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In the bag: win part of Gottfried Helnwein's 2018 artistic wrapping of the Ringturm

Wiener Städtische Versicherungsverein has transformed the 2018 artistic covering by stand-out Austrian artist Gottfried Helnwein into 444 unique bags – ten of them are up for grabs on Facebook.

In the year that marked the centenary of the establishment of the First Austrian Republic, it was no coincidence that Wiener Städtische Versicherungsverein commissioned star Austrian artist Gottfried Helnwein to design the 2018 wrapping of its Ringturm headquarters. "I saw this", a composition specially designed for the event, covered the facade of the Ringturm throughout last summer, and caused a stir both in Austria and abroad. Coming in at 4,000m², the imposing, larger-than-life creation – a statement against war and terror displayed in the heart of the Austrian capital – is now available "to go": in the form of strictly limited-edition bags. 444 of them were handmade in the city by Viennese upcycling label gabarage. "We also want to minimise the environmental footprint of our arts and culture projects. This is why we are again producing bags made from the Ringturm wrapping, and at the same time laying down a marker for sustainability, social responsibility and environmental awareness," explained **Günter Geyer**, Chairman of the Managing Board of Wiener Städtische Versicherungsverein.

Ten Gottfried Helnwein Ringturm wrapping bags to be won online

The strictly limited-edition Gottfried Helnwein Ringturm wrapping bags are not available for sale. Wiener Städtische Versicherungsverein will select ten lucky winners of the highly coveted shopping bags on Facebook. The competition closes on 31 January 2019. For further details, visit <https://de-de.facebook.com/wienerstaedtische/>.

Limited-edition Ringturm wrapping bag

The 42 x 43 x 6cm shopping bags have two handles and feature original branding. Information on the imposing artwork "I saw this" is provided on the inside. A chic tag on a silver bead chain featuring the 2018 artistic covering of the Ringturm as seen from the opposite bank of the Danube Canal also forms part of the bag's unique design. The eye-catching bags were stitched by chronic addiction sufferers under specialist supervision. gabarage upcycling design specialises in reusing a wide variety of materials for its designs. The company employs chronic addicts, preparing them for entry or re-entry into the labour market. Further information is available at <https://www.gabarage.at/>.

Artistic covering of the Ringturm

The Ringturm in Vienna is the headquarters of Wiener Städtische Versicherungsverein, the Vienna Insurance Group (VIG) and Wiener Städtische Versicherung. An initiative of Wiener Städtische Versicherungsverein, VIG's main shareholder, the Ringturm has been regularly transformed into a monumental work of art since 2006. The wrapping of the historic office block is one of the largest and most spectacular works of urban art in Europe. Wiener Städtische Versicherungsverein is the initiator and champion of the project. Numerous Austrian artists including Arnulf Rainer, Robert Hammerstiel and Hubert Schmalix, as well as young artists from Eastern Europe, have been commissioned to design the wrapping in recent years.

Wiener Städtische Versicherungsverein is the main shareholder of the Vienna Insurance Group (VIG) and provides support for the Group's cultural and social activities, with a focus is on enhancing cross-border, intercultural exchange. The emphasis is also on creating an environment in which individual cultures can thrive. Partnerships and initiatives are geared towards supporting the activities of social organisations, especially in the Central and Eastern European countries in which the Vienna Insurance Group has a presence.

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