



ARTE Generali presents the 2020 Digital Leaders in Art

- Galerie max goelitz, Schläger VR – Galerie TWOART and Office Impart received the 2020 “Digital Leaders in Art Awards”
- The winners were announced today at a virtual Gala with ART COLOGNE

Munich, November 19, 2020 – The 2020 DLAA initiative ended today with a virtual Prize Gala organized by ARTE Generali in cooperation with ART COLOGNE. As a result of the online public voting, three German galleries were proclaimed winners and will receive a €15,000 grant each for the implementation of their innovative projects aimed at digitizing the art experience.

Jean Gazançon, CEO of ARTE Generali commented: *“I congratulate heartily this year’s Digital Leaders in Art! We conceived DLAA with the aims of supporting small galleries in their journey towards digitization and fulfilling ARTE Generali’s purpose to foster the sharing of art as a value for society. The pandemic made our aims even more urgent and I am extremely pleased with the concrete help we could provide through the first edition of our initiative. The quality and creativity of the entries and the success of the public voting phase are proof of the importance of DLAA. ARTE Generali is already working to expand it to other markets, in addition to Germany, starting from the 2021 edition.”*

“DLAA has been introduced to the German art market at the right point in time,” commented **Daniel Hug, Director of ART COLOGNE and COLOGNE FINE ART & DESIGN**. *“The Covid-19 pandemic puts much pressure on galleries and art institutions, especially smaller ones. The initiative by ARTE Generali enables them to set up new digital features for their future business. As the Director of Germany’s leading art fair, I would like to thank ARTE Generali for supporting the sensitive art market through this forward-looking initiative.”*

The 2020 DLAA winners

Galerie max goelitz (www.maxgoelitz.com) presents the “Digital Expansion” virtual project. This breakthrough project allows visitors to enjoy the exhibition by means of Virtual Reality devices and experience artworks in their individual everyday living environment through Augmented Reality.

Schläger VR – Galerie TWOART proposes a visit to the art space of sound machine artist Christof Schläger (<https://christofschlaeger.de/>) using Virtual Reality. His art space is a former

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machine hall where he has lived and worked for the past 30 years and it keeps his sound sculptures and installations.

Office Impart (www.officeimpart.com) presents the virtual exhibition "Come Closer!", which creates through the possibility of social interaction a new experience of the digital space. Not only can art lovers visit the exhibition online, but they are also visualized as visitors in real time and can thus meet on the platform and talk to each other via their PC microphone.

Note to reporters

ARTE Generali has launched a regular newsletter that zooms in on art insurance. The newsletter will include original articles on the worldwide art market, exclusive video-interviews with personalities of the art world, videos on art insurance and updates on ARTE Generali. If you are interested in receiving the ARTE Generali newsletter, please write to: arte@generali.com.



About the Digital Leaders in Art Awards

The Digital Leaders in Art Awards is ARTE Generali's initiative to recognize innovative projects that use digital tools to foster the sharing of art and creativity in the society. The first edition ran from September 2 to November 19, 2020. The Awards were intended for institutions based in Germany and the artists represented by these institutions. Galleries, private museums and cultural foundations employing up to 10 professionals were eligible to participate. ARTE Generali has set up 3 grants of €15,000 each for the technical and functional implementation of the winning digital projects. The grants are either in-kind or delivered as compensation for the work performed by the winners' implementation partners.

About ARTE Generali

ARTE Generali aims to become a life-time partner to art collectors globally, offering unmatched innovative, personalized solutions and services. ARTE Generali insures art pieces, jewelry and other valuable belongings. ARTE Generali's offer is currently available to individuals in Germany, France and the United Arab Emirates and it will extend to Italy by the end of 2020.

ARTE Generali leverages the Generali Group's undisputed leadership in terms of technical insurance performance and its unique art and cultural heritage, developed since its foundation in 1831. Today, such heritage is displayed in Group's initiatives such as "Valore Cultura" in Italy, the "Radici del Presente" permanent exhibition in the company's offices in Rome and Generali Deutschland's support to some of the most successful art exhibitions in Germany. The numerous historical, iconic properties that constitute part of Generali's global real estate portfolio, such as the Procuratie Vecchie in Saint Mark's square in Venice, currently under renovation, form part of such heritage as well.

About Art Cologne

Originally founded in 1967 by the gallery owners Hein Stünke and Rudolf Zwirner as the 'Kunstmarkt Köln '67', ART COLOGNE is today one of the most important international addresses for exceptional and high quality art of the 20th and 21st centuries. Leading international galleries from countries around the world come together annually and present a broad offering of modern and contemporary works in all price segments and movements by more than 2,000 artists.

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