

5 July 2011

Ringturm wrapped in Xenia Hausner's "A sense of family"

Opening ceremony on 4 July 2011

On 4 July 2011, the Vienna Insurance Group celebrated the fourth wrapping of its headquarters in the presence of the artist Xenia Hausner. Many honorary guest accepted the invitation from the Group's CEO Günter Geyer, including the architect Hans Hollein, the artists Peter Weibel, Robert Hammerstiel, Valie Export and Nives Widauer, the film directors Michael Haneke, Jessica Hausner and Julian Pölsler, councillors Sonja Wehsely and Michael Ludwig, president of the state parliament Harry Kopietz, president of the Austrian National Bank Claus Raidl, PR consultant Wolfgang Rosam, member of the National Council Maria Rauch-Kallat, publishers Christian and Nikolaus Brandstätter, the collector Elisabeth Leopold and Peter Weinhäupl (Commercial Director of the Leopold Museum), HEUTE Managing Director Wolfgang Jansky, building entrepreneur Hanno Soravia, honorary consul Birgit Sarata, Peter Bogner (Director of the Vienna Künstlerhaus), Günther Oberhollenzer (Curator of the Essl Collection), Bernhard Böhler (Director of the Vienna Dommuseum), Inge Scholz-Strasser (Director of the Sigmund Freud Museum), restaurateur Ossi Schellmann, Wiener Städtische CEO Robert Lasshofer, board members Christine Dornaus and Erich Leisz, as well as the s Versicherung directors Erwin Hammerbacher and Heinz Schuster.

Transformation of the Ringturm into an 'Art Tower'

Xenia Hausner's work is entitled 'A Sense of Family' and is the fourth artwork used to transform the Ringturm into an 'Art Tower' in the heart of Vienna, following on from Christian Ludwig Attersee's "Don Giovanni", Robert Hammerstiel's 'Tower of Life' and Hubert Schmalix's 'Tower in blossom'. With this exhibit, the Vienna Insurance Group is continuing its long corporate tradition of supporting contemporary Austrian art and culture.

"Many citizens of Vienna and tourists will become acquainted with the 'Art Tower'. And I am very happy that we have been able to win Xenia Hausner to participate in this year's project. With her design, "A sense of family", she addresses current social topics that are also relevant to us as insurers", comments Günter Geyer, CEO of the Vienna Insurance Group, with enthusiasm.

A sense of family

"My picture deals exclusively with the values in our life that cannot be measured in terms of money – with love and family ties, with the solidarity of the generations – to put it succinctly, with a sense of family. These ideals are the essential pillars that hold a society together and make sense of our life", comments Xenia Hausner, describing the idea behind her work.

The picture, which has been created specifically for the Ringturm, shows a situation that at first glance looks like an idyllic family event, perhaps a Sunday outing. The parents look like figures from a Greek chorus warning of impending disaster, but the daughter is unimpressed by this and is in mischievous high spirits, whereas the dog has already adopted the right posture for the photograph. A friend of the family, the warning signal before one's eyes, documents the whole thing.

The artist Xenia Hausner originally underwent training to become a stage designer. In the 1990s she turned to painting and now focuses increasingly on multi-media technology. The renowned Shanghai Art Museum in China will devote a large exhibition to her work in autumn 2011.

Details regarding the 'Art Tower'

Duration of the installation: until mid-September 2011

Total surface area: approx. 4,000 square metres, consisting of 30 strips of printed netting, each approx. 3 metres wide and 63 or 36 metres long.

Printable images of the event can be downloaded free of charge from:

<http://www.apa-fotoservice.at/galerie/2031>

Printable images of the bedecked Ring Tower can be downloaded free of charge from:

<http://www.vig.com/en/corporate-responsibility/social-and-cultural-responsibility/wrapping-of-the-ringturm.html>

The Vienna Insurance Group (VIG), based in Vienna and listed on the stock market, is one of the leading insurance groups in the CEE region. In addition to its home market in Austria, the Vienna Insurance Group is represented by holdings in insurance companies in Albania, Belarus, Bulgaria, Croatia, the Czech Republic, Estonia, Georgia, Germany, Hungary, Latvia, Liechtenstein, Lithuania, Macedonia, Montenegro, Poland, Romania, Russia, Serbia, Slovakia, Turkey and Ukraine. The group also has Wiener Städtische Versicherung branch offices in Italy and Slovenia as well as a Donau Versicherung branch in Italy.

The Vienna Insurance Group (VIG) is active in the Austrian market via holdings in Wiener Städtische Versicherung, Donau Versicherung and Sparkassen Versicherung.

For enquiries, please contact:

VIENNA INSURANCE GROUP (VIG)

Alexander Jedlicka

Head of Public Relations

Schottenring 30, 1010 Vienna

Tel.: +43 (0)50 350-21029

Fax: +43 (0)50 350 99-21029

E-mail: alexander.jedlicka@vig.com