

Vienna, March 2011

Art prize for Eastern Europe in cooperation with MUMOK Vienna and KulturKontakt Austria

## **Entries Now Open for the 10th Henkel Art.Award.**

For the tenth time, Henkel Central Eastern Europe (Henkel CEE) has announced a call for entries to compete in the Henkel Art.Award. for the Region Central and Eastern Europe. The art award featuring a monetary prize of 7,000 euros is designed to arouse the interest and participation of fine artists from 23 countries in the region. The prize is granted in cooperation with KulturKontakt Austria and the Museum of Modern Art (Museum Moderner Kunst Stiftung Ludwig - MUMOK) in Vienna.

On the basis of the cooperation with the Museum Moderner Kunst Stiftung Ludwig (MUMOK), the Henkel Art.Award. 2011 not only offers the award winner an exhibition in his or her native country, but also an individual presentation at MUMOK in Vienna.

At the same time, talented young Austrian artists can also submit their entries to win the Youth Artist's Prize Austria with a monetary grant of 2,000 euros. Moreover, in cooperation with its longstanding partner KulturKontakt Austria, Henkel CEE is once again bestowing a third prize, namely a scholarship valued at 2,000 euros, for young Central and Eastern European artists. The prize winner is selected from among the participants of the Artists-in-Residence Program of KulturKontakt Austria.

"We attach special importance to promoting art. This is because art contributes both to cultural exchange as well as mutual understanding. With our Henkel Art.Award. we would like to contribute to the process of European integration", says Günter Thumser, President of Henkel CEE, explaining the underlying reasons for Henke's longstanding commitment to art sponsoring.

This year the Henkel Art.Award. 2011 will once more honor outstanding and innovative art works submitted by fine artists in the fields of painting, drawing, photography, video and installation. A prominent international jury will convene in the summer of 2011 to chose the five finalists to win the main prize as well as to decide upon the award winner. The winner will be announced at a gala award ceremony to be held in Vienna in November 2011, in the presence of all the nominees.

Henkel Central Eastern Europe based in Vienna has management responsibility for business operations in 32 countries in Central and Eastern Europe and Central Asia. Henkel is a top provider of detergents, cleansers and cosmetics, and is the market leader for hair cosmetics and adhesives as well as in the surface treatment segment. In 2010, Henkel Central Eastern Europe posted revenues of 2,880 million euros, employing a work force of about 9,500 people. Henkel products have been available in Austria for 120 years, and have been manufactured in Vienna since 1927.

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Cosmetics/Toiletries and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 48,000 people and reported sales of 15,092 million euros and adjusted operating profit of 1,862 million euros in fiscal 2010. Henkel's preferred shares are listed in the German stock index DAX and the company ranks among the Fortune Global 500.

Further information on <http://www.artaward.henkel-cee.com> or [www.facebook.com/HenkelArtAward](http://www.facebook.com/HenkelArtAward)

Contacts:	Sabine Schauer	Christina Hammertinger-Bischof
Phone	+43 (0)1 711 04-2253	+43 (0)1 711 04-2463
Fax	+43 (0)1 711 04-2650	+43 (0)1 711 04-2650
E-Mail	<a href="mailto:sabine.schauer@henkel.com">sabine.schauer@henkel.com</a>	<a href="mailto:christina.hammertinger@henkel.com">christina.hammertinger@henkel.com</a>
Web	<a href="http://www.henkel.at">http://www.henkel.at</a>	<a href="http://artaward.henkel.at">http://artaward.henkel.at</a>

Henkel Central Eastern Europe GmbH