

4th WORLD CHILDREN'S FESTIVAL



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

What?

The world's largest international children's celebration?

Like "Olympics" of children's creativity and imagination?

Adults can participate too! Even preschoolers and seniors. Dazzling performances by children's troupes. A drumming circle by parents' group. Age appropriate workshops and activities by famous artists and Olympians. Art therapy and digital technology. DNA and science. Math and music. Architecture and engineering. Animation and design.

On The National Mall in Washington DC on June 17-19, 2011. Absolutely free and open to all!



Why?

To address the most serious challenges that children face.

- 1) *“We’ve all heard the statistics: how one in three children in the country are either overweight or obese... We are spending almost \$150 billion every year to treat obesity-related conditions. And we know that if we don’t act now, those costs will keep rising.”* - First lady Michelle Obama, The Washington Post (August 2, 2010)
- 2) *“The potential consequences are sweeping. The necessity of human ingenuity is undisputed. A recent IBM poll of 1,500 CEOs identified creativity as the No.1 ‘leadership competency’ of the future... It’s left to the luck of the draw who becomes creative: there’s no concerted effort to nurture the creativity of all children.”* - Newsweek magazine ‘The Creativity Crisis’ (July 10, 2010)
- 3) *“Violence against children happens everywhere, in every country and society and across all social groups. Although the consequences may vary according to the nature and severity of the violence inflicted, the short- and long-term repercussions for children are very often grave and damaging.”* - UN Secretary General’s Study (2006)

How?

- 1) The festival is the culmination of the Arts Olympiad, the world's largest and most prestigious creative education program for children which commenced late last year in classrooms across the globe
- 2) The festival honors the Arts Olympiad winners and they introduce festival attendees to the "artist-athlete" ideal of a creative mind and healthy body (did you know that painting their favorite sport may inspire children to engage in the activity more frequently?)
- 3) The festival's educational programming is based on ICAF's Peace through Art Methodology outlined in UK's leading medical journal *The Lancet* ("Development of children's creativity to foster peace." December 2006)



Sample of activities

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

Art activities: Melissa Ayr ([Dallas, TX](#)), Liliana Bandin([Mexico](#)), Luis Blanchard ([Argentina](#)),
Mary Brown ([Washington, DC](#)), Ludmila Figueiredo ([Brazil](#)), Stan Kuiperi ([Aruba](#)),
Nereus Patrick ([Cameroon](#)), Hannah Richards ([Boston, MA](#)), and K. Venkatesh ([India](#))

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

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](#)

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](#)

Genetics: [American Society for Human Genetics](#) and [J. Craig Venter Institute](#)

Multiculturalism: Jennifer Bryson ([Princeton, NJ](#)) and Mai Lai ([Santa Barbara, CA](#))

Sport, health and safety: [President's Council on Fitness, Sports & Nutrition](#), [United States Coast Guard](#),
Dudley Williams (retired Dallas Cowboys), and Olympians

Children's Performance Groups:

Selected schools in several U.S. states and children's troupes from at least twenty countries including Belarus, India, Kenya, Mexico, and Uganda

Author Workshops:

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

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

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

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

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

World Children's Award Banquet

The Arts Olympiad winners and their teachers are honored at the World Children's Award Banquet on Monday, June 20, 2011. This is the only ticketed event of the festival, and by invitation only. Distinguished guests present the Arts Olympiad Awards. The U.S. Arts Olympiad winners will also receive The President's Council on Fitness, Sports and Nutrition's *Presidential Active Lifestyle Award*.



The Arts Olympiad winners present 'World Children's Award' to creative companies and global leaders they select. The 2011 Awards will be designed by Karim Rashid Inc., New York, New York. The 2007 Awards were designed by Tiffany & Co.

Festival Schedule

- The 4th World Children's festival will open at 10:00 am on Friday, June 17, 2011 at 4th Street NW of The National Mall on June 17-19, 2011, followed by an array of performances, workshops, and activities to chose from between 10:30 am and 5:00 pm every day
- On June 18th and 19th the festival will open at 10:00 am and will be followed by an array of performances, workshops, and activities until 5:00 pm
- The festival's educational programming is based on STEAMS education (science, technology, engineering, arts, mathematics, and sport) for children's holistic development
- The daily themes of the 3-day festival are:

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

- For festival updates, visit www.WorldChildrensFestival.org

Who?

- The festival is organized every four years on The National Mall by the International Child Art Foundation (ICAF) which serves as the national art and creativity organization for American children and the international art and creativity organization for the world's children
- The Festival Planning Committee is comprised of Washington's cultural and business leaders, prominent educators, event planners, and media professionals
- The festival is staged by the ICAF Youth Board Members – winners of previous Arts Olympiads who are among the most creative young people in the world



Festival host committee and partner update (Oct 18th)

Festival 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)
Her Majesty Margrethe II , Queen of Denmark (invited as Festival Co-Chair)
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

Festival Education Partners:

The Anne Frank Center USA, New York, New York
Children's Art Village, Santa Monica, California
International Center for Studies in Creativity, Buffalo State SUNY
International Society for Education through the Arts (InSEA)
J. Craig Venter Institute, Rockville, Maryland
Life Pieces to Masterpieces, Washington, DC
President's Council on Fitness, Sports & Nutrition's President's Challenge program
SIGNIS - World Catholic Association for Communication, Brussels, Belgium
OMEP-USA - World Organization for Early Childhood Education

International Partners

Ministries of Education: Costa Rica, Cyprus, Kuwait, Mauritius, Oman, and Saudi Arabia , for example
UNESCO National Commissions: 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, New Zealand and the Philippines
ICAF Representatives: Algeria, Austria, Indonesia and United Kingdom, for example

Festival History

1st World Children's Festival (June 29-July 5, 1999)

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

2nd World Children's Festival (September 9-11, 2003)

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 at the 2003 Festival

3rd World Children's Festival (June 23-25, 2007)

The World Children's Awards are 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, at the 2007 Festival

Festival Photos



2007 Festival

- Pre-Festival articles were published in national newspapers such as The Washington Post news story [Creativity is the Name of the Game](#) and announced on [local airwaves](#) and [community websites](#)
- Live television coverage hit airwaves on the local TV stations, Voice of America and its television service, and through international media partners such as Brazil's Canal Futura (Example: TV 5 live coverage "Holly Morris: World Children's Festival" on June 25, 2007 > myfoxdc.com)
- Festival sponsor press releases hit the wires, such as [PR Newswire](#) and [Creative Cow](#)
- Print coverage of the Festival appeared in national newspapers such as a front page Festival photo in The Washington Times, [Kuwait News Agency](#), and [World Bulletin](#)
- Festival videos + photos uploaded to [YouTube](#), [Flickr](#), and [Facebook](#), and other such sites



"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 Systems, Inc.

How can I participate?

- We invite your family and friends who have children ages 8 to 12 to participate in the Arts Olympiad, a global program that is free of charge for the children > www.icafe.org
- Your talented children and their schools can apply to perform at the festival > wcf@icafe.org
- Experienced professionals can volunteer their services and Washington Area families can apply to serve as a host family for an Arts Olympiad winner and a parent > volunteer@icafe.org
- You don't need to register for the festival. Bring your family and friends along to The National Mall (4th to 7th Streets, NW)
- We welcome your creative ideas and suggestions on workshops and activities that enhance the festival and make the world worthy of its children wcf@icafe.org



How can I contribute?

- Help the children host their World Festival by making a tax-deductible donation today using the secure [JustGive.org](https://www.justgive.org) or by mailing your check to: ICAF, P O Box 58133, Washington DC 20037
- Make your pledge to CFC# 12018 if you participate in the Combined Federal Campaign
- Organize a small fundraising event at your work to support ICAF's endeavors to make the world worthy of its children
- Encourage your company to make its mark on The National Mall and in children's hearts by becoming a World Children's Festival sponsor. Please email wcf@icaf.org for details.

