



## “Linking Tales” on the Ringturm in Vienna

**This year at the Ringturm, the focus is on Poland: Krakow-based artist Marcin Maciejowski is providing the artistic covering for the building with “Linking Tales”, while the ground floor is hosting a free exhibition titled “Modernism in Krakow”.**

Work to install the 17th artistic covering on the facade of the Ringturm – the headquarters of Austria's largest international insurance group – will begin in the next few days. Created by Polish artist Marcin Maciejowski, the work “Linking Tales” will adorn the building over the summer. Totalling 4,000m<sup>2</sup> in size, the covering is made up of 30 printed netting sheets, each around 3m wide and up to 63m long. *“This year, we’re dedicating our flagship cultural project to Poland. In parallel, the Ringturm Exhibition Centre is hosting the show ‘Modernism in Krakow’. Both serve as an expression of our close ties with our customers and employees in Poland, and as a symbol of our appreciation and respect for them. Our goal is to carry on writing the ‘Linking Tales’ that connect us, not just in a commercial sense, but in terms of our cultural ties, too,”* explains **Robert Lasshofer**, Chair of the Managing Board of Wiener Städtische Versicherungsverein, the main shareholder of the Vienna Insurance Group (VIG). The Group entered the Polish market in 1998, and it is now one of VIG’s major core markets. With a presence in both the life and non-life segments, VIG is represented in Poland through Compensa, Vienna Life, InterRisk, digital insurance broker Beesafe, and pension fund Vienna PTE.

### The artwork

Specially created for the Ringturm by Krakow-based artist Marcin Maciejowski, “Linking Tales” gives the tower the feel of an oversized library. The atmosphere is intimate and cosy, making it clear that the scene depicts a person’s home. The side of the Ringturm facing the Danube Canal shows a set of bookshelves, while the rear of the building features the German message “Dieses Buch wird nicht nur zu meiner Geschichte werden, sondern auch zu Deiner” [“This book won’t just become my story, but yours, too”] with the Polish translation above. By doing so, Maciejowski’s seeks to describe the moment when an idea is transferred from one person to another. The man standing at the bookshelves, who is reaching up to pick out a particular book from one of the top shelves, wants to share it with someone. *“Books contain the authors’ experiences, but they also foster people’s understanding of one another, they build bridges and bring cultures together. Books are a window on the world, and ‘Linking Tales’ on the Ringturm will become a crossover point between the spiritual inner world and public life,”* says **Marcin Maciejowski** of his work.

### The artist

Born in 1974, Marcin Maciejowski studied architecture in Krakow, before graduating in graphic art at the city’s Academy of Fine Arts. Together with Rafał Bujnowski and Wilhelm Sasnal, he formed the artist group Ładnie – a defining phenomenon on the Polish art scene in the early 2000s. The collective was a source of new impetus, perspectives and visual languages. To this day, Maciejowski works with a variety of different visual media – from painting, drawing and posters to comics and art in public spaces. His oeuvre is a blend of everyday observations, pop culture and art history, in particular the paintings of the Old Masters. In terms of style, Maciejowski combines bold simplification with artistic precision. His works have been displayed in museums and collections around the world, and in 2010 he was the subject of a solo exhibition at the National Museum in Krakow. A book about the artist was published in 2025 in cooperation with the Wawel Royal Castle.

## Until 20 June: Krakow's architecture at the Ringturm

"Modernism in Krakow" runs until 20 June at the Ringturm Exhibition Centre (Schottenring 30, 1010 Vienna). Opening times are 9am to 6pm, Monday to Friday. **Admission is free.** Part of Wiener Städtische Versicherungsverein's popular Architektur im Ringturm series, the exhibition focuses on modernist architecture in Krakow. Using texts, photos and plans, the show turns the spotlight on two defining eras: the historic modernist period (1919-1939) and the pluralist modernist age from 1989 onwards. Visit [www.airt.at/en](http://www.airt.at/en) for details.

## Socially engaged and committed to supporting the arts in Austria and Europe

Besides its wide-ranging support for social initiatives, Wiener Städtische Versicherungsverein is committed to promoting cross-border cultural exchange. Championing a range of art projects and supporting young artists are key objectives for VIG's main shareholder. The artistic covering of the Ringturm – the company's flagship cultural project – serves as a high-profile symbol of this philosophy. Several respected Austrian artists have designed the coverings over the years, including Gottfried Helnwein, Arnulf Rainer, Christian Ludwig Attersee and Xenia Hausner. Since 2012, artists from Eastern Europe have also been invited to create the wrapping. Marcin Maciejowski is the ninth artist from the CEE region to be commissioned for the artistic covering of the Ringturm.

## Artistic wrapping of the Ringturm, 2006-2025

| 2025 | Marcin Maciejowski        | Linking Tales             | Poland         |
|------|---------------------------|---------------------------|----------------|
| 2024 | Johanna Kandl             | With the Best Ingredients | Austria        |
| 2023 | Gottfried Helnwein        | My Sister                 | Austria        |
| 2023 | Vanja Bućan               | Wandering icebergs        | Slovenia       |
| 2022 | Dóra Maurer               | With each other           | Hungary        |
| 2019 | Daniela Kostova           | Future Dreaming           | Bulgaria       |
| 2018 | Gottfried Helnwein        | I saw this                | Austria        |
| 2017 | Mihael Milunović          | Vision                    | Serbia         |
| 2016 | Ivan Exner                | Unburdened                | Czech Republic |
| 2015 | Tanja Deman               | Summer Pleasures          | Croatia        |
| 2014 | Arnulf Rainer             | Veil of Agnes             | Austria        |
| 2013 | Dorota Sadovská           | Ties                      | Slovakia       |
| 2012 | László Fehér              | Society                   | Hungary        |
| 2011 | Xenia Hausner             | A Sense of Family         | Austria        |
| 2008 | Hubert Schmalix           | Tower in Blossom          | Austria        |
| 2007 | Robert Hammerstiel        | Tower of Life             | Austria        |
| 2006 | Christian Ludwig Attersee | Don Giovanni              | Austria        |

Wiener Städtische Versicherungsverein is the main shareholder of Vienna Insurance Group AG Wiener Versicherung Gruppe (VIG), the holding company for the Group's international insurance operations. Wiener Städtische Versicherungsverein supports the Group's cultural and social activities, with an emphasis on cross-border exchange with the Central and Eastern European countries in which VIG has a presence. Its partnerships and initiatives are geared specifically towards supporting the activities of social organisations which provide space and scope for personal and cultural development.

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