

## VOTE FOR THE BEST PROJECT



Detail of 'Culture of Colors' exhibition in the AkzoNobel Essential Art Space. Photo by Erik and Petra Hesmerg.

## AkzoNobel (The Netherlands)

Art is a stimulus and an inspiration, and is congruent with AkzoNobel's brand promise: "touching people's everyday lives". The AkzoNobel Art Foundation aims to create a stimulating work environment with its art collection, one in which art and business are in dialogue with each other: two communicating realms. The Art Collection is intended to serve as a source for innovation and creative reflection, and as an expression of AkzoNobel's corporate social, cultural and social responsibility. The first exhibition 'Culture of Colors' celebrates AkzoNobel's new Essential Art Space in its head office and its first 20 years of collecting art: a celebratory exhibition, light in tone but far from ephemeral. 'Culture of Colors' poses subtle question marks; it does not condemn but rather abrades. Contemporary artists such as Jan Andriessse, herman de vries, Bernard Frize and Axel Hütte go before us in their personal quest for the essential, the universal and the real. The Essential Art Space is neither a traditional exhibition space nor a museum; it's a dynamic and flexible space to encounter art. It is a place that inspires and encourages contemplation, research and innovation. Dynamic and changing, this is as it were a satellite of AkzoNobel - in constant motion.