

Initiation of Training Workshops at the Sustainable Arts and Human Development Initiative

The World Art Forum for Human Development “WAFDF” launched a celebration for the start of “Bank-Nut” training workshops, which is one of the activities of the Sustainable Art and Human Development Initiative to support youth and women. It took place at the headquarters of the National Institute for Governance and Sustainable Development, the training hand of the Ministry of Planning and Economic Development on Tuesday, May 16, 2023. At the invitation of Minister of Planning and Economic Development, Dr. Hala Saeed, Artist Randa Fouad, Chief Executive Officer for WAFDF; Dr Sherifa Sherif, Executive Director of the National Institute for Governance and Sustainable Development; Ellena Panova, United Nations Resident Coordinator; Christine Arab, representative of the United Nations Women; Dr. Safaa Abdel Salam, Dean of the Faculty of Art and Design at El Alamein International University; Dr. Mohamed El-Sery, President of The Mentors’ Company and Entrepreneurship Coach; and Dr. Amr Ali, a doctor at the Faculty of Fine Arts; Artist Laila Farouk, the owner of the Arkad Gallery and a graduate of the Faculty of Fine

Arts as a role model and a success story that inspires young people and encourages them to start their own project.



The celebration began with the title "Bank Nut", which is the basic idea on which the first phase of the initiative was based. It encompasses the word banknotes and the word "Nut" symbolizes the sky goddess according to ancient Egyptian art and it reflects creativity.

A discussion took place on the importance of women's economic empowerment through soft power, the support for young artists through fine art with a link to entrepreneurship, innovative marketing methods using

social media, awareness on the sustainable development goals, the importance of solid waste recycling in order to preserve the environment and climate, and the how this can be adopted to become a lifestyle. Dr. Amr Ali used plastic in the training workshop as a basic material in making Artwork such as paintings and sculptures, for the first time in Egypt. It is a unique idea that is considered a suitable alternative to colors in terms of cost and ease of obtaining them. Through creating plastic Artwork, we can spread awareness on the importance of limiting its use in order to preserve the environment and climate, given that plastic does not decompose and its methods of disposal are costly.



As Dr Mohamed Al-Sery highlighted through his lecture on entrepreneurship: the psychology of the businessman and the personality of the target customer. He also emphasized the importance of using marketing mechanisms, the necessity of documenting and recording all stages of the formation of intellectual work, from the beginning of the initial idea and the stage of drawing sketches to the final product, with the importance of having a story told behind each Artwork as an expression of the source of their inspiration and the extent of their emotional connection to it and the motives that led to its creation to publish it on social networking sites. He also contributed to the creation of a specialized platform to help young artists market for their Artwork.



Dr. Amr Ali created a wonderful statue of the goddess Nut from the ancient Egyptian civilization, made of plastic, for the first time on a global-level event. The statue was lightweight, resistant to external factors, and gives the appearance of gypsum.



Under the supervision of Dr. Amr Ali and Shahira El-Gebaly, the coordinator of WAFDF, the trained artists participating in the workshops created many paintings and sculptures such as coins and paper coins, and a depiction of Talaat Harb and the gods Nut, with documenting the work trip with many photos and videos that document the work steps and training for displaying it in front of the recipients. Dr. Sherifa and the artist Randa Fouad.



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Some of the Artworks from the workshop:

