



World Art Forum Report

Prepared By:

World Art Forum for Development Foundation

“Art is the language of the dream”

- Randa Fouad, *President of WAF*, at WAF 2022

Table of Content

PARTNERS AND SPONSORS	4
INTRODUCTION	5
WAF AGENDA	6
WAF 2022 THEMATIC OUTCOMES	8
1. SUSTAINABLE ART AS A PILLAR IN DEVELOPMENTAL PROJECTS	8
2. CREATIVE BUSINESSES AND COMMUNITIES AS ECONOMIC STAKEHOLDERS	9
3. SUSTAINABLE ART AS AN INCUBATOR FOR POSITIVE, INNOVATIVE, AND EMPOWERING GREEN CULTURES	9
WAF 2022 OUTPUTS & INITIATIVES	10
AVENUES FOR FURTHER WAF PARTNERSHIPS WITH STAKEHOLDERS	11
1. TURN THE SDGs INTO ARTWORKS (SDG 17)	11
2. INCORPORATE SUSTAINABLE ART AS A PILLAR IN URBAN SUSTAINABILITY PROJECTS (SDG 11)	11
3. SCALE UP ART EDUCATION (SDG 4)	11
4. INCORPORATE SUSTAINABLE ART IN NATIONAL INITIATIVES (SDG 17)	11
5. USE SUSTAINABLE ART TO FOSTER SOCIAL COHESION AND EMPOWER COMMUNITIES (SDGs 3, 5, 10, & 16)	12
6. INCREASE ECONOMIC SUPPORT FOR CREATIVE BUSINESSES (SDGs 1, 8, 9, 10, & 12)	12
7. STRENGTHEN CREATIVE RIGHTS LAWS (SDG 16)	12
8. MAKE ART MORE ACCESSIBLE (SDG 10)	12
ANNEX	13

Partners and Sponsors

Government Partners

وزارة التخطيط والتنمية الاقتصادية
 Ministry of Planning and Economic
 Development



Ministry of State for Emigration
 and Egyptian Expatriates Affairs



Egypt

NATIONAL MUSEUM OF
 EGYPTIAN CIVILIZATION
NMEC

International Partners



Brought to you by:
Official Partner

NYICAS
 NEW YORK INTERNATIONAL CONTEMPORARY ART SOCIETY

Brought to you by:
Official Banking Sponsor

Tatweer MISR

VIP Reception Sponsor

بنك القاهرة
 Banque du Caire

Gold Sponsor



Introduction

In January 2022 the World Art Forum (WAF) launched its first annual session hosting 20 galleries and 150 artists from 30 countries as a manifestation of the growing passion to link soft power and sustainable development in Egypt. The declaration by President Abdelfattah AlSissi for 2022 as the Year of Civil Society and the increased support for the creative communities with initiatives such as the Art and Culture Center at the New Capital created the optimum environment to launch WAF and bring the fine arts to the forefront of the country's vision for development.

As a universal language and one of the most versatile forms of soft power, art has a significant role to play in connecting people across cultures and highlighting the pathway between the past, the present, and the future. As a testament, it was important to hold the Forum at the National Museum of Egyptian Civilization (NMEC) where some of history's greatest works of sustainable art is on display.

Sustainable art nourishes an inclusive environment allowing artists to contribute to development. It creates meaningful connections to numerous social, environmental, and economic issues critical to ensure sustainability using the various forms of fine arts. It can, to name a few:

- Raise awareness,
- Nurture creative problem solving,
- Cultivate multicultural dialogues,
- Support responsible production and consumption,
- Empower women and vulnerable groups, and
- Create green cultures and economies.

The Forum sets itself apart from other national, regional, and international art fairs by adopting the Sustainable Development Goals (SDGs) at the heart of its mission. Collective Art exhibitions showcased the potential for exchanging ideas across different cultures through the language of art. Local recycling artists displayed unique artwork using locally recycled material. Roundtables and panel discussions highlighted the importance of sustainable art and the role of the creative community in supporting the different pillars of sustainable development.

That is why SDG 17, Partnerships for the Goals, was the most appropriate theme for the first WAF as national, regional, and international artists, senior government and international organization officials, development experts, academicians, and youth engaged in a completely original conversation to bridge cultural gaps and build lasting partnerships. In conclusion of the first session of the Forum, it is essential for us to compile our findings and recommendations in this report that will act as the guiding signposts for upcoming initiatives.

WAF Agenda

Our guests participated in several interactive events including an opening panel discussion and 3 roundtables:

Opening Panel Discussion

Welcome notes

- Ms. Randa Fouad, President of World Art Forum.
- Dr. Ahmed Ghoneim, Chairman of the Executive Authority of the Museum of Civilisation.
- Dr. Ahmed Shalaby, Founder, President and CEO of Tatweer Misr.

Keynote Speakers

- H.E Dr. Ghada Wali, Executive Director of the United Nations Office on Drugs and crime and General Director of the United Nations Office at Vienna.
- Ms. Elena Panova, UN Egypt Resident Coordinator.
- H.E Dr. Hala El Said, Minister of Planning and Economic Development.

First Roundtable – SustARTability (The Role of Art in Promoting Sustainable Development)

Moderator:

- Mr. Pablo Mateu, UNHCR Representative in Egypt

Keynote Speakers

- Dr. Heba Nassar, Professor in Faculty of Economics and Political Science at Cairo University.
- Dr. Amr Samy, Dean of Faculty of Fine Arts at Helwan University.
- Ms. Larissa Noury, French Artist.
- Dr. Walid Kamal, UNAIDS Egypt Country Manager

Second Roundtable – Joining Visions (The Role of Partnerships)

Keynote Speakers

- Dr. Ahmed Ghoneim, Chairman of the Executive Authority of the Museum of Civilisation.
- Dr. Adla Ragab, Professor in Faculty of Economics and Political Science at Cairo University.
- Mr. Eugene Lopin, Technical Partner for Saphira and Ventura.
- Ms. Heba Nosseir, Country Coordinator of United Nations Volunteers.

Third Roundtable – Sustainable Development Dialogue (The Way Forward)

Moderator

- Ms. Randa Fouad, President of World Art Forum.

Keynote Speakers

- Dr. Khaled Zakaria Amin, Professor of Public Policy and Public Financial Management at Cairo University.
- Mr. Samir Gharib, Writer and Art Critic.

- **Ms. Rawya Mansour**, Chairperson of Ramsco for Trade & Distribution
- **Mr. Tarek El Shinnawy**, Writer and Film Critic.
- **Ambassador Moushira Khattab**, President of Egypt's Human Rights Council.
- **Ms. Elena Panova**, UN Egypt Resident Coordinator.

WAF 2022 Thematic Outcomes

1. Sustainable Art as a Pillar in Developmental Projects

Fine Art should and can be easily incorporated in the planning for any developmental project as one of its pillars. An economic empowerment project can incorporate creative businesses as an avenue for employment and entrepreneurship. Women, youth, and special needs communities can join the society as productive individuals by learning artistic skills and business models for creative businesses. An educational program can utilize art and creative workshops to raise student's levels of creativity and innovation which will allow them to raise their prospects.

Fine Art's ability to raise awareness can be incorporated within environmental and social projects. Artworks can be used to educate communities on diverse topics including climate change, poverty, nutrition and child health, reproductive health, etc. by creating relatable and personalized content that connects to people's lives and struggles in a non-intrusive manner. The science of art design can inform an urban sustainability project through incorporating elements of eco-design in architecture and uplifting the lives of urban dwellers by turning cities into open museums harmonious with its surrounding environment. Different forms of sustainable art can be incorporated such as graffiti using natural colors, murals and statues using recycled materials, and land art pieces for exhilarating landscapes.

Other Tackled SDGs:



2. Creative Businesses and Communities as Economic Stakeholders

The contribution of the creative community is an untapped market within the Egyptian economy with significant potentials for growth. Creative businesses alone account for approximately **7%** of the economy. Hence, its potential contributions to economic growth and prosperity cannot be overlooked. Creative businesses' environmental footprint affects market demand for sustainable sourced materials such as wood, paper, cloth, colors and pigments, metals, etc. It can support local and small businesses creating demand for local crafts and opening avenues for job creation. Creative businesses also have the potential to support equal opportunity employment in the market by both adopting equal opportunity standards and using suppliers who adopt it.

Moreover, sustainable art opens a new market for financial institutions and investors because it provides diverse investment opportunities. Artists working with upcycling art can create businesses for recycling freeing up landfills for other uses. These creative businesses can produce functional art pieces generating revenues and growing other sectors such as the clothing industry. Non-functional artworks are an investment avenue in themselves as they increase in value overtime attracting collectors and can be used to create touristic attractions. Both of which would inject money into the economy due to rising demand which would raise productivity and turn creative businesses into a prosperous economic sector.

Other Tackled SDGs:



3. Sustainable Art as an Incubator for Positive, Innovative, and Empowering Green Cultures

Art therapy has been used for years by therapists to treat different conditions including PTSD, depression, autism, and dementia. That is because of art's powerful effect on human understanding, communication, and healing as a versatile creative outlet. It allows individuals to connect to each other, to nature, to history, and to heritage. Arts can be used to foster social

cohesion among communities by overcoming gender, religious, class, and racial divides through a universal language that everyone can understand and relate to. It can empower vulnerable groups through creating outlets for self-expression where individuals can share their histories, experiences, and emotions with others.

It can foster a dialogue across communities and cultures and heal divides. By raising awareness about different issues, we can use art to foster a green culture and a positive environment that enables citizens of reaching innovative and creative ideas and solutions. For example, environmental art harmonizes the audience with nature which can allow them to use nature as an inspiration for problem-solving. They could incorporate eco-design in architecture, use biomimicry for technical solutions, and find inspirations to research and develop green inventions.

Other Tackled SDGs:



WAF 2022 Outputs & Initiatives

- Establishment of the WAF for Development Foundation.
- Discussions to sign a protocol with the Faculty of Fine Arts at Cairo University to empower students of creative fields and build their capacities.
- Building partnerships with government counterparts to join sustainable art in national initiatives and continued support for future Forums.
- Commitment from government counterparts on continued support for the arts and soft power.
- Building partnerships with private sector and international organizations counterparts for continued support for future Forums.
- Preparations for the 2nd Edition of WAF 2022 to be held at COP 27 in Sharm El-Sheikh, Egypt to cement the position of Sustainable Art as a partner in Climate Action

- Plans for the 3rd Edition of WAF 2023 tackling Sustainable Cities and Communities (SDG 11), paving the way for the World Urban Form 2024 which will be held in Egypt.

Avenues for Further WAF Partnerships with Stakeholders

The first session of WAF is nothing but the first step on a long path ahead toward sustainable development. Our findings from this Forum and the solid outcomes reached at this stage provide us with a blueprint that can be used to guide our coming steps to maximize the potential of sustainable art and take advantage of the untapped opportunities it can contribute to sustainable development. Hence, we recommend the following for the upcoming phases:

1. Turn the SDGs into Artworks (SDG 17)

By turning the SDGs into art pieces, we will solidify the partnership between art and sustainable development and create an inclusive environment for artists to actively participate. The SDGs will also become more accessible and personalized for audiences from different backgrounds.

2. Incorporate Sustainable Art as a Pillar in Urban Sustainability Projects (SDG 11)

We have a massive opportunity to create sustainable cities that are capable of uplifting the life and spirits of their dwellers through incorporating sustainable art in the design of urban sustainability projects. The result will be a more motivated community focused on innovation and reaching creative solutions for social, environmental, and economic issues.

3. Scale Up Art Education (SDG 4)

To ensure sustainable support for art, it must be weaved into the fabric of society. This can be ensured through incorporating arts education into formal educational curriculums and models and nurturing artistic and creative environments in schools and universities through supporting creative activities as art and crafts workshops, art fairs and exhibitions, art-focused cultural trips, etc.

4. Incorporate Sustainable Art in National Initiatives (SDG 17)

Government support for sustainable art and the creative communities is indispensable to nurture the relationship between art and development. We have an optimum opportunity currently with the mass national initiatives such as *Hayah Kareema* and the New Administrative Capital to harness the budding partnership between the government and the creative businesses and community. The Forum provided us with the launchpad through the partnership with NMEC and the different ministries.

5. Use Sustainable Art to Foster Social Cohesion and Empower Communities (SDGs 3, 5, 10, & 16)

Egypt is blessed with a vibrant collage of communities and sustainable art can be used to strengthen and nurture the social cohesion between them. Through art, we can combat terrorism and fundamentalism, empower women, youth, and vulnerable communities, and strengthen our mutual connection to our Egyptian heritage and culture.

6. Increase Economic Support for Creative Businesses (SDGs 1, 8, 9, 10, & 12)

The economic potential of creative is businesses is unbound ranging from recycling and green inventions, creating jobs, supporting traditional industries, to generating new touristic hotspots. However, this potential cannot be unleashed without consistent and continued economic and financial support from the government and financial institutions.

7. Strengthen Creative Rights Laws (SDG 16)

To empower artists and creative communities, we need to continuously strength the legal framework that protects artists' creative rights. The groundwork has already been laid with the Egyptian Constitution that clearly outlines and protects creative rights.

8. Make Art More Accessible (SDG 10)

Accessibility to art is essential to foster an enabling environment for art, creativity, and innovation. The changes due to COVID-19 highlighted the different options that can be used to allow everyone to join and appreciate art from the comfort of their homes. Virtual exhibitions and museum tours and online workshops and conferences are some of the main channels that can be used to increase accessibility. Supporting and protecting digital art forms through NFTs are also a potential avenue to expand the creative community and encourage active participation.

Annex







