

NEW RELEASE

## *Insights – Wienerberger Contemporary* Photography Collection

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Texts by Valerie Loudon, Heimo Scheuch and Moritz Stipsicz

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**First publication of a collection of internationally well-known photographers**

*Insights – The Wienerberger Contemporary Photography Collection* is a unique art project initiated in 2012 by the Vienna-based Wienerberger AG, a global provider of building materials and infrastructure solutions. Each year, exceptional young European photographers are commissioned to make creative statements about the Wienerberger Group and its work environment. Unlike conventional corporate collections, which are generally comprised of acquisitions, the focus here is on the processes behind the creation of new works, as well as the artists' perspectives on industrial activity and its effects on society. Since its inception, far more than one hundred works by thirteen artists have been created in twenty countries.

[www.wienerberger.com](http://www.wienerberger.com)

Contributing photographers:

Hubert Blanz (D), Charles Fréger (F), Miklos Gaál (Fin), Martin Kollar (Svk), Markus Krottendorfer (A), Gábor Arion Kudász (Hu), Claudia Larcher (A), Janne Lehtinen (Fin), Ana Opalic´ (Hr), Andrew Phelps (US), Peter Puklus (Hu), Friederike von Rauch (D), Gregor Sailer (A)

*»What is unique about our art collection is that, instead of buying existing art, we commission new projects. That keeps the focus on the promotion and support of young artists and the creation of new works. This approach also reflects the Wienerberger structure of values, which is based on competence, passion, entrepreneurial spirit, and responsibility.«*

– from the text by Heimo Scheuch

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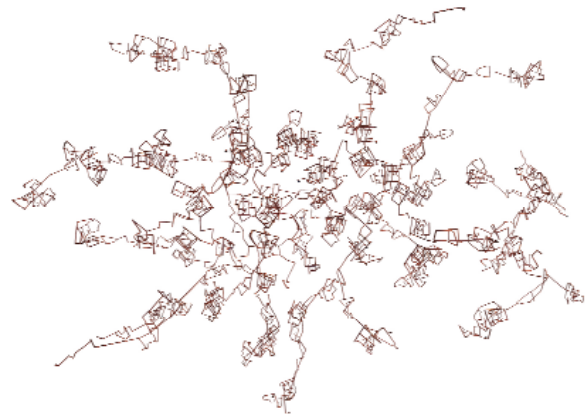
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