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## 2024 artistic wrapping of the Ringturm: “With the Best Ingredients” next to the Danube Canal

### Mayor of Vienna Michael Ludwig officially unveils 16th Ringturm covering

An initiative of Wiener Städtische Versicherungsverein, the artistic wrapping of the Ringturm has once again transformed the company’s HQ into Vienna’s largest art installation. The 4,000m<sup>2</sup> artwork by renowned Austrian painter Johanna Kandl, called With the Best Ingredients, will adorn the building until the end of November. Designed to mark Wiener Städtische Versicherungsverein’s 200th anniversary, the work reflects the values that have underpinned the success of Austria’s largest international insurance group since day one: courage, solidarity and togetherness. The giant canvas was officially unveiled on Tuesday 10 September in a ceremony attended by prominent society figures as well as guests from the worlds of politics and business. Mayor of Vienna Michael Ludwig officially unveiled the 2024 Ringturm wrapping.

*“Every year, the artistic covering of the Ringturm shines a new light on our city’s creative energy and cultural diversity. Johanna Kandl’s eye-catching work “With the Best Ingredients” continues this tradition, and at the same time sends a strong message in favour of social cohesion and cross-cultural dialogue. This enables Vienna – as a hotbed of art and culture – not only to show off its cosmopolitan side, but also to underline the importance of art and culture in public spaces,”* commented Mayor **Michael Ludwig**.

*“‘Courage’, ‘solidarity’ and ‘together’: for her artistic covering of the Ringturm, Johanna Kandl has immortalised these words – values which have been crucial and have formed the basis of the Group’s business model from its very beginnings – in 13 languages. This year’s wrapping is an expression of our close ties with Vienna, as well as the countries of Central, Eastern and Southeastern Europe, and marks the 200th anniversary of the company’s establishment, which falls on 24 December,”* **Robert Lasshofer**, Chair of the Wiener Städtische Versicherungsverein Managing Board, emphasised.

*“Expressed in various languages, my design features concepts that people can take heart from – just like the song Keine Angst [Don’t Worry] by Austropop legend Hansi Lang. These concepts are presented as wording on different containers, like those we find in the kitchen. SOLIDARITY adds flavour, as symbolised by the mustard tube, while EGYÜTT and ZAJEDNO aren’t actual products, but rather the Hungarian and Croatian words for TOGETHER. Do courage, solidarity and togetherness come neatly packaged as a product? But perhaps the most important element of this heartening image is that it raises the profile of many of the languages that can often be heard in Vienna, but are rarely seen in writing,”* **Johanna Kandl** explained.

Numerous well-known personalities from politics, business, and culture attended the celebration at the invitation of Robert Lasshofer, including **Doris Bures** (Second President of the Austrian National Council), **Markus Figl** (Head of District “Inner City Vienna”), Johanna **Schwanberg** (Director of Dom Museum Wien), Peter **Schöber** (ORF III Programme Director), Robert **F. Hammerstiel**, Günter **Geyer** (Chairman of the Supervisory Board of Wiener Städtische Versicherungsverein), Rudolf **Ertl** (Chairman of the Supervisory Board of Vienna Insurance Group) as well as the members of the Managing Board of Wiener Städtische Versicherungsverein Peter **Thirring** (Deputy CEO), Herbert **Allram**, Helene **Kanta**, and Georg **Riedl**.

Vienna Insurance Group CEO Hartwig **Löger** and VIG Managing Board member Liane **Hirner** as well as Christoph **Rath** (Deputy member of the Executive Board) attended the opening ceremony. Further guests included Wiener Städtische Versicherung CEO Ralph **Müller**, Deputy CEO Sonja

**Brandtmayer**, and Managing Board member Christine **Dornaus**. DONAU-Versicherung Managing Board members Edeltraud **Fichtenbauer**, Wolfgang **Petschko**, and Reinhard Gojer also took part in the event.

### **Unknown Familiars. The Collections of Vienna Insurance Group**

The 2024 artistic wrapping of the Ringturm is part of the celebrations marking Wiener Städtische Versicherungsverein's 200th jubilee. Art and culture are central to the anniversary commemorations – including a special exhibition titled Unknown Familiars, which officially opened at the Leopold Museum in early May. The exhibition showcases for the first time a selection of outstanding pieces from all six of the Group's art collections, which are housed in Austria, the Czech Republic, Serbia and Latvia. Comprising more than 200 works from a range of genres and periods, the multimedia show covers an entire floor at the museum. New contemporary artworks sit alongside modernist pieces from the interwar years, and 1970s avant-garde is juxtaposed with significant examples of modern Austrian art. The exhibition runs **until 6 October**. Visit [www.leopoldmuseum.org](http://www.leopoldmuseum.org) for more details.

### **Socially engaged and committed to supporting the arts in Austria and Europe**

Championing a variety of art projects and supporting young artists are key objectives for Wiener Städtische Versicherungsverein, alongside its wide-ranging commitment to social engagement. The artistic covering of the Ringturm is a high-profile symbol of this philosophy. Several respected Austrian artists have designed the Ringturm wrappings over the years, including Johanna Kandl, Gottfried Helnwein, Arnulf Rainer, Christian Ludwig Attersee and Xenia Hausner, and since 2012 artists from Eastern Europe have also been invited to create the covering.

### **Artistic wrapping of the Ringturm, 2006-2024**

<b>2024</b>	<b>Johanna Kandl</b>	<b>With the Best Ingredients</b>	<b>Austria</b>
2023	Gottfried Helnwein	My Sister	Austria
2023	Vanja Bućan	“THE WANDERING ICEBERGS”	Slovenia
2022	Dóra Maurer	With each other	Hungary
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 Vienna Insurance Group AG Wiener Versicherung Gruppe (VIG), the holding company for the Group's international insurance operations. Wiener Städtische Versicherungsverein supports the Group's cultural and social activities, with an emphasis on cross-border exchange with the Central and Eastern European countries in which VIG has a presence. Its partnerships and initiatives are geared specifically towards supporting the activities of social organisations which provide space and scope for personal and cultural development.

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