

## PHILIP MORRIS ART AWARDS

1976

Forbes/BCA Business in the Arts Award for major support to the Kennedy Center enabling the first American appearance of La Scala Opera Company, co-sponsorship of "Remember the Ladies" exhibition, and a series of art advertisements designed to encourage other corporations to support the arts

1974

Esquire/BCA Business in the Arts Award for sponsorship of "Frontier America: The Far West" exhibition organized by Museum of Fine Arts in Boston

1973

Arts & Business Council Encore Arts Award for the exhibition "Masterworks from the Museum of the American Indian" organized by the Metropolitan Museum of Art, as well as over-all contributions to the arts

1972

New York Board of Trade Award for sponsorship of "Two Hundred Years of North American Indian Art" exhibition organized by Whitney Museum of American Art

1971

Esquire/BCA Business in the Arts Award for sponsorship of "Two Hundred Years of North American Indian Art" exhibition organized by Whitney Museum of American Art

Arts & Business Council Encore Arts Award for the exhibition "Two Hundred Years of North American Indian Art" organized by Whitney Museum of American Art, as well as over-all contributions to the arts

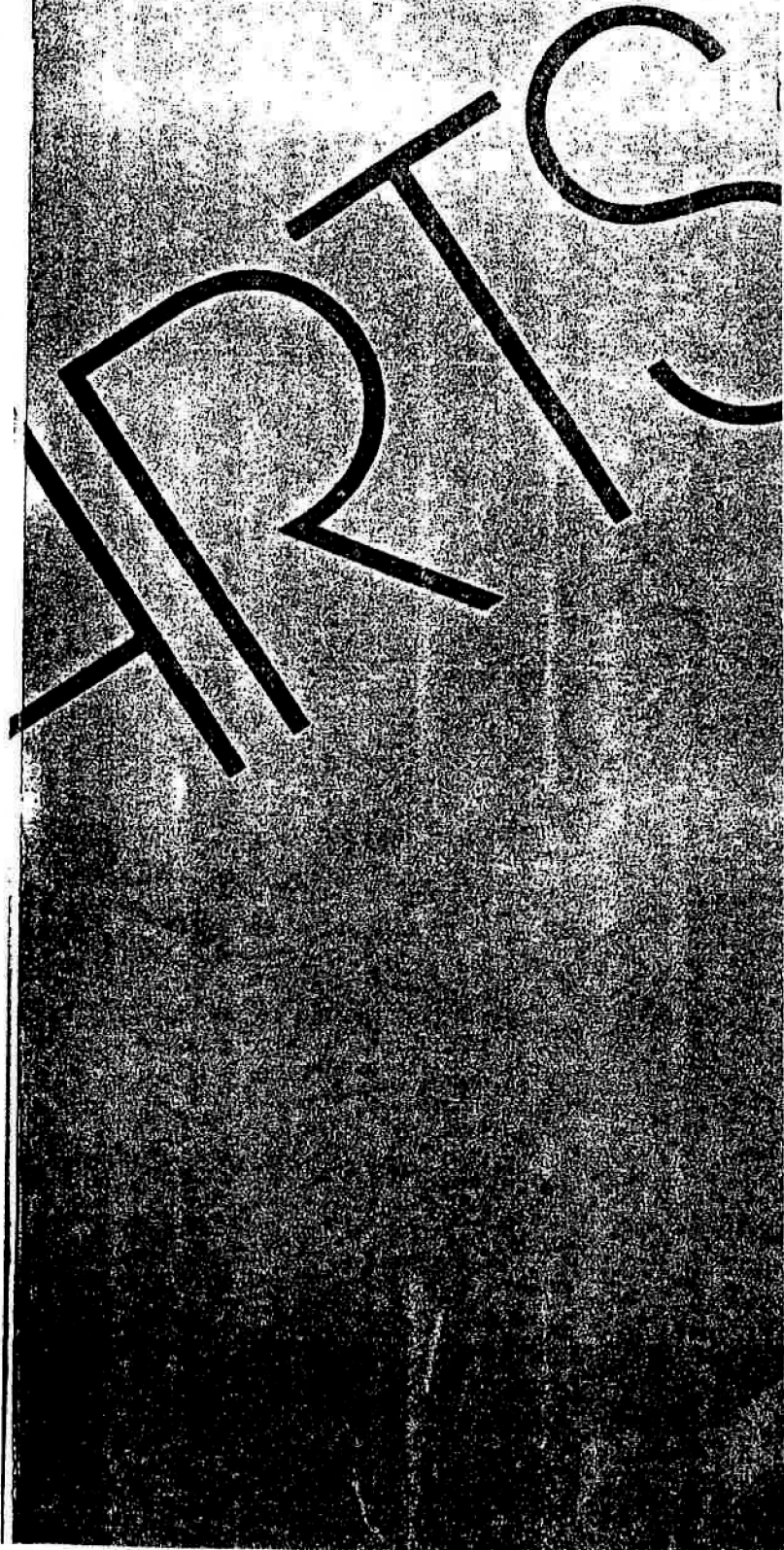
1970

Arts & Business Council Encore Arts Award for sponsorship of "Contemporary Black Artists" exhibition organized by Milwaukee Art Center, and its national 12-city tour

1966

Esquire/BCA Business in the Arts Award for sponsorship of "Pop & Op" exhibition organized by the American Federation of Arts

PHILIP  
MORRIS  
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## PHILIP MORRIS AND THE ARTS

Philip Morris Inc. and its operating companies and affiliates around the world have contributed to more than 500 cultural organizations, programs and activities since 1958. Our commitment to change and innovation in our business affairs originally led us to support art as a great inspirational catalyst for all society, including its business sector.

1984 was another active year of art support for Philip Morris, including sponsorship of the landmark exhibition, "Primitivism in 20th Century Art." Joining were other important exhibits such as "The Precious Legacy," "Painting in the South," Willem de Kooning's retrospective, and "Six and Western States Exhibition." In the performing arts, we celebrated the Alvin Ailey Dance Theater's 25th anniversary tour of the country, as well as their European performances in the Fall. And for the third consecutive year, The Joffrey Ballet toured with Philip Morris support.

In 1983, our 25th year, we realized some milestones in our partnership with the arts. THE VATICAN COLLECTIONS: THE PAPACY AND ART with its three-city tour, was sponsored by a \$3 million gift to the Metropolitan Museum of Art in New York, the largest corporate grant in support of the arts ever given. Also in 1983, the Whitney Museum of American Art opened a midtown branch right on the ground floor of Philip Morris's new World Headquarters in New York City, directly across the street from Grand Central Terminal.

Philip Morris sponsored its first arts event in 1958, and in 1965, its first museum exhibition, POP & OP, featuring works by leading contemporary artists. We were hailed for our daring in sponsoring this original and controversial "avant-garde" art. Soon, other exhibitions followed, with the total number now over 100.

Since 1967, several hundred art works have been collected for display in Philip Morris facilities in the U.S. and around the world. Most pieces are the output of local artists, sculptors and craft experts. This artwork creates a stimulating and congenial working atmosphere, but also establishes a sense of well-being and encourages employee creativity.

Since 1966, Philip Morris has won 30 awards from arts and business organizations for its sponsorship of arts projects. Philip Morris has sponsored art projects in countries throughout the world, including Africa, Europe, Latin America and the Middle East. As well as being a ten-time winner of the BCA/ Business in the Arts Award, Philip Morris was honored by the President's Committee on the Arts and Humanities "for its civic leadership" in corporate art support in 1983.

An advertising campaign was developed to draw attention to the museum exhibitions sponsored by Philip Morris, and to persuade other companies to support the arts because "it takes art to make a company great."

Philip Morris has funded four surveys, the latest in 1984, conducted by Louis Harris and Associates, Inc., on "Americans and the Arts." In 1984, Philip Morris supported the publication of "Museums for a New Century," a report on the future of America's museums based on the findings of a special commission set up by the American Association of Museums.

## PHILIP MORRIS AND THE ARTS

Since 1975, the company has made 17 art-related films; an estimated 175 million people have viewed films based on Philip Morris-sponsored museum exhibitions.

### FACTS

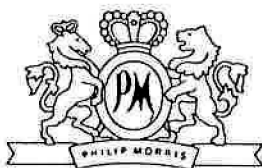
Through the fall of 1984, Philip Morris donations reached the following:

|   |                           |
|---|---------------------------|
| 90 museums                              | 17 art associations       |
| 75 symphony orchestras and music groups | 47 cultural centers       |
| 37 dance companies                      | 54 theater groups         |
| 30 historical societies                 | 47 festivals              |
| 15 TV stations                          | 15 art education programs |
|   | 17 literary projects      |



## PHILIP MORRIS AND THE ARTS

Philip Morris U.S.A.  
Philip Morris International  
Philip Morris Industrial  
Miller Brewing Company  
The Seven-Up Company  
Mission Viejo Realty Group Inc.



**It takes art to make a company great.**

Makers of Marlboro, Benson & Hedges 100's, Merit,  
Parliament Lights, Virginia Slims and Players;  
Miller High Life Beer, Lite Beer, Löwenbräu Special and  
Dark Special Beer, Meister Bräu and Milwaukee's Best;  
7UP, Diet 7UP, LIKE Cola and Sugar Free LIKE Cola.

### 1984

"The Precious Legacy," depicts a vanished culture - Central Europe's Jewish community - through beautiful and moving works of art that survived Hitler's reign of terror

### 1983

"Lift Up Your Heart," documents the historic exhibition "The Vatican Collections: The Papacy and Art," featuring some of the world's greatest art.

### 1982

"Grand Central," uses vintage film footage interposed with interviews to give us a broad-ranging look at one of the world's landmark buildings. 1983 Cine Golden Eagle award

### 1981

"Buffalo Bill and the Wild West," based on exhibition with same title. 1982 Information Film Producers of American Bronze 'Cindy' Award. 1982 Columbus Film Festival Chris Bronze Plaque.

"A Lifetime Burning: Alexander Liberman," documentary film based on the life of the Russian-born painter and sculptor

"Hopper's Silence," a documentary film on the artist Edward Hopper, directed by Brian O'Doherty. 1982 Cine Golden Eagle Award.

"Champions of American Sport," based on exhibition with same title. 1981 Cine Golden Eagle Award.

### 1980

"Bearden Plays Bearden," a documentary film on the artist Romare Bearden, directed by Nelson Breen. 1981 Houston International Film Festival Bronze Award. 1981 American Film Festival Finalist.

"Earth, Fire and Water," based on exhibition "A Century of Ceramics in the U.S., 1878-1978," the film highlights American ceramics through studio visits and interviews with seven ceramic artists. 1980 Cine Golden Eagle Award. 1980 International Film & Television Festival of New York. 1981 Chicago International Film Festival Silver Hugo Award.

### 1979

"New Art of the American West," based on exhibition "First Western States Biennial Exhibition," the film features interviews with six of the more prominent artists in the show.

"The Big Picture in the New York School," a film of the exhibition "New York: The State of the Art," cosponsored by Philip Morris Incorporated and the New York State Department of Commerce. The film includes interviews with several of the artists represented in the show.

### 1978

"Dolley and 'the great little Madison'," is a dramatization of the life and times of President Madison and his wife, Dolley, portrayed by Emmy-award winning actress Lois Nettleton.

## PHILIP MORRIS FILMS

1977

"Two Centuries of Black American Art," based on the exhibition with same title

"Remember the Ladies', Women in America, 1750-1815," based on exhibition with same title, featuring Celeste Holm, 1977 International Film and Television Festival of New York Silver Plaque 1977 25th Annual Columbus Film Festival Chris Bronze Plaque

1976

"Frontier America," based on exhibition "Frontier America: The Far West," The film documents America's pioneer days.

1975

"Life, Liberty and the Pursuit of Happiness ... A Celebration," based on exhibition "The Flowering of American Folk Art: 1776-1876" 1976 United States Industrial Film Festival Gold Camera Award

"El Hombre que invento un puerto," a film on the life and work of Benito Quinquela Martin, one of Argentina's best-known painters.

## PHILIP MORRIS ART AWARDS

1984

Forbes/BCA Business in the Arts Award for sponsorship of five major exhibitions, two films, and support of performing and visual arts associations and organizations, including Alvin Ailey's 25th Anniversary Tour.

1983

The President's Committee on the Arts and Humanities honored Philip Morris Incorporated with an award of honor "for its civic leadership in providing longstanding and continuing support of artistic excellence and for bringing art of the highest quality to citizens across the Nation."

Arts & Business Council Encore Arts Award establishment of Whitney Museum of American Art at Philip Morris and general support.

1981

Forbes/BCA Business in the Arts Award for sponsorship of four major exhibitions, two films, and support of performing and visual arts associations and organizations, including the largest corporate grant ever given to dance to fund 25th Anniversary National Tour of Joffrey Ballet.

1980

Arts & Business Council Encore Arts Award for sponsorship of four major museum exhibitions, special city and art advertising series, and employee art programs.

Forbes/BCA Business in the Arts Award for sponsorship of six major exhibitions, two films, and support of performing and visual arts associations and organizations

Touche Ross & Company New Perspectives Award for outstanding contributions to the arts and for "creating a bridge between cultural institutions."

Skowhegan Gertrude Vanderbilt Whitney Award for on-going commitment to support of the arts.

1979

Forbes/BCA Business in the Arts Award for sponsorship of four major touring exhibitions in America and two abroad, and support of performing and visual arts associations and organizations.

Fifth Annual Antiques Monthly Award for "distinguished contributions to art and antiquities."

1978

Forbes/BCA Business in the Arts Award for sponsorship of Jasper Johns exhibition at Whitney Museum of American Art, for continuation of tour of the exhibition "Two Centuries of Black American Art," and for widespread support of performing and visual arts associations and organizations.

1977

Arts & Business Council Encore Arts Award for over-all contributions to the arts.

Forbes/BCA Business in the Arts Award for sponsorship of "Two Centuries of Black American Art" exhibition, organized by Los Angeles County Museum of Art.

Regardless of tobacco's contribution to the national economy or that of any state, the controversy about smoking and health must be resolved by scientific research. Meanwhile, The Tobacco Institute believes that full, free and informed discussion concerning tobacco and its role in our economy is in the public interest.