

Children ■ You ■ Future



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

You are invited to join the world's children at their World Festival

INTERNATIONAL
CHILD ART
FOUNDATION



"The encouragement of creativity from an early age is one of the best guarantees of growth in a healthy environment of self-esteem and mutual respect – critical ingredients for building a culture of peace." - UNESCO

On The National Mall in Washington DC this June 17-19



“The arts, with their inextricable ties to imagination, have the capacity to provide an unlimited source of possibilities for connecting self to other and for creating a disposition for sympathetic awareness “

- Candace Stout (1999). *The art of empathy: teaching students to care. The Journal of Art Education*

A timely and unique celebration

Held every four years as “Olympics” of children’s creativity and co-creation, the World Children’s Festival (WCF) has evolved since 1999 into the largest international children’s celebration and a permanent quadrennial event in our Nation’s Capital.

The core delegates to the WCF are: (a) child artists selected through a global Arts Olympiad that commenced in classrooms worldwide in 2010; (b) young musicians selected through an online music contest ; and (c) child performers selected by a jury. Over 300 prominent educators and experts, artists and Olympians, and scientists and technologists host workshops and activities on The National Mall on June 17-19, which are free and open to the public and attract more than 15,000 attendees.

The WCF pulls together America’s diverse communities around a common concern for children, their health, and education. Pentagon families host the international delegates at their homes while several federal departments and agencies, including the U.S. Coast Guard, host workshops and training.

The three days of educational exchange and intercultural learning opportunities provide children a transformative experience. The festival culminates in the World Children’s Award Banquet on June 20th where the Arts Olympiad winners are honored, and in turn they present the *World Children’s Award* to creative leaders and the companies they admire.

Background

The International Child Art Foundation (ICAF), a 501(c)(3) charity, has served since 1997 as the national art and creativity organization for the American children and the international art and creativity organization for the world's children.

The Arts Olympiad, a global art & sport program, recognizes that children naturally gain and apply life-skills through artistic expression and athletic accomplishment. The no-cost lesson plans promote the Olympic ideals of tolerance and cooperation and celebrate the '*artist-athlete*' ideal of a creative mind and healthy body.

The Arts Olympiad is endorsed by the bipartisan Congressional Arts Caucus for its "important national and international implications." The United States Olympic Committee has granted the ICAF an exclusive license to use the 'Arts Olympiad' and related marks.

The Arts Olympiad winners from every U.S. state and territory and nearly 80-100 participating countries convene at the WCF, which brings the world of arts and cultures to the children, laying the building blocks for intercultural communication and collaborative innovation.



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

World Children's Award Banquet

Creative leaders present awards to the Fourth Arts Olympiad winners and their teachers on June 20, 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 to present the second *World Children's Award* being designed by [Karim Rashid Inc](#) of New York City. The 2007 Award, designed by Tiffany & Co., was presented to LEGO. Attendance is by invitation only at this sole ticketed event of the WCF.

WCF history

WCF 1999 (June 29-July 5)

Young artists from 50 countries co-create 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 issues 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)

The *World Children’s Award* is instituted, with the first award presented by the children to LEGO, in recognition of the company’s support for nurturing creativity.

“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 Media and Sponsors

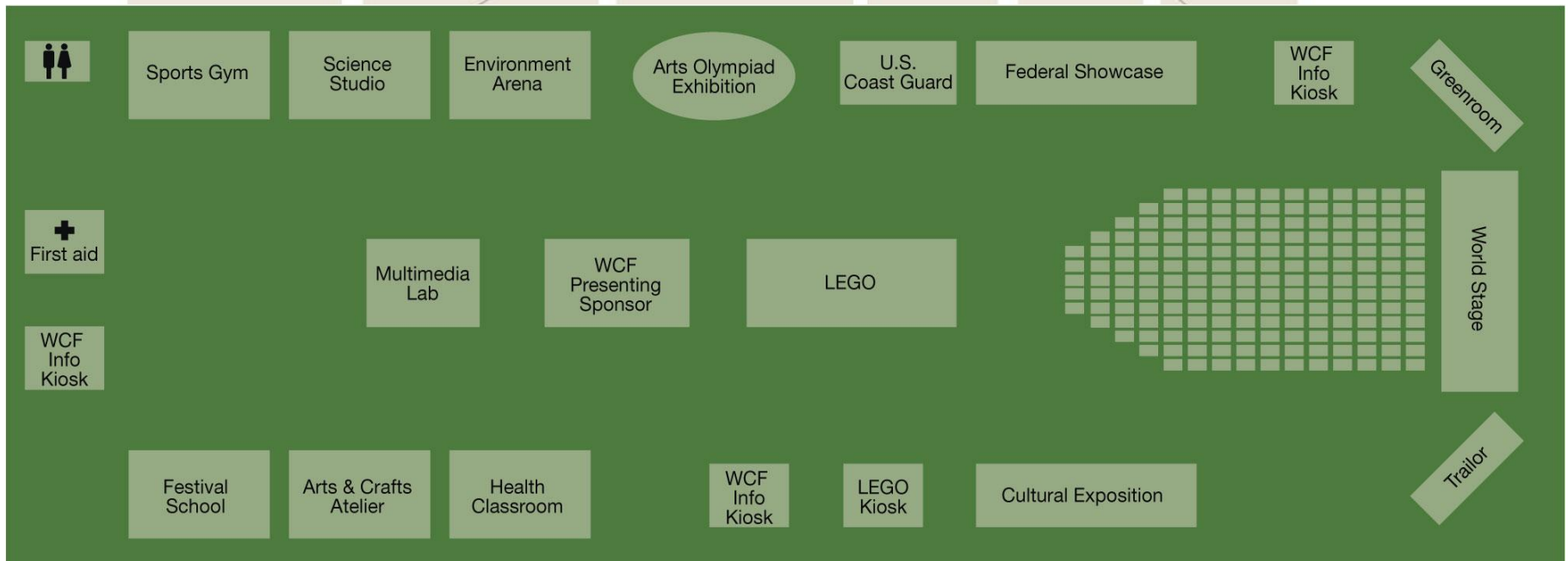
- The WCF 2007 was announced by various organizations such as [Youth Media Reporter](#) and sites such as [About.com](#) and at the National Press Club where media kits were distributed to key reporters
- Pre-WCF articles were published in national newspapers such as [The Washington Post](#) and announcements 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 2007 sponsors



WCF 2011 site plan (draft)



Pedagogy and Partners

The WCF's educational programming is based on the ICAF's Peace through Art methodology*, 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

WCF Education Partners

[The Anne Frank Center USA](#) [Andrus Children 's Center](#) [Arts for Global Development](#)
[Children's Art Village](#) [Fermata Arts Foundation](#)
[First International Conference on Art Illustration and Visual Culture in Infant and Primary Education](#)
[International Center for Studies in Creativity](#) [International Society for Education through the Arts \(InSEA\)](#)
[J. Craig Venter Institute](#) [Life Pieces to Masterpieces](#) [Melody Street](#)
[President's Council on Fitness, Sports & Nutrition's President's Challenge program](#)
[SIGNIS - World Catholic Association for Communication](#) [Soul Pop U](#)
[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 , Peru 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, Indonesia, Liberia and New Zealand , for example

ICAF Representatives: Algeria, Austria, Germany, Japan and the United Kingdom, for example

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

WCF 2011 team of contributors and organizers

- I. **Arts and crafts:** Melissa Ayr ([Texas](#)); Mary Brown ([Washington, DC](#)); Jennifer Bryson ([New Jersey](#)); Michael Crawford ([Maryland](#)); Marietta Dantonio-Fryer ([Pennsylvania](#)); Mai Lai ([California](#)); Hannah Richards ([Massachusetts](#)); Lolo Sarnoff ([Washington, DC](#))
- II. **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](#): (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)
- III. **Building peace and promoting nonviolence:** The Anne Frank Center ([New York City](#)); Peace Train ([Fred Seligson](#))
- IV. **Childhood obesity:** Dr. James Levine, The Mayo Clinic; Dr. Alan Guttmacher, *Eunice Kennedy Shriver* National Institute of Child Health
- V. **Creativity mini-stations:** Twenty stations by the [International Center for Studies in Creativity](#)
- VI. **Daydreaming and play:** Professor Scott Barry Kaufman [New York University](#)
- VII. **Empowerment:** Robin Marvel, [Marvelous Empowerment](#)
- VIII. **Entrepreneurship:** Lisa Canning, [Entrepreneur – The Arts](#)
- IX. **Environment:** Dr. Jagadish Shukla [Institute of Global Environment and Society](#); [Alliance for Climate Education](#); [National Environmental Education Foundation](#)
- X. **Financial literacy :** Dr. Tahira Hira, [President's Advisory Council on Financial Literacy 2008-2010](#); the Federal Reserve Board; U.S. Department of the Treasury
- XI. **Genetics:** [American Society for Human Genetics](#); [J. Craig Venter Institute](#)
- XII. **Intercultural understanding:** Luis Blanchard ([Argentina](#)); Stan Kuiperi ([Aruba](#)); Ludmila Figueiredo ([Brazil](#)); Nereus Patrick ([Cameroon](#)); Antje Tesche-Mentzen ([Germany](#)); K. Venkatesh ([India](#)); Liliana Bandin ([Mexico](#))
- XIII. **Nutrition:** Dr. Janey Thornton, USDA Deputy Under Secretary for Food, Nutrition and Consumer Services; Mr. Michael R. Taylor, Deputy Commissioner for Food, Food and Drug Administration
- XIV. **Performances:** [Circus Harmony](#); [Chinese Opera Institute](#); [Culkin Irish Dancers](#); [Dakshina](#); [Everest Nepal Cultural Group](#); [Joy of Motion Dance](#); [Maru Montero Dance](#); [Shizumi Kodomo Dance](#); [South Shore Drill Team](#); [Tree Theater Group](#); [Turkish Folk Dance](#); plus 25 winners of the [online music contest](#)
- XV. **Sport, health and safety:** [United States Coast Guard](#); Olympians; NFL players; and other sportsmen



You can brighten the world

- **Individuals** 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 address below or donate online today > www.icafe.org/support/
- **Corporations** can deepen their emotional bonds with children and families and make their mark on The National Mall as WCF sponsors
- **Philanthropic leaders** can gain a unique opportunity to address the world’s children at their World Festival by becoming significant WCF supporters
- **Young musicians** can win the chance to perform on the “World Stage” at the WCF by participating in an online music contest sponsored by [Melody Street](http://MelodyStreet.com)
- **Families** can mark their calendars to be on The National Mall on June 17-19 > www.WorldChildrensFestival.org