



27 June 2019

Future Dreaming at the Ringturm

The 2019 artistic wrapping of the Ringturm was officially opened yesterday afternoon at a ceremony attended by Austrian Foreign and Culture Minister Alexander Schallenberg and Bulgaria's Deputy Culture Minister Amelia Gesheva.

On the afternoon of Wednesday 26 June, Günter Geyer, Chairman of the Managing Board of Wiener Städtische Versicherungsverein, welcomed the invited guests to a special ceremony to mark the completion of this year's artistic covering of the Ringturm. Alexander **Schallenberg**, Austrian Federal Minister for Europe, Integration and Foreign Affairs, and for the EU, Arts, Culture and Media, and Amelia **Gesheva**, Deputy Culture Minister of the Republic of Bulgaria, were on hand to celebrate the transformation of the Ringturm into Future Dreaming, a work by Bulgarian artist Daniela **Kostova**.

Culture Minister **Schallenberg** highlighted the international cultural contribution made by the art installation in the heart of Vienna, which has become an established tradition over the years: *"For the 12th time, the artistic wrapping of the Ringturm has created a prominent symbol that reflects the broad spectrum of contemporary Austrian and international art. I'm especially pleased that a conscious decision is made time and again to give artists from Central and Eastern Europe a space in which to display their work on this striking landmark. The wrappings address topics that are significant for society and mirror current events, prompting us to reflect on them."*

Bulgaria's Deputy Culture Minister was delighted with the selection of the artist for this year's wrapping. "Just like the little child on the facade, who is discovering and exploring the world, we should also approach the challenges of our time with a sense of curiosity, and search tirelessly for new ways to build a better future – for us and our children," **Gesheva** emphasised.

"This year, we again deliberately chose an artist from an East European country. This turns the cultural spotlight on the regions in Eastern Europe where our Group operates, shifting the focus away from our daily business of policies and premiums. Daniela Kostova is a seamless addition to the impressive list of East European artists who have been commissioned for the artistic wrapping of the Ringturm," **Geyer**, Chairman of the Managing Board of Wiener Städtische Versicherungsverein, explained.

The Ringturm has been transformed into an eye-catching work of art by Vienna's Danube Canal for the twelfth time. The 4,000 square metre artwork – comprising a total of 30 printed netting sheets, each around 3m wide and up to 63m long – will adorn the facade of the Ringturm throughout the summer. Internationally acclaimed New York-based Bulgarian artist Daniela Kostova was chosen to provide this year's covering. Born in Sofia in 1974, her work encompasses a number of different disciplines and focuses on comparing and contrasting different cultural models, looking for the points where they overlap and the hybrid forms this gives rise to.

Future Dreaming by Daniela Kostova

Future Dreaming features a wide-eyed toddler dressed in a space suit. A white dove is landing on her helmet, its wings still spread. The bird, symbolising the dream of flight, features prominently in various emblems of space missions. The toddler's empirical world is shaped by new encounters: even before she can walk, she is dreaming of the big, wide world. Her toy, a mobile with flying celestial bodies, is depicted on the back side of the building. It indicates a change in perspective: gazing at the Earth from far away, at the fragility of our planet, the environment in which the children of the future will live.

“In my work I have repeatedly dealt with the question of what ‘safe play’ signifies in various cultural and social contexts. The site-specific display of my work adds another dimension to the subject. What interests me in this project is the wide angle through which we can take a look at the future of our children,” Kostova commented.

Architektur im Ringturm: Stefka Georgieva

In parallel with the artistic covering, the Architektur im Ringturm series will focus on one of the most important figures on the Bulgarian architecture scene: Stefka Georgieva. The exhibition encompasses the life’s work of this exceptional architectural protagonist, illustrated by the buildings she completed behind the Iron Curtain. The multiple-award-winning architect is regarded as Bulgaria’s best-known architect of the second half of the 20th century. The exhibition is open Monday to Friday, 9.00am to 6.00pm from 27 June to 27 September 2019 at the Ringturm Exhibition Centre (Schottenring 30, 1010 Vienna). Admission is free. Further information is available at www.airt.at.

Dedicated to supporting the arts in Austria and Europe

Wiener Städtische Versicherungsverein is committed to promoting cross-border cultural dialogue and backing social causes. Supporting a range of art projects in Austria and abroad as well as young artists is a leading priority for VIG’s main shareholder. The artistic covering of the Ringturm is a high-profile symbol of this philosophy. Several well-known Austrian artists have designed the Ringturm wrapping, including Gottfried Helnwein and Arnulf Rainer. Since 2012 artists from Eastern Europe have been invited to create the artistic covering.

Artistic wrapping of the Ringturm, 2006-2019

2019	Daniela Kostova	Future Dreaming	Bulgaria
2018	Gottfried Helnwein	I saw this	Austria
2017	Mihael Milunović	Vision	Serbia
2016	Ivan Exner	Unburdened	Czech Republic
2015	Tanja Deman	Summer Pleasures	Croatia
2014	Arnulf Rainer	Veil of Agnes	Austria
2013	Dorota Sadovská	Ties	Slovakia
2012	László Fehér	Society	Hungary
2011	Xenia Hausner	A Sense of Family	Austria
2008	Hubert Schmalix	Tower in Blossom	Austria
2007	Robert Hammerstiel	Tower of Life	Austria
2006	Christian Ludwig Attersee	Don Giovanni	Austria

Wiener Städtische Versicherungsverein is the main shareholder of the Vienna Insurance Group (VIG) and supports the Group’s cultural and social activities, with a focus on enhancing cross-border, intercultural exchange. There is also an emphasis 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 East European countries in which the Vienna Insurance Group has a presence.

Enquiries to:

Wiener Städtische Versicherungsverein
Press and PR
Schottenring 30, 1010 Vienna

Romy Schrammel
Tel: +43 (0)50 350 21224
Fax: +43 (0)50 350 99 21224
E-mail: presse@wst-versicherungsverein.at

A copy of this press release as well as press photos are available at www.wst-versicherungsverein.at/en

Reproduction rights:

© Wiener Städtische Versicherungsverein/Richard Tanzer