

Multimedia Exposition for Creative Education

As a follow-up to the 4th World Children's Festival hosted by the International Child Art Foundation on the National Mall in Washington DC on June 17-19, 2011, the ICAF plans to organize Multimedia Expositions in a few select U.S. cities in late 2011/early 2012, prior to the Exposition traveling overseas with a launch on March 13, 2012 at the 21st Century Museum of Contemporary Art in Kanazawa, Japan.

Objective:

The ICAF is seeking a local partner to sponsor the Multimedia Exposition in the partner's host city. A creative community is sustained by the ability of its children to be creative and imaginative, and their potential to invent and innovate. The Exposition will boost awareness of these linkages and bring together the city's diverse citizenry around a shared concern for the children and their future.

The Arts Olympiad Exhibition, as part of the Exposition, will introduce the city's children to the 'artist-athlete' ideal of a creative mind and healthy body. Children will create their own works, which will be exhibited as well. Local artists and Olympians will be invited to co-create art with the city's best child artists, and the works produced will become symbolic 'building blocks' for collaborative intergenerational innovation.

A Symposium will be planned for business, cultural, educational and political leaders to discuss ways to nurture creativity through creative education for sustainable growth and global competitiveness. A Gala Banquet will culminate the Exposition, where imaginative children and creative leaders will be honored and the most outstanding school troupes will showcase their talents. The Multimedia Exposition will promote the host city as a creative cluster for investment and tourism.

Exposition Design:

The three-day Exposition is designed as follows:

Day 1: The Arts Olympiad Exhibition celebrates the London 2012 Olympics

The Arts Olympiad –the world's largest and most prestigious art and sport program – is endorsed by the United States Olympic Committee. The Arts Olympiad Exhibition provides children an opportunity to celebrate the London 2012 Games and embrace the Olympic ideals of tolerance and teamwork. Comprised of the winning artworks from 30 U.S. states and 50 countries on the theme, My Favorite Sport, the exhibition was first held on the National Mall at the 4th World Children's Festival. A documentary about the festival filmed by Los Angeles-based *Melody Street* will be edited into short clips and run at the Exposition to deepen intercultural understanding. Children, using social media, will communicate with the Arts Olympiad winners worldwide to share experiences and perspectives.

Day 2: Creative Expressions and Co-Creation

Children are guided through painting their own favorite sport, which can inspire them to become more active in that sport, thereby averting obesity risk. Local artists and Olympians gain the opportunity to co-create murals with the child artists. Such demonstrations of cooperation boost children's self-esteem, imbue discipline, and instill respect for elders.

Day 3 (morning): Symposium on Creativity, Innovation and Competitiveness

Local business, cultural, educational and political leaders discuss innovations in education to foster sustainable growth and global competitiveness. The ICAF's educational partners such as the International Center for Studies in Creativity (ICSC), the International Society for Education through the Arts (InSEA), the World Organization for Early Childhood Education (OMEP), the National Art Education Association (NAEA), and Art of the Olympians may contribute to the symposium which will primarily showcase local talent and expertise.

Day 3 (evening): Gala Banquet for Creative Education

Musical and dance performances by schoolchildren are followed by presentations on the lessons learned and plans for the future. Children who produced the best artwork and the artists, Olympians and child artists who co-produced the best murals will receive *Creativity Awards*. The city's creative leaders will be honored by the ICAF and its Board.

Commitments by the ICAF:

- Organize the Exposition
- Curate the Arts Olympiad Exhibition
- Connect local children with the Arts Olympiad winners worldwide using social media
- Provide the art supplies for the children and artists and instruction if and when needed
- Help design the Symposium and help choreograph the Gala
- Design and produce the *Creativity Awards*

Commitments of Local Partner:

- Sponsor the Exposition and reserve suitable venues for it
- Invite business, cultural, educational and political leaders to the Symposium and the Gala
- Promote the Exposition through local media partners and networks
- Nominate 3-5 judges for the selection of best artwork and murals
- Designate a Chairperson for the Exposition who will MC the Symposium and the Gala

Expenses:

The local partner/sponsor will bear the following expenses: (a) the Exposition Fee of \$25,000 to the ICAF; (b) the Arts Olympiad Exhibition insurance, with the ICAF and the U.S. Olympic Committee as co-insured parties; (c) charges for the venues, Exhibition Opening Reception, the Symposium, and the Gala Banquet; (d) travel and hotel expenses for any invited guests, including the ICAF staff and Board members; and (e) design and printing of signage, brochures, posters, etc.

Deadline:

To ensure availability of the exhibition, kindly inform Faith Antonioni about your interest at your earliest convenience via email to childart@icaf.org.