



Leverage the imagination of  
the world's children  
to grow your brand into the future

INTERNATIONAL  
CHILD ART  
FOUNDATION



# Forging Iconic Brands

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# Find Deep Purpose



**FOUR SEASONS**

"The ICAF was the perfect choice for us. It has a 25-plus year history of providing free school art programmes and educational events for children, and mission is one that we are proud to support as we continue to inspire the world to lead with genuine heart."

**Marc Speichert,  
EVP(Executive Vice President),  
Four Seasons Hotels and Resorts**



## A CELEBRATION OF ART AND KINDNESS

At Four Seasons, the artistry of our people shines through acts of love – big, small and unexpected - and we believe that art and kindness are inextricably linked. We invite you to a celebration in honour of World Kindness Day.

The intimate event at Four Seasons Hotel Los Angeles at Beverly Hills will unveil artwork created by LA-based artist, Camilla Engstrom, which will be auctioned in support of the International Child Art Foundation, a nonprofit organization founded to cultivate creativity and grow mutual empathy.

**TUESDAY, NOVEMBER 7, 2023**  
5:00 – 7:00 PM

**FOUR SEASONS HOTEL LOS ANGELES AT BEVERLY HILLS**  
300 South Doheny Drive, Los Angeles, California

**RSVP BY WEDNESDAY, NOVEMBER 1**  
[FourSeasons@KWTGlobal.com](mailto:FourSeasons@KWTGlobal.com)

Refreshments will be served.

@fourseasons | #FSArtofKindness | #WorldKindnessDay



#BEPRESENTWITHANTHRO



*in the spirit of giving tuesday*

JOIN US IN SUPPORTING THE  
**INTERNATIONAL CHILD ART FOUNDATION**

for each gift card purchased,  
we're donating \$10 to support the magic of children's creativity

[JOIN US \(IT'S EASY!\) →](#)



#### A WALK ON THE WILD SIDE

this year in our stores, we've created a handcrafted menagerie  
of warm-and-fuzzy friends

snap a picture with our festive friends and share with us by using  
#BePresentWithAnthro and @anthropologie on Instagram

now through December 8<sup>th</sup>,  
we'll donate \$5 for each and every post

[SEE THEM IN PERSON →](#)

WE ♥ THE

#### INTERNATIONAL CHILD ART FOUNDATION

Now, more than ever, art has the power to bring us joy, and help us build connections  
with those around us. We are proud to support ICAF in its mission to encourage children  
to tell their stories, and develop their creativity through art.

[LEARN MORE →](#)



# Anthropologie



*artwork by [Tina](#), age 12*  
International Child Art Foundation



*artwork by [Anna](#), age 12*  
International Child Art Foundation



# Wacom

Wacom launched a contest to celebrate creativity with ICAF.



*"The Precipice"* by Ryan Parker



*"The Tea Party"* by Jessie Edwards

Wacom Grand Prize winners

# Faber-Castell / Safilo Group



Faber-Castell



Safilo Group

## Connect with the Future

With one million **LEGO** bricks, children created magic for three days at their World Children's I at the National Mall across the U.S. Capitol.



“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**  
**LEGO Brand Relations Director**

LEGO's PR agency, Flashpoint PR, estimated that LEGO's sponsorship resulted in more than one million dollars in ad-equivalent publicity.



# Madewell

Customers donated their old jeans to ICAF so children turn them into artistic expressions.



OUT WITH THE OLD JEANS, IN WITH THE NEW...

# DONATE YOUR DENIM

DROP OFF YOUR OLD JEANS AT ANY MADEWELL STORE  
**BETWEEN NOW AND DECEMBER 31<sup>ST</sup>**

THEY'LL BE PUT TO GOOD USE IN CHILDREN'S ART PROJECTS BY THE:

INTERNATIONAL CHILD ART FOUNDATION

# IN RETURN, YOU'LL GET 20% OFF

YOUR FIRST MADEWELL JEAN PURCHASE IN THE NEW YEAR.\*

\*To receive a card good for 20% off your 2012 Madewell jean purchase, simply see any store associate when you donate your jeans in one of our stores. One discount card per customer. Denim donation ends 12/31/2011. Discount is valid from 1/1/12-2/1/12. Discount is valid on Jean purchases only and cannot be combined with any other offer or promotion and cannot be applied to denim hemming services or the purchase of gift cards. Discount may not be applied to previous purchases. Certain styles may be excluded.

# Madewell

“ The Denim Art Shows at Madewell stores ”



# Galeria Kaufhof

To celebrate the FIFA World Cup in Munich, **Galeria Kaufhof** partnered with ICAF to ship life-sized wooden figurines to 20 countries where children transformed them into cultural icons.



# Galeria Kaufhof



Costa Rica



Nigeria



Washington, D.C.



UAE



South Korea

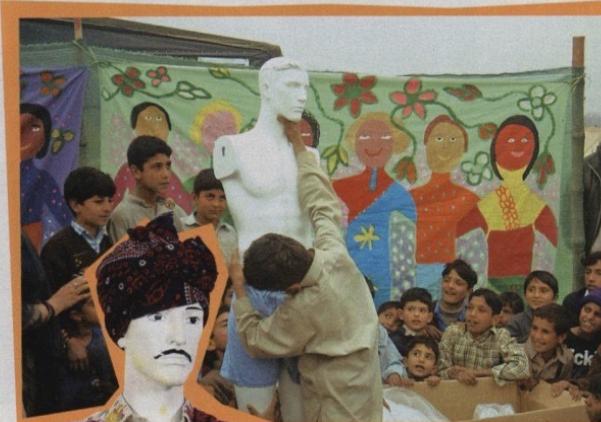




“Ms. America” from Texas

## Ein Lachen in der Kälte

Wie die Farbe in das nasse Grau eines pakistanschen Flüchtlingslagers zurückgekehrt ist



“Handsome” from Pakistan

Khursheed lacht. Das ist der schönste Augenblick von all den schönen Augenblicken, die Kinder weltweit mit ihren deutschen Besuchern erlebt haben. Denn der 10-Jährige hat lange nur mit versteinertem Blick dagesessen. Er ist im Zeltlager von Islamabad ganz alleine, ohne Eltern, ohne Geschwister. Ob sie das Erdbeben überlebt haben, ist zu diesem Zeitpunkt ungewiss. Khursheed hat seinen linken Arm verloren. Die Ärzte mussten ihn ihm in mehreren Etappen abnehmen. Er hat große Angst, nie wieder in die Schule gehen zu können. Doch Samiah Faridi ihm Farben in die Hand drückt, beginnt er zu malen, Stunde um Stunde.

Die bekannte pakistanische Künstlerin lebt in London und ist in ihrer Heimat gereist, um Kinder zu helfen, als sie von der Not der Menschen erfahren hat. In den Zelten hat es zwischen zwölf und zwanzig Grad, draußen zwischen null und fünf. Mit Fauzia Minallah, die die Aktion International Child Art Foundation (ICAF) in Pakistan leitet, steht sie seit langem in Kontakt. Als das Paket aus Deutschland mit der Schaufensteinfigur ankommt, ziehen die Frauen die Puppe erstmal eine Boxershorts an. Die 150 Kinder zwischen drei und vierzehn Jahren, die aus dem ganzen Lager zusammengelaufen kommen, sind trotzdem sehr erstaunt: „Der Herr ist nackt!“

Viele von ihnen haben noch nie in ihrem Leben ein Schaufenster gesehen, geschweige denn eine solche Figur. „Wie das Land wohl aussieht, aus dem solche Puppen kommen“, fragen sie. Ihr Beschluss ist schnell gefasst – diese Figur soll bald schon die gesamte Schönheit Pakistans darstellen, sie geben ihr den Namen Sher Ali Awan. Auf dem bloßen Lehmboden beginnen sie mit hunderten Skizzen. „Der Wert dieser Aktion kann nicht in der kreativen Arbeitung beurteilt werden, sondern in der Bedeutung, die die Figur für die Kinder hatte“, sagt Fauzia. „Sie war ein Moment der Freude für die Kinder, die solch traumatische Erfahrungen erlebt hatten. Weil sie das Lachen zurück in ihre Gesichter brachte, ist sie viele Millionen Pfund wert.“

Khursheed lebt mittlerweile übrigens wieder hoch oben in den Bergen von Kaschmir. Sein Vater hat das Erdbeben überlebt. Nun wird er zusammen mit Fauzia Minallah nach München kommen – und mit eigenen Augen sehen, wie das Land ist, in das er Sher Ali Awan entsandt wurde.



## Galeria Kaufhof

“The FIFA World Cup in Germany was a global event, and while grappling with this theme, only one global solution came into consideration. In cooperation with our partner, ICAF, we gave birth to this idea as an art project... This is art in its purest form... For us, this exhibition was a huge success and was very well received by our customers.”

**Reimund Baumheier**  
**Managing Director, Galeria Kaufhof**

“Loveday” from the U.K



Incorporated in the District of Columbia as a 501(c)(3) nonprofit in April 1997, ICAF serves American children as their national arts organization that cultivates their creativity and grows mutual empathy among them and their peers worldwide for a more peaceful, prosperous, and sustainable future.

The United States Olympic and Paralympic Committee has granted ICAF an exclusive license to use the "Arts Olympiad" and "International Child Arts Olympiad" marks.

ICAF advances five critical UN Social Development Goals: good health; quality education; gender equality; reduce inequities; and peacebuilding in communities and the world at large.

**“Join us to inspire children  
to better the world”**

