

Children ■ You ■ Future



THE NATIONAL MALL ■ WASHINGTON DC ■ 17-19 JUNE 2011

Facing Challenges

Nearly 22 percent of the U.S. population (and 27 percent of world population) is 15 or younger – a population segment comprised of the most expressive and intelligent generation in history.

Can you help the children meet the key challenges they face today?

A. Introducing Creativity in Education

“The necessity of human ingenuity is undisputed. A recent IBM poll of 1,500 CEOs identified creativity as the No.1 ‘leadership competency’ of the future... It’s left to the luck of the draw who becomes creative: there’s no concerted effort to nurture the creativity of all children.”

- Newsweek magazine “The Creativity Crisis” (July 10, 2010)

B. Improved Health

“We’ve all heard the statistics: how one in three children in the country are either overweight or obese... We are spending almost \$150 billion every year to treat obesity-related conditions. And we know that if we don’t act now, those costs will keep rising.”

- First lady Michelle Obama, The Washington Post (August 2, 2010)

C. Unlearning Violence

“Violence against children happens everywhere, in every country and society and across all social groups. Although the consequences may vary according to the nature and severity of the violence inflicted, the short- and long-term repercussions for children are very often grave and damaging.”

- United Nations Secretary General’s Study (2006)

Our Approach

- Leverage disciplines of the arts as dynamic, cost-effective media for children's creative development
- Actively engage children in the visual arts and inspire them to depict their favorite sport in a thoughtful artwork, so it stirs them to participate in that activity more frequently to reduce obesity risk
- Break prevalent stereotypes by introducing children to the *artist-athlete*SM ideal of a creative mind and healthy body
- Invoke the imagination in art and the team-spirit in sport to distill in children the importance of unlearning violence and intolerance so they can visualize peace and harmony
- Combine art & sport with STEM subjects to create a comprehensive STEAMSSM education (science, technology, engineering, arts, mathematics, and sport) for children's holistic development
- Provide children the experience of co-creation, and the empathy it fosters, to lay the building blocks for collaborative innovation



L to R: Diana Nabulsi (age 11, Texas); Owen Omozore (age 10, New York); Kelli Styron (age 9, Louisiana)

World Children's Festival

You are invited to join the children at their World Festival on The National Mall on June 17-19, 2011.

The World Children's Festival (WCF) is a culmination of the Arts Olympiad - the world's largest and most prestigious art & sport program for children's creative development. Currently underway in classrooms across America and around the world, the 4th Arts Olympiad leads to the selection of exceptionally creative and imaginative 8 to 12 year olds who will represent their U.S. states and countries at the WCF.

Held every four years since 1999 as "Olympics" of children's creativity and imagination, the WCF has grown into the largest international children's celebration and a permanent quadrennial event in our Nation's Capital.

As the world's leading event that integrates STEAMSSM education and demonstrates the importance of creativity and empathy in a global setting, the WCF provides early training for children to become creative leaders in their communities and learn to collaborate for innovation and positive social change.



A celebration to make the world worthy of its children

INTERNATIONAL
CHILD ART
FOUNDATION



A truly global education event with unique attributes

The WCF pulls together diverse and competing groups around their common concern for children, their health and education. Here are some examples:

- The WCF's expansive global reach and inclusive philosophy make it a sterling example of U.S. cultural diplomacy at work
- International Arts Olympiad winners experience American hospitality at the homes of Pentagon officials who serve as host families
- Several federal agencies and departments host free workshops including the U.S. Coast Guard which conduct life-saving demonstrations and training during the 3-day event on The National Mall
- Bipartisan groups such as the Congressional Arts Caucus become involved and creative global leaders convene to open the WCF and present awards to the children at the World Children's Award Banquet
- The WCF is open and free to the public and is expected to attract at least 13,000 attendees
- Seventy-two selected children's troupes perform on the 'World Stage' at the WCF, while three hundred workshops and activities led by artists & athletes, scientists & mathematicians, technologists & engineers take place - appropriate for different age groups, from toddlers to seniors
- Children select favorite companies and global leaders for the WORLD CHILDREN'S AWARD

Demographics and educational programming

WCF audience groups			By age group	
Delegates	400	The 4 th Arts Olympiad winners representing the U.S. states and countries		
Participants	500	Teachers, parents and siblings of the Delegates and ICAF international partners	10 and younger	15%
	500	Invited young musicians, dancers and theatrical groups to perform on the 'World Stage'	11-15	20%
	500	Families and friends of the performers	16-25	15%
	300	Workshop leaders : artists, athletes, Olympians, scientists, engineers, and technologists	26-45	30%
	2,000	Youth from the Greater Washington Area schools	46 and older	20%
	300	Business, cultural and political leaders; Congressional staffers and US government officials		
Attendees	7,000	Families from the Greater Washington Area		
	2,000	Tourists and visitors		
	13,500	Total		

The WCF's educational programming is based on the Peace through Art Methodology* of the International Child Art Foundation, which defines the following sequential themes for the three-day event:

Environment + Health Day (Friday, June 17)

instruction is informational, spotlighting common concerns shared by children

Creativity + Imagination Day (Saturday, June 18)

learning is participatory, kindling children's inherent talents and potential

Peace + Leadership Day (Sunday, June 19)

training is inspirational, urging children to build creative and healthy communities

* *Development of Children's Creativity to Foster Peace*, [The Lancet](#), Vol. 368, December 2006

Example of Activities

Architecture: [U.S. Green Building Council](#)

Art activities: Mai Lai ([California](#)), K. Michael Crawford ([Maryland](#)), Hannah Richards ([Massachusetts](#)), Jennifer Bryson ([New Jersey](#)), Marietta Dantonio-Fryer ([Pennsylvania](#)), Melissa Ayr ([Texas](#)), Mary Brown ([Washington, DC](#)), Lolo Sarnoff ([Washington, DC](#))

Childhood obesity: Dr. James Levine, [The Mayo Clinic](#)

Compassion: [The Anne Frank Center](#) and [SIGNIS](#)

Creativity stations: Ten experts from the [International Center for Studies in Creativity](#)

Culture and art: Luis Blanchard ([Argentina](#)), Stan Kuiperi ([Aruba](#)), Ludmila Figueiredo ([Brazil](#)), Nereus Patrick ([Cameroon](#)), Liliana Bandin ([Mexico](#)), K. Venkatesh ([India](#)) and Fred Jeremy Seligson ([S.Korea](#))

Daydreaming and play: Professor Scott Barry Kaufman [New York University](#)

Economic development: Nil Sismanyazici-Navaie [Arts for Global Development](#)

Empowerment: Robin Marvel, [Marvelous Empowerment](#)

Entrepreneurship: Lisa Canning, [Entrepreneur – The Arts](#)

Financial literacy: Dr. Tahira Hira, [President's Advisory Council on Financial Literacy 2008-2010](#)

Genetics: [American Society for Human Genetics](#) and [J. Craig Venter Institute](#)

Sport, health and safety: [United States Coast Guard](#), Olympians, NFL players, and other sportsmen

Children's Performance Groups:

Exceptional musicians, dancers and theatrical performers from across the United States and twenty countries

Author Workshops:

David Croslin, [Innovate the Future](#) (2010)

Ray Frigard, [FunThink: 12 Tools for Creative Problem Solving](#) (2007)

Laurie Keller, [Do Unto Otters](#) (2007)

Dr. Patrick Mendis, [Commercial Providence: The Secret Destiny of the American Empire](#) (2010)

Dr. Vali Nasr, [Forces of Fortune](#) (2009)

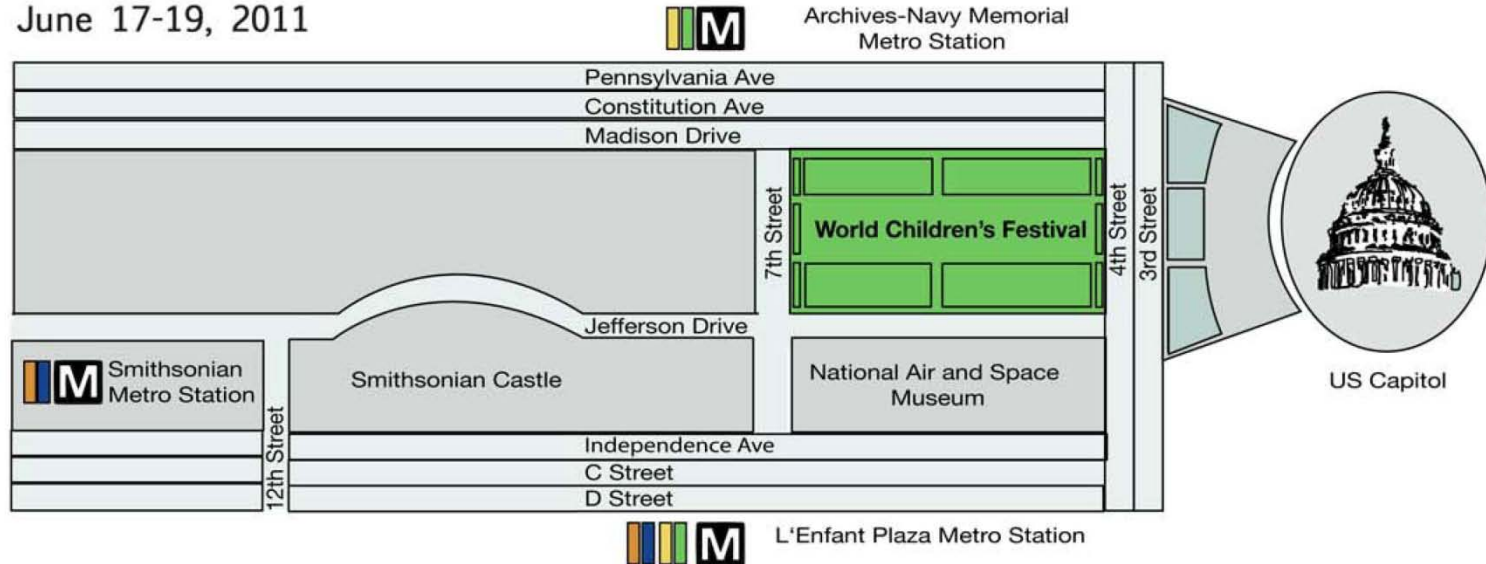
Aziz Rana, [The Two Faces of American Freedom](#) (2010)

Dr. Todd Siler, [Think Like A Genius](#) (1999)

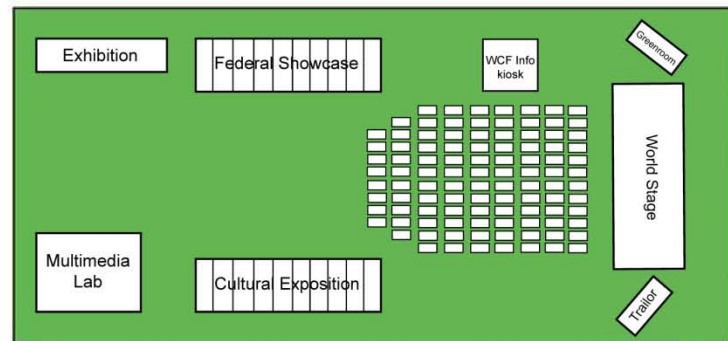
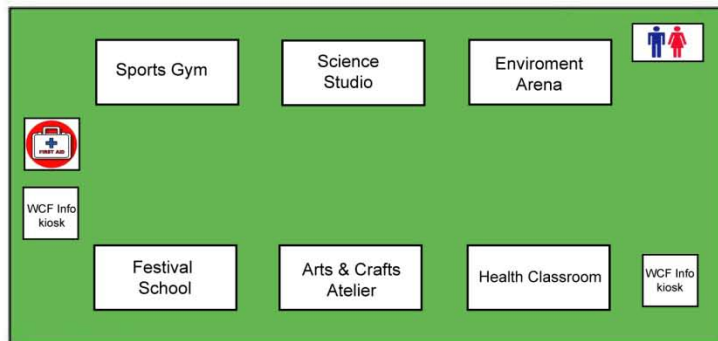
WCF 2011 site plan

INTERNATIONAL
CHILD ART
FOUNDATION

World Children's Festival
The National Mall
June 17-19, 2011



Festival Site Layout



World Children's Award Banquet

Distinguished guests present awards to the children and their teachers on June 20th at the only ticketed event of the WCF 2011. The U.S. Arts Olympiad winners also receive The President's Council on Fitness, Sports and Nutrition's *Presidential Active Lifestyle Award*.



The Arts Olympiad winners will present the WORLD CHILDREN'S AWARD to creative global leaders and companies. The 2011 AWARD is commissioned to [Karim Rashid Inc.](#) Instituted in 2007 and designed by Tiffany & Co., the children presented the inaugural AWARD to LEGO at the WCF 2007.

Some WCF historical fun facts

WCF 1999 (June 29-July 5)

Young artists from 50 countries co-created a 16x24-foot world-map mural as child-imagined world.

“I am grateful to organizations like the International Child Art Foundation that give us the opportunity to see the world through the eyes of our nation’s young people. I encourage you to continue to support programs that help children to discover their talents and belief in themselves.”

- First lady Hillary Rodham Clinton

WCF 2003 (September 9-11)

DC Mayor Anthony Williams issued an Official Proclamation declaring September 11 as “Children’s Peace Day.”

“The positive message of peace and hope promised by the International Child Art Foundation is commendable and worthy of great recognition.”

- Lt. Gen. Joseph Cosumano, Jr., Commanding General, US Army Space and Missile Defense Command

WCF 2007 (June 23-25)

American child artists co-created amazing murals with child artists from nearly 50 countries, and these masterpieces were most recently exhibited at the Hewar Art Gallery in Riyadh, Saudi Arabia, in January-February 2010

“We must start with the education of our children in order for the following leaders to effectively handle the geopolitical and international problems that our world currently faces.”

- Lt. Gen. Jim Campbell, Director of the U.S. Army Staff

WCF 2007 continued

- The WCF 2007 was announced by various organizations such as [Youth Media Reporter](#) and sites such as [About.com](#) and at the National Press Club where media kits were distributed to key reporters
- Pre-WCF articles were published in national newspapers such as [The Washington Post](#) and announcements aired on [local airwaves](#) and [community websites](#)
- Live television coverage hit airwaves on local TV stations such as Fox TV 5, Voice of America and its television service, and through international media partners such as Al-Jazeera and Canal Futura
- Press releases at [PR Newswire](#) and [Creative Cow](#) and print coverage in national newspapers such as a front-page WCF photo in The Washington Times and stories by [Kuwait News Agency](#), and [World Bulletin](#)
- Posting of WCF 2007 on [YouTube](#), [Flickr](#), and [Facebook](#)

“We are thrilled to bring a LEGO building experience to the world’s largest celebration of creativity and imagination on the National Mall. What the International Child Art Foundation does to encourage a child’s inner creativity is something we passionately admire and are proud to support, because we believe children who are exposed to creative activities from a very young age go on to become the world’s most meaningful contributors.”
- Michael McNally, brand relations director, LEGO



WCF 2011 team of contributors and organizers

The International Child Art Foundation (ICAF) has served since 1997 as the national art and creativity organization for American children and as the international art and creativity organization for the world's children

WCF Host Committee:

H.E. Hunaina Al Mughairy, Ambassador of the Sultanate of Oman to the United States
 Dr. William Cope, Director, Common Ground Publishing & Research Professor, University of Illinois
 Dr. Helene D. Gayle, President and CEO, CARE USA
 Lic. Margarita Zavala Gómez del Campo, Esposa del Presidente de México (invited)
 The Right Honorable Michaëlle Jean, former Governor General of Canada (invited)
 Hoda Al Khamis-Kanoo, Founder, Abu Dhabi Music and Arts Foundation
 Anna Eleanor Roosevelt, former Executive Director, Brain Research Foundation
 Dr. Delwin A. Roy, Partner, The Loita Group of Companies
 Lolo Sarnoff, Founder, Arts for the Aging

WCF Education Partners:

The Anne Frank Center USA, New York, New York
 Arts for Global Development, Washington, DC
 Children's Art Village, Santa Monica, California
 International Center for Studies in Creativity, Buffalo State SUNY
 International Society for Education through the Arts (InSEA)
 J. Craig Venter Institute, Rockville, Maryland
 Life Pieces to Masterpieces, Washington, DC
 President's Council on Fitness, Sports & Nutrition's President's Challenge program
 SIGNIS - World Catholic Association for Communication, Brussels, Belgium
 OMEP-USA - World Organization for Early Childhood Education

WCF International Partners

Ministries of Education: Costa Rica, Cyprus, Kuwait, Mauritius, Oman, and Saudi Arabia , for example
UNESCO National Commissions: Azerbaijan, Lebanon, Nigeria and Tanzania, for example
Cultural Institutions: Conaculta in Mexico and PNG National Museum in Papua New Guinea, for example
Media Organizations: Canal Futura in Brazil and Unique Publications in Ghana, for example
NGOs: Talents for the New Millennium in Belarus and Colombo Book Society in Sri Lanka, for example
Arts Organizations: Cameroon, China, France, India, Japan, Liberia and New Zealand , for example
ICAF Representatives: Algeria, Austria, Germany, Indonesia and United Kingdom, for example



You can brighten the world

You can help the children realize their World Festival by making a tax-deductible donation today to “International Child Art Foundation” - a 501(c)(3) nonprofit organization. Please mail your check to the address below or make a secure online donation > www.icafe.org/support/

You can ask the most talented children’s troupe you know to apply to perform on the “World Stage” at the WCF. You can inform an extraordinary expert you know to apply to host a workshop on The National Mall.

On June 17-19, 2011 you can come join the children and bring your family and friends along. You will have the opportunity to meet and interact with some of the most creative and imaginative children on the planet. You can talk to them and listen to their concerns, play and paint and sing with them, inspire and be inspired, touch the future and help shape it...