

Promoting creativity: An investment in the future



The Beisheim Foundations

The Beisheim Foundations are WHU's largest institutional supporters. WHU, which since 1993 – following an endowment of DM 50 million – has also borne the name of Otto Beisheim. In addition, Dr. Toni Calabretti and Dr. Fredy Raas, two members of the board of directors/ foundation council of the Beisheim Foundations, are involved in the governing bodies of WHU. Dr. Toni Calabretti as Chairman of the WHU Foundation and Dr. Fredy Raas as a member of the Board of the WHU Foundation.

In addition to the substantial, long-term support of WHU, the Beisheim Foundations develop their own programs and support innovative projects for younger and older people, which we regularly present on this double-page.

In the coming years, the Beisheim Foundations intend to intensify their cooperation with WHU – and the WHU alumni. Through this exchange the foundations want to create visibility for topics that are also important to WHU alumni. In addition, they want to offer concrete opportunities for alumni to engage with the foundations and its projects.



Promoting creative exploration and experience is an important focus of the Beisheim Foundations. That's why they support projects that give young people access to art and cultural opportunities – thereby strengthening their creativity and personality development.

Cultural education, for example, strengthens independence, emotional intelligence, and skills for developing and implementing new ideas and concepts. Because it is never too early to encourage creativity, the Beisheim Foundations and their partners work to implement projects that help children and young people develop their potential – for instance, through music or art programs.

One project in **Switzerland** supported by the Beisheim Foundation is a group of art and design schools called **“Bildschulen”**. The schools provide children and young people with an extracurricular education in the creative field, offering an ideal framework for promoting new experiences. During at least one semester, the children participate in a creative process, learn various technical and craft skills, and acquire a broad knowledge of visual language. The teachers are trained artists, craftspeople or designers with pedagogical training or experience. After each semester, the students present their work to the public and exchange ideas with other participants at so called “Work Shows”. This opportunity gives students the chance to communicate about their experiences and proudly exemplify their accomplishments. What began with individual art schools at various locations will soon be established as a nationwide, qualitatively sound extracurricular offer for basic artistic training. To this end, the **Konferenz Bildschulen Schweiz (KBS)** was founded in 2015 as an umbrella organization, whose establishment and further development is substantially supported by the Beisheim Foundation Switzerland both financially and with know-how. The KBS brings together the existing schools under one roof and promotes the establishment of new art and design schools. It also defines quality standards and criteria, and encourages networking with educational and cultural institutions. The goal is to institutionalize art and design schools as a public service, as is the case with music schools, for example. There are currently 14 schools in Switzerland and Liechtenstein, which, together with the umbrella organization, are striving to make creativity accessible to all children.

In **Munich**, the **Sarré Music Academy** is a project supported by the Beisheim Foundation Germany. Here, talented youth, regardless of their social background, receive extracurricular instruction in singing, acting and dancing. Under

professional guidance, young people can develop their artistic skills and present them in public performances. In addition, the participants learn about professions such as sound and stage technology or cultural management. Another project supported by the Beisheim Foundation Germany is the **Music for Students program** run by the International Foundation for the Promotion of Culture and Civilization. This program works with secondary schools as a supplement to regular music lessons. The project year begins with three interactive concerts by professional musicians. Afterwards, interested students can try out various instruments in a trial phase and register for corresponding instrumental or choir lessons, which take place weekly free of charge. Music for Students is offered at 20 secondary schools in five German states, one of which was established in Bavaria through several years of funding from the Beisheim Foundation Germany.

The **Munich-based association little ART** has initiated a special art project: Under the motto “What color is the future?” they offer inclusive and intergenerational workshops, in which children and young people, seniors and people with disabilities creatively deal with questions about the future in ever-changing groups. In this way, two- and three-dimensional works of art, texts and audiovisual recordings are created, and in the end, they are combined into a joint work of art that is publicly exhibited.

These activities promote both the creative and musical skills of children and young people as well as values such as self-esteem, courage, responsibility, and reliability – and thus support the development of a strong, reflective personality.

Mariana Noteboom & Louisa-Dominique Riedel

If you would like to learn more about the Beisheim Foundations or actively support projects, please visit www.beisheim-stiftung.com. The project managers of the Beisheim Foundations are happy to provide direct information on the projects presented here:

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