.

A prestigious jury

DLAA's jury is composed of **Horst Ellermann**, publisher of CIO-Magazin and founder of the CIO Foundation; **Andrew Goldstein**, Editor-in-Chief of Artnet News; **Kristian Jarmuschek**, Chairman of the board of the Federal Association of German Galleries and Art Dealers, art historian and owner of the Jarmuschek + Partner gallery in Berlin; **Franziska Nentwig**, Managing Director of the Cultural Circle of German Businesses; **Iris Handke**, Head of Germany at ARTE Generali.

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¹ In no particular order

About ARTE Generali

ARTE Generali aims to become a life-time partner to art collectors globally, offering unmatched innovative, personalized solutions and services. ARTE Generali insures art pieces, jewelry and other valuable belongings. ARTE Generali's offer is currently available to individuals in Germany and the United Arab Emirates and it will extend to France and Italy by the end of 2020.

ARTE Generali leverages the Generali Group's undisputed leadership in terms of technical insurance performance and its unique art and cultural heritage, developed since its foundation in 1831. Today, such heritage is displayed in Group's initiatives such as "Valore Cultura" in Italy, the "Radici del Presente" permanent exhibition in the company's offices in Rome and Generali Deutschland's support to some of the most successful art exhibitions in Germany. The numerous historical, iconic properties that constitute part of Generali's global real estate portfolio, such as the Procuratie Vecchie in Saint Mark's square in Venice, currently under renovation, form part of such heritage as well.

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