The Aenne Burda Award for Creative Leadership stands for courage, creativity, optimism and the uncompromising belief in realising creative goals. These attributes distinguished Aenne Burda as an entrepreneur and magazine publisher of Burda Moden, as well as giving a face to the economic miracle in post-war Germany. Her legacy is still present today and inspires young founders to innovate.

The Aenne Burda Award for Creative Leadership honours women who have made a name for themselves with outstanding entrepreneurial and creative achievements, thus sharing Aenne Burda's passion.

This year, the Aenne Burda Award goes to Maja Hoffmann, a Swiss philanthropist, businesswoman and founder of the Luma Foundation. As part of this foundation, she began construction on the cultural complex of Luma Arles in 2004, an experimental and interdisciplinary platform that supports the activities of independent contemporary artists and other pioneers from the fields of art, photography, publishing, documentary filmmaking and multimedia.
DLD founder Steffi Czerny presented Maja Hoffmann with the trophy, a bust of the goddess Athena, the Greek goddess of wisdom and a symbolic figure for the strength of women. "Maja sets the tone! You give us as much energy as Aenne Burda did in the 1950s. While Aenne revolutionised fashion back then, you are revolutionising art today", Czerny said to the award winner.

"Maja Hoffmann's leading role in art and culture is closely linked to the challenges that our society is currently facing", Swiss Ambassador Alexandre Fasel said in his speech. "With our work, we want to encourage the younger generation to rethink the world", Maja Hoffmann said, when receiving the Aenne Burda Award on Saturday at the DLD conference in Munich.

Prize winners in recent years include Fatoumata Ba, Arianna Huffington, Christiana Figueres, Viviane Reding, Mitchell Baker, Edit Schlaffer and Auguste von Bayern.

by Saki Athanassios Danoglidis
Senior Editor - Corporate Communications
Athanassios.Danoglidis@burda.com

Category Events
Tags Aenne Burda Award, DLD, DLD Munich