

Children ■ You ■ Future



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

You are invited to join the 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 on June 17-19, 2011



“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 “  
- Stout, C.J. (1999). *The art of empathy: teaching students to care. The Journal of Art Education*

## Background

Since 1997 the International Child Art Foundation (ICAF) has made a unique contribution to global advocacy for arts education and integrating the arts with science, math, sport and technology. Under the ICAF umbrella, teachers bring the world of arts and cultures to their classroom, laying the building blocks for cross-cultural communication and collaborative innovation.

The ICAF's Art Olympiad is a no-cost program distributed through schools worldwide to promote the Olympic ideals of tolerance and cooperation and celebrate the 'artist-athlete' ideal of a creative mind and healthy body. Through its lesson plan and art competition, the Arts Olympiad recognizes that children naturally gain and apply life-skills through artistic expression and athletic accomplishment.

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

The Arts Olympiad winners convene at the World Children's Festival – held every four years as "Olympics" of creativity and co-creation. Since it was first held in 1999, the WCF has evolved into the largest international children's celebration and a permanent quadrennial event in our Nation's Capital.



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

## A unique celebration

Free and open to the public, the World Children's Festival (WCF) pulls together diverse and competing groups around a shared concern for children, their health and education. The WCF 2011 is expected to attract 13,000 attending and some examples of its uniqueness are:

- An exciting learning experience with over a dozen activities taking place simultaneously from 10:00 am until 5:30 pm, and age-appropriate for different groups, from preschoolers to seniors
- In addition to the hands-on art activities and participatory workshops hosted by more than 300 educators, non-profit leaders, private sector specialists, and U.S. government official, the 3-day festival celebrates the 300 finalists of the Fourth Art Olympiad, who are hosted by the Pentagon families at their homes for the week
- Scores of performances take place on the 'World Stage' by child musicians and teen bands selected through an online contest organized by Los Angeles-based <http://melodystreet.com>
- A public exhibition of the Fourth Arts Olympiad works is setup across the National Gallery of Art, with workshops for teachers on how to employ children's art for creativity and cultural identity
- The WCF is staged by children who select their most favorite companies and global leaders for the *World Children's Award*

## World Children's Award Banquet

Distinguished guests to 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](#)

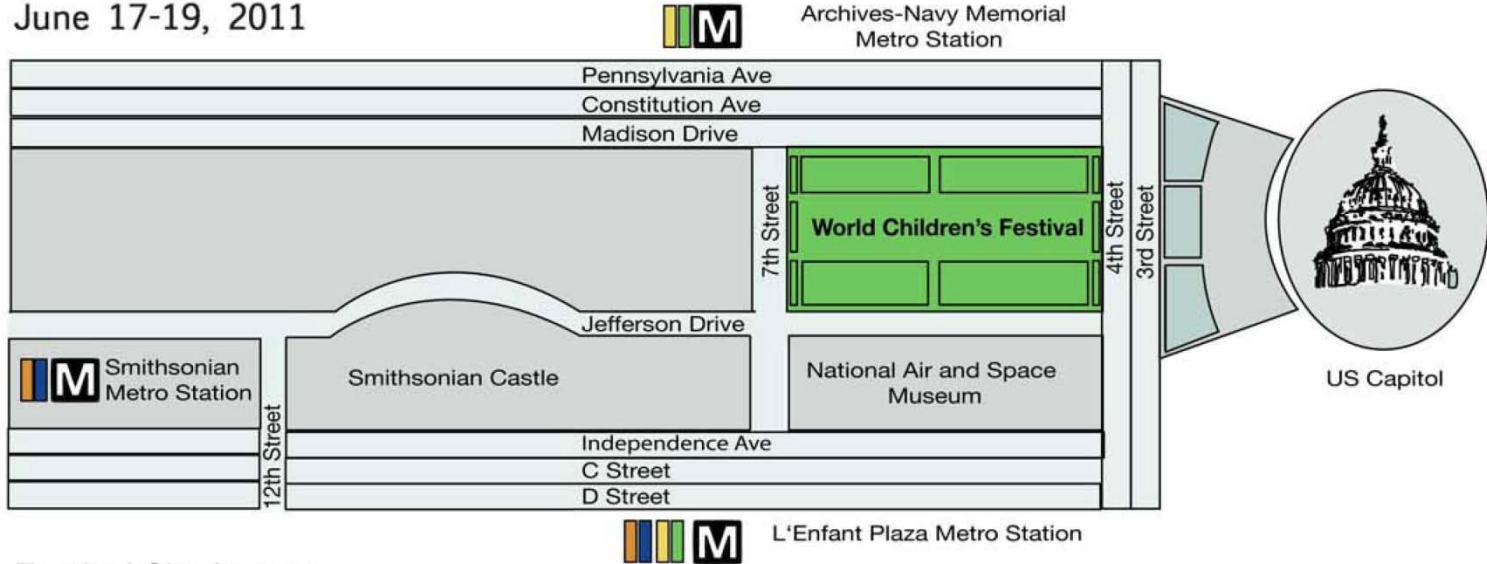
“We are thrilled to bring a LEGO building experience to the world’s largest celebration of creativity and imagination on the National Mall. What the International Child Art Foundation does to encourage a child’s inner creativity is something we passionately admire and are proud to support, because we 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

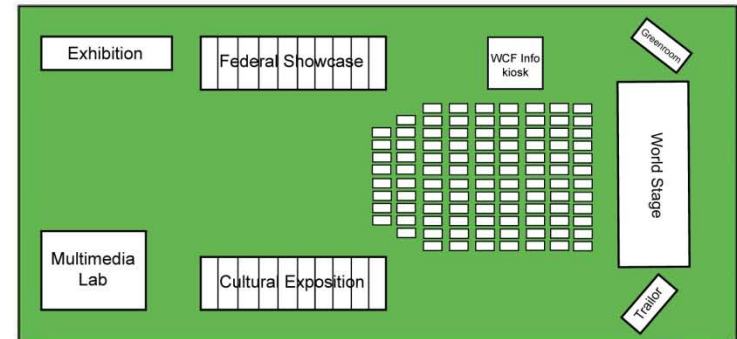
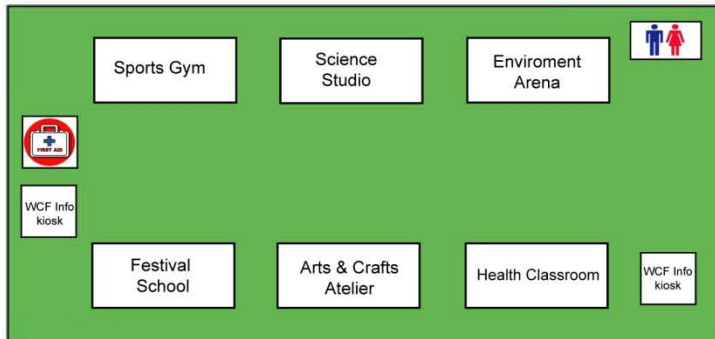


# WCF 2011 site plan

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



## Festival Site Layout



## Methodology 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

**Example of Workshops & Activities**

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

Art activities: Melissa Ayr ([Texas](#)), Liliana Bandin([Mexico](#)), Luis Blanchard ([Argentina](#)), Mary Brown ([Washington, DC](#)), Jennifer Bryson ([New Jersey](#)), K. Michael Crawford ([Maryland](#)), Marietta Dantonio-Fryer ([Pennsylvania](#)), Stan Kuiperi ([Aruba](#)), Ludmila Figueiredo ([Brazil](#)), Mai Lai ([California](#)), Nereus Patrick ([Cameroon](#)), Hannah Richards ([Massachusetts](#)), Lolo Sarnoff ([Washington, DC](#)), Fred Seligson ([S. Korea](#)) and K. Venkatesh ([India](#))

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

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

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

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](#); Federal Reserve Board, the Treasury

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

**Author Workshops confirmed todate**

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

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

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

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

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

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

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

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

# WCF 2011 team of contributors and organizers

## 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](#)  
[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](#)  
[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 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

- **Individuals** 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 > [www.icafe.org/support/](http://www.icafe.org/support/)
- **Corporations** deepen their emotional bonds with children and families by becoming a WCF sponsor or supporter > Call Aneta at (202) 530-1000 or email [wcf@icafe.org](mailto:wcf@icafe.org)
- **Philanthropic leaders** gain a historic opportunity to address the world’s children at their World Festival as WCF supporters > Please email [wcf@icafe.org](mailto:wcf@icafe.org) for details
- **Educators** host workshops at the WCF > Please email [program@icafe.org](mailto:program@icafe.org) for application
- **Creative children** apply to showcase their talents at the WCF > email [childart@icafe.org](mailto:childart@icafe.org)
- **Families** mark their calendars to be on The National Mall on June 17-19