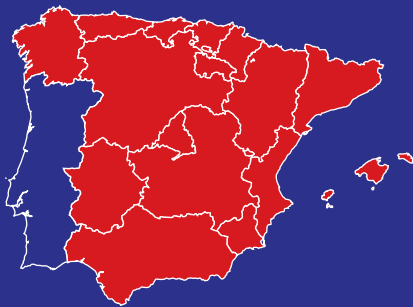


SOCIAL IMPACT INITIATIVE OF THE YEAR

# AEDAS HOMES – CONLASARTES



LOCATION:

15 initiatives  
spread across the  
country (Spain)

DATE:

2021–2023

HIGHLIGHTED FEATURES:

Connecting Cities  
with Artistic  
initiatives;  
Public- Private  
collaboration;  
Financing of  
winning works



ConLasArtes by AEDAS Homes' is a high-impact initiative in the societies where the company has residential developments. ConLasArtes is part of the company's ESG Plan 2021-2023, in which they defined ambitious environmental, social and governance objectives linked to the United Nations SDGs. Specifically, this programme contributes to SDG 11, Sustainable Cities and Communities and SDG 17, Partnerships to Achieve the Goals.

The integration of art in the urban and real estate sphere is proposed as a dimension of AEDAS Homes' corporate responsibility. The company intends to transform not only the physical space but transform "the soul and the non-tangible" of the cities, so they bring value to the neighbours who live in communities where "art is breathed and art always beautifies life".

AEDAS Homes has so far promoted 15 projects the following cities: Madrid, Palma de Mallorca, Valencia, Alicante, Granada, Malaga, Pamplona, Zaragoza, and Barcelona.

Each project seeks a story that links the selected city with a specific artistic initiative. AEDAS has developed competitions in photography, painting, sculpture, music, dance, theatre, film, literature, ceramics and urban art, always with the direct participation of city councils, universities and other cultural entities linked to the artistic initiatives to which they refer – a perfect example of public-private collaboration in the cultural field, which aims to activate public space through artistic initiatives.

AEDAS finances the production of all the winning works and in the case of those of a material nature (sculptures, paintings...) they are donated to the cities, contributing to enriching the local cultural heritage.

The competitions launched had a budget of 250,000€ per year for prizes and development of the works. More than 750 local, national and international artists have submitted proposals in various fields. These competitions have received significant media coverage, both in the press (+80 publications) and on radio and television. So far, AEDAS invested €30,000 in the publication of brochures and video books for selected exhibitions.

