

# 4.0

ENTREPRENEUR 4.0 AWARD 2014

PORTRAYING VISIONS

Press release, 17 October 2013

## Entrepreneur 4.0 Award – Portraying Visions

Photography competition initiated by WITTENSTEIN AG and IMMAGIS

Business versus art / art versus business. The **Entrepreneur 4.0 Award** – the photography award on shaping the future in the context of the 4th Industrial Revolution – centres around this dialogue.

Initiated by **Dr. Manfred Wittenstein**, one of Germany's most respected entrepreneurs, in cooperation with **IMMAGIS**, the Würzburg photo agency, the competition is designed to create awareness – both in industry and among the general public – of the growing social responsibility of business organizations at a time when sustainability is on everyone's lips.

Art prizes and the sponsorship of art and cultural projects are nowadays a must for almost any business enterprise. WITTENSTEIN AG, the mechatronics corporation which has already collected several awards as one of Germany's most innovative companies, goes a step further: this drive technology specialist not only lends encouragement to key artistic positions in the framework of a newly established award but in doing so has also launched a sustainable dialogue of essential importance between art and business.

The **Entrepreneur 4.0 Award** serves as a symbol of, and a platform for, the vital exchange between the heterogeneous worlds of business and art in a way unmatched by any other award of this kind. The works selected under the theme "Portraying Visions" use art as a means to highlight possibilities for, and shifting perspectives on, a future that has yet be designed while simultaneously providing us with motivation. The award aims to sharpen our senses for new opportunities and raise our awareness of changing economic, ecological and social criteria for action as well as new standards and values.

Thirty internationally renowned photo artists and twelve students at the Ostkreuz School of Photography in Berlin have been invited to open the debate. They were hand-picked by (photography) experts Dr. Matthias Harder, Curator of the Helmut Newton Foundation in Berlin, Katia Reich, Curator of Berlin's European Month of Photography, and Dr. Anja Osswald, cultural scientist and Creative Director at TRIAD Berlin, a leading communications agency. An interdisciplinary jury comprised of Oliviero Toscani, photographer and chairman, Manuela Kasper-Claridge, Head of DW-TV's Business Department, Maren Lübke-Tidow, Editor-in-Chief of Camera Austria International, Felix Hoffmann, Chief Curator of C/O Berlin and Professor Eckard Minx, Chairman of the Daimler and Benz Foundation, will announce the award winners from the pool of nominees. Prizes of 15,000 and 5000 euros will be presented in each of the two categories "Professional Photographers" and "Students of Photography". From **17 October 2013** interested members of the general public will also have an opportunity to vote online for

the submitted works and determine the winner of the audience prize.

**<https://www.facebook.com/entrepreneur4.0>**

The award ceremony for all competition winners will take place in **May 2014** during the official opening of the "**WITTENSTEIN Innovation Factory**" in Igersheim-Harthausen, not far from Würzburg in South-West Germany. The new building was designed by HENN Architekten, the eminent Munich architects, according to the latest standards of ecology and resource conservation. The "**WITTENSTEIN Innovation Factory**" will create optimal, forward-looking opportunities for innovative production processes in terms of resource efficiency, environmental awareness and work conditions – in the latter case by promoting networking across traditional department boundaries.

A book containing profiles of all artists participating in the competition with accompanying commentaries will be published to mark the Entrepreneur 4.0 Award.

### **Nominations in the "Professional Photographers" category**

Viktoria Binschtok, Bontchev & Burchardi, Jörg Brüggemann, Daniel & Geo Fuchs, Miklos Gaál, Oliver Godow, Claus Goedicke, Dionisio González, Adam Harvey, Jacqueline Hassink, Mishka Henner, Alessandro Imbriaco, Jay Mark Johnson, Gudrun Kemska, Martin Klimas, Steven Kohlstock, Anna Lehmann-Brauns, Niko Luoma, Gerhard Mantz, Simon Menner, Ralf Meyer, Michael Najjar, Rika Noguchi, Erwin Olaf, Tyyne Claudia Pollmann, Anna Katharina Rowedder, Björn Siebert, Raïssa Venables, Sascha Weidner, Maurice Weiss

### **Nominations in the "Students of Photography" category**

Jonas Feige, Bastian Gehbauer, Stefan Hähnel, Amelie Kahn-Ackermann, Christoph Kohlmann, Francesca La Franca, Joseph Wolfgang Ohlert, Mara Ploscaru, Anthea Schaap, Julia Runge, Saskia Schmitt, Irina Thiessen

### **The initiators**

WITTENSTEIN AG employs 1700 staff at its headquarters in Igersheim, South-West Germany, as well as at eight German and approximately sixty international subsidiaries. For more information on WITTENSTEIN AG, please visit the website: <http://www.wittenstein.de>

IMMAGIS is an agency for contemporary fine art photography. In addition to an online gallery, IMMAGIS has also a gallery in Würzburg since 2010. For more information, please visit the website: <http://www.immagis.de>

### **Industry 4.0**

The term "Industry 4.0" refers to the fusion of production and information technologies: factories, machinery, means of production and semi-finished products will in future be connected to one another spontaneously online, so that changes to a product's specification, for example, can be made absolutely precisely in real time.

**For more information, please contact:**

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