

# Reaching for the stars for a good cause

## **Auction of “heavenly” works of art raises 207,000 euro for Stiftung Deutsche Schlaganfall-Hilfe**

**A star symbolises special achievements and is also a beacon of hope and a protector. As part of a unique initiative, eight renowned artists - including Heinz Mack, Fabrizio Plessi and Günther Uecker - created eight works of art in the form of a star. These were presented and auctioned off for a total of €207,000 in March 2014. SIEGER, the premium brand from sieger design, was one of the partners who supported this charity event, which was an initiative by Bertelsmann.**

A unique roster of renowned and internationally esteemed artists took part in the project. In alphabetical order, they were: Horst Antes, Stephan Balkenhol, Christopher Lempfuhl, Heinz Mack, Otto Piene, Fabrizio Plessi, Peter Schubert and Günther Uecker. They all freely and individually interpreted the same basic object - an eight-pointed wooden star (W x H x D = 95 x 95 x 25 cm). Various glazed with oil, moulded or colourfully painted, each work represents hope and assurance in line with the meaning of charity.

Liz Mohn, President of the Stiftung Deutsche Schlaganfall-Hilfe (German Stroke Foundation), and Christian Sieger, Managing Director of SIEGER, greeted the numerous art fans. “Stars have a special significance to us - after all, our brand logo is a star. This amazing project combines the positive symbolism of stars with the good cause of the German Stroke Foundation,” explains Christian, who along with his brother Michael was extremely keen on the idea of a collaborative initiative. Thus, they made it possible to get a good friend, Fabrizio Plessi, on board for the project.

As gleaming celestial bodies, stars have always fascinated humanity and guided us through many journeys and along many paths, and now these works of art are guiding their new owners too - not (just) as a financial investment, but as a significant contribution towards a good cause. Each of the eight stars went to the highest bidder. All of the €207,000 raised goes to the German Stroke Foundation.

The auction took place at the representative office of the international media company Bertelsmann at Unter den Linden 1 in Berlin. As well as Bertelsmann and SIEGER, partners included the VIVENO Group and Villa Grisebach, who conducted the auction.

### **About the German Stroke Foundation**

Since being founded by Liz Mohn in 1993, the German Stroke Foundation has worked to prevent strokes and ameliorate the consequences of the condition, which are often very serious. The Foundation promotes prevention and provides information and advice to stroke victims and their families. Over 250 stroke units throughout Germany have been certified by the Foundation and the Deutsche Schlaganfall-Gesellschaft (German Stroke Society). Under the umbrella of the German Stroke Foundation, over 470 stroke self-help groups have been founded to date. The Foundation's work is currently supported by over 190 regional representatives and 28 regional partner offices throughout Germany.



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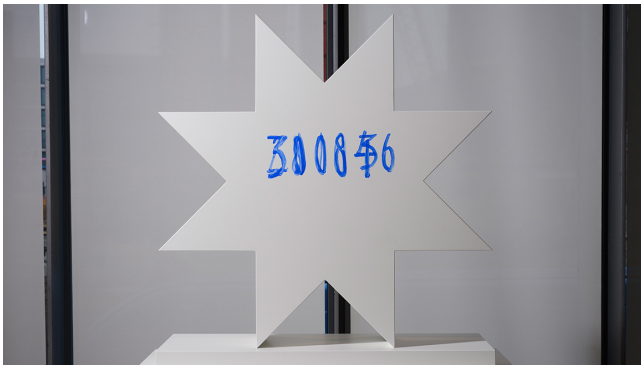
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