

The second training workshop in the Sustainable Art and Human Development Initiative

The World Art Forum for Development Foundation “WAFDF” launched its second workshop titled "Bank-Nut", which is one of the activities of the Sustainable Art and Human Development Initiative that supports youth and women. The activity took place on the premises of the World Youth Forum at the National Academy for Training in Sheikh Zayed on Sunday, June 18, 2023. The Executive Director of the Forum, Dr. Mohamed Al-Sery, Entrepreneurship Coach, Dr. Amr Ali, a doctor at the Faculty of Fine Arts, actress and coordinator of the Foundation, the artist Shahira El-Gebaly, and the representative of the United Nations for Women, Lana Darrag.

Artist Randa Fouad, President of the Foundation, spoke about the importance of women's economic empowerment through soft power, supporting young artists through fine art, linking it to entrepreneurship, and encouraging the work of new development projects to increase opportunities for the growth of the creative economy through innovative marketing methods.

A protocol was signed between WAFDF and the World Youth Forum as a first step in the path of partnership and cooperation together in more activities and events such as the second workshop of the "Bank-Nut" workshops, which is the basic idea on which the first phase of the initiative was based on what the banknotes symbolize, and the word "Nut" symbolizes the sky goddess according to ancient Egyptian art and has a relationship with creativity, as the sky is the limit of ideas and it is also linked to women's economic support through the creative economy associated with plastic art and in the vision of the artist Randa Fouad to achieve the goals of sustainable development, she dedicated her painting to the Forum entitled "Dreams of Girls".



Dr. Rasha Ragheb also expressed her happiness with this partnership and her support for all kinds of arts, especially encouraging young people to develop their skills in art, entrepreneurship, and raising awareness of the sustainable development goals.



Dr. Amr Ali talked about the importance of the role of art in raising awareness of the sustainable development goals and the importance of recycling solid waste in works of art in order to preserve the environment and climate on land and sea by using and adopting this thought as a lifestyle with creative and innovative ideas through various materials and new methods, which helps to develop the skills of young artists in addition to raising awareness.

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.

The representative of the United Nations for Women gave a lecture on gender, where she talked about what human rights are, who is responsible for them, and how to protect them, claim them or restore them. She also talked about the social and sexual differences between the two genders in physiological functions, cultural concepts, and gender discrimination due to

social, cultural, economic, and political factors, as this affected the division of roles in societies between men and women, which creates compulsory templates for the two types of attitudes, reactions, behavior, dreams, and goals under the umbrella of a patriarchal system, which makes it imperative for us to confront this discrimination with all its violent and harmful practices to women.



On the second day, with the start of the technical training workshop and interest in the philosophy of "minimalism" or simplification, which is the global trend that everyone seeks in the future, Dr. Amr Ali decided to pass this philosophy through the production of miniature works of art that are easy to move, and travel and contribute to preserving the environment instead of the financially costly disposal methods, using rubber materials such as balloons and medical gloves, where they are inflated and drawn on using pens and colors, then after emptying the air from them they shrink and

are spread out and pasted on any template or any sizes you may want such as jar lids and Plastic bottle caps, pieces of mosaic, old bricks and cards through an adhesive material such as glue and glue to fix it, producing an exquisite work of art with different sizes and shapes and effects with a variety of textures using recyclable waste. This is the role of art in spreading awareness of the importance of preserving the environment.

Under the supervision of Dr. Amr Ali, in cooperation with the artist Shahira El-Gebaly, the coordinator WAFDF, has selected a distinguished group of trained artists to work together in the training workshop.

This participation resulted in the enrichment of multiple values such as inspiration, cooperation, innovation, and insistence on production. It is one of the moral results of the workshop, as the trained artists participating in the workshops



By creating many miniature works of paintings and sculptures, while documenting the work journey with many photos and videos that document the steps of the work and training for displaying it in front of the recipients.



The workshop concluded with an exhibition of miniature artworks on a smart board, including creativity in Arabic calligraphy, with phrases urging the importance of preserving the environment and love of life, and a call for optimism in the creativity of the young artist Ehab El-Hamzawy, and then using the projector to display miniatures in large sizes, and handing the trainees honorary certificates for their creativity presented by the World Youth Forum.

Among the results of the workshop, we conducted questionnaires for the trainees before the start and end

of the workshop to measure their awareness of the importance of preserving the environment, recycling methods, sustainable art, and the possibility of marketing artwork based on recycling. The results showed tremendous developments in the awareness of the young trainees.





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Some of the Artwork from the workshop:







