



LIFE IS FOR SHARING.

## Telekom CR-facts

### **'Corporate Citizenship' that's also the Art Collection Telekom. Deutsche Telekom takes the responsibility for culturally diverse and open civil societies in Europe seriously.**

The redesigned website of the Art Collection Telekom was launched in late spring. The site offers an overview of all works in the collection, which has a focus on East and Southeast Europe and fosters the dialogue between East and West.

With the large exhibition 'Keeping the Balance', the Ludwig Museum in Budapest reopened its doors under strict health rules after the lockdown at the beginning of September. The project was closely accompanied and supported by our subsidiary company 'Magyar Telekom'. Title and concept for the exhibition had already been determined in autumn 2019 and received additional meaning with the pandemic. In order to make it accessible to a broader public, the digital presence of the exhibition has been strengthened. Artists produced short video clips that were shared on Instagram and the collection's website. The exhibition is also available online as a 3D tour.

The ArtScience Residency was launched in cooperation with Ars Electronica in Linz. It enables an artist to participate in a residency in a renowned institute and at Ars Electronica to incorporate in their work the latest developments in research, technology or science. In autumn 2021, the result will be presented at the next Ars Electronica Festival.

Fachbereich:

Brand Experience/ Corporate Art

Unternehmen:

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