

10 June 2011

## Vienna Insurance Group transforms Ringturm into “Art Tower”

### Ringturm wrapped in Xenia Hausner’s “A sense of family”

The wrapping of the Ringturm – the Group headquarters of the Vienna Insurance Group – represents a new highlight in the artistic commitment of Austria’s largest insurance group. For a period of approximately ten weeks, Xenia Hausner will transform the Ringturm into a “Art Tower” with her work “A sense of family”. Work on the installation starts on 10 June, wrapping the building bit by bit with a motif that that will cover all four sides.

Xenia Hausner is the first female Austrian artist to be commissioned to wrap the tower, the task having previously been accomplished by Christian Ludwig Attersee with “Don Giovanni”, Robert Hammerstiel with “Tower of Life” and Hubert Schmalix with “Tower in blossom”.

*“By wrapping our group headquarters in this way for the fourth time, we are upholding our company’s long tradition of promoting contemporary Austrian art and culture. Also, it allows us to reach a wide audience. Many residents of Vienna as well as a large number of tourists will be able to engage with this “Art Tower”. I am especially pleased that we were able to win Xenia Hausner for the 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 Vienna Insurance Group, with enthusiasm.

#### A sense of family

The artist Xenia Hausner is a qualified stage designer. In the 1990s, she took up painting and is now also increasingly using cross-media techniques in her work. In autumn 2011, the renowned Shanghai Art Museum in China will devote a large solo exhibition to her work.

The motif, designed especially for the Ringturm, shows an external scene, which at first glance gives the impression of a family idyll; a Sunday outing perhaps. The parents resemble figures in a Greek chorus warning of impending doom, but the daughter is unfazed by this and appears mischievously good-humoured, whilst the dog is already posing for a photo. A friend of the family sees the warning signs and is documenting everything.

*“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.

#### Technical details regarding the “towering work of art”

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.

The listed Vienna Insurance Group (VIG) is one of the leading insurance groups in CEE headquartered in Vienna. Outside of its home base in Austria, Vienna Insurance Group is also active, through subsidiaries and insurance holdings, in Albania, Bulgaria, Germany, Estonia, Georgia, Croatia, Latvia, Liechtenstein, Lithuania, Macedonia, Montenegro, Poland, Romania, Russia, Serbia, Slovakia, the Czech Republic, Turkey, Hungary, Ukraine and Belarus. Moreover, Wiener Städtische Versicherung has branches in Italy and Slovenia; Donau Versicherung has a branch in Italy.

On the Austrian market, the Vienna Insurance Group (VIG) positions itself with Wiener Städtische Versicherung, Donau Versicherung and Sparkassen Versicherung.

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](mailto:alexander.jedlicka@vig.com)