



Sixth artistic wrapping of the Ringturm by Dorota Sadovská

“Ties” with the region of Central and Eastern Europe

The traditional wrapping of the Ringturm during the summer months highlights the clear and expressive commitment of **Wiener Städtische Versicherungsverein** – the **main shareholder** of **Vienna Insurance Group** – to its role as a facilitator of cross-border cultural dialogue. This year the young **Slovak artist Dorota Sadovská** was commissioned to create “**Ties**”, an art installation which will be used exclusively for covering the façade of the Ringturm. Dorota Sadovská is the second artist from a neighbouring country transforming the office building steeped in tradition into an “Art Tower”.

Inaugurated in 1955 as Austria’s first office building, the Ringturm is considered a landmark in Austrian architecture. Today the Ringturm is a venue for meetings and dialogue that embodies the extensive social, artistic and cultural commitment of Wiener Städtische Versicherungsverein.

“On a clear day you can see from the top floor of the Ringturm to our sister city Bratislava. I am highly pleased that this year an artist born in Bratislava transforms our Group headquarters into a work of art. The wonderful title “Ties“ expresses our heartfelt friendship with Slovakia and the entire region of Central and Eastern Europe. At the same time it reflects the values for which we stand as an insurer: togetherness, security and stability “, comments **Günter Geyer, General Manager of Wiener Städtische Versicherungsverein.**

The Artist

Dorota Sadovská was born in Bratislava in 1973, where she lives and works today. She is one of the most important protagonists of the contemporary art scene of her country. Dorota Sadovská studied painting at the Academy of Visual Arts in Bratislava as well as the École Nationale des Beaux Arts in Dijon in France. Besides painting, Sadovská uses media such as photography and video installations for her artistic work. The human body is the main focus of her artistic creations; rather than depicting it as a traditional nude figure she approaches it as a spiritual image. Dorota Sadovská’s artwork has been presented in numerous solo and group exhibitions, e.g. in Slovakia, the Czech Republic, in Austria, Italy, France and the USA.

The work “Ties”

“The theme of my project are reciprocal ties, the joy we find in moving together and meeting. A female troika symbolised how to manage material resources in an optimal way – taking, giving, returning – already in classical Greek art. The symbolism of ‘Ties’ is also reflected in the concept of insurance as mutual sharing“, stated Dorota Sadovská. *“The foreshortened figures stride from a fictitious inner space into the surroundings of the building. Painting may break open the walls of architecture, shift the strict limits between the inner and outer world“,* added the artist.

The Ringturm as an “Art Tower”

The Ringturm has been transformed regularly into an “Art Tower“ since 2006. Sadovská’s work “Ties“ will embellish the building during the next months. Renowned artists have been commissioned with wrapping the Ringturm in the past.

2006	Christian Ludwig Attersee	Don Giovanni
2007	Robert Hammerstiel	Tower of Life
2008	Hubert Schmalix	Tower in Blossom
2011	Xenia Hausner	A Sense of Family
2012	László Fehér	Society
2013	Dorota Sadovská	Ties

Technical details of the “Art Tower”

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

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. As the main shareholder, Wiener Städtische Versicherungsverein is also concerned with key strategic matters within the Group.

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