

When Art Meets You

An interdisciplinary practice that creates an aesthetic and intellectual landscape where creators from various fields can inspire each other, leading to exceptional results that can positively impact the world!

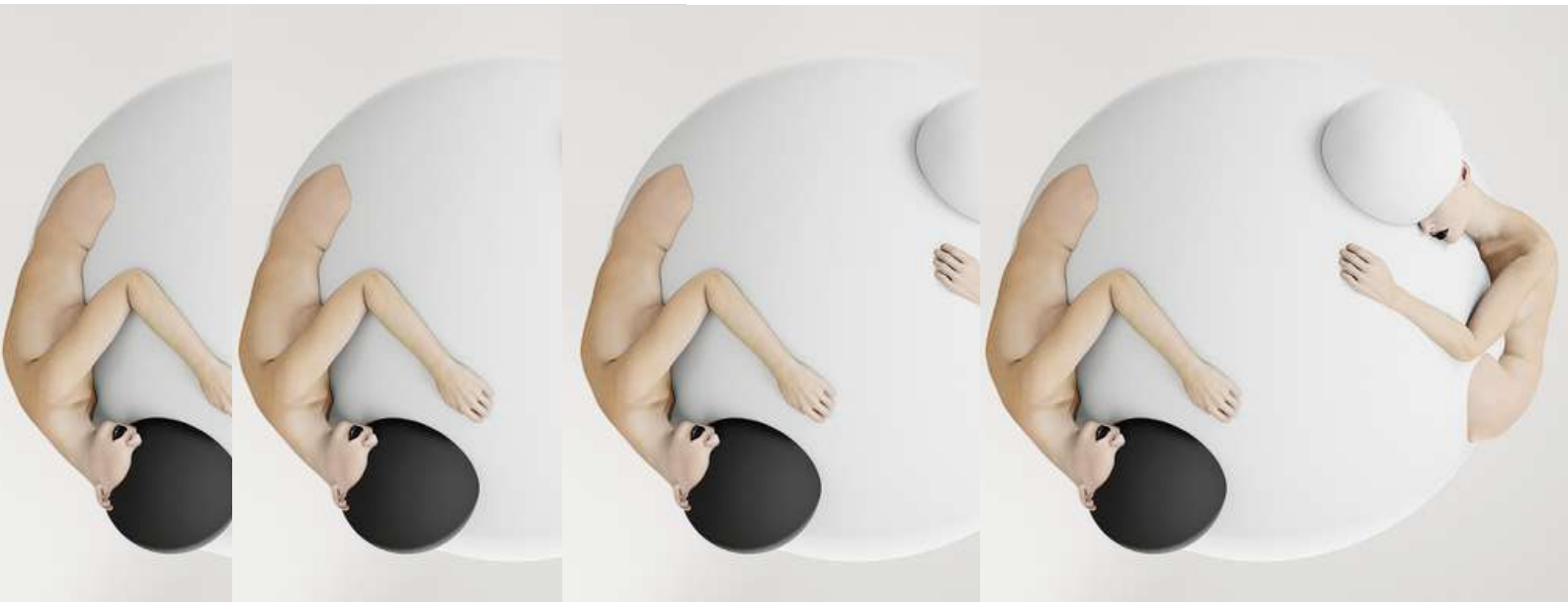


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Introduction

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- Are you looking for extraordinary art and cultural experiences?
- Are you looking for creative activities to support your business development while actively creating social values?
- Are you looking for effective ways to showcase your cultural identity, enhance cultural preservation, increase public engagement and promote social, economic, and environmental goals?

The When Art Meets You program is an exceptional initiative that has been designed to cater to your needs and exceed your expectations.

Today, we see more and more artists and cultural professionals drawing inspiration from diverse fields to create new creative possibilities. This includes fields such as agriculture, sports, science, and social issues like climate change, gender equality, and health and well-being. Conversely, people from different sectors are incorporating artistic and cultural elements into their work to produce unconventional and cutting-edge expressions while searching for effective communication strategies.

Cross-disciplinary collaborations are not new, but an inevitable trend in the future of the creative economy. Performing arts with tourism, music with astronomy, film with food, fashion design with sports, dance with peace... Can you imagine how creative and innovative we can be when we embrace our disciplinary diversity?

We warmly welcome you to join us on our journey to discover what you can expect from When Art Meets You and explore how you can be part of this program to create impactful experiences together with us!



About Program

What is
When Art Meets You?

When Art Meets You is a program that cultivates interaction and collaboration between art and diverse aspects of life and society, utilizing art as a dynamic force for communication, awareness, and transformation. Through a series of creative activities, When Art Meets You aims to convey messages and ideas, enhance visibility and understanding across diverse fields, and generate positive social, economic, and environmental impact.

Art is not just an object or an activity, but a way of life that reflects our innate creativity. Art can take many forms, such as visual arts, literary arts, performing arts, audiovisual and digital arts; Art can be expressed in everyday life through conversations, cooking, gardening, and other forms of creative expression; Art can also be highlighted through cultural events, campaigns, celebrations, education, and more.

Art has the capacity to interact and collaborate with a wide spectrum of fields and subjects, such as Fashion, Food, Tourism, Science and Technology, Sports, as well as addressing critical social issues, such as Environmental Protection, Cultural Diversity, Urban Transformation, Women and Youth Empowerment.

Join us in this journey of discovery, where culture, art, and creativity come together to uncover the richness of our life. Let's explore how creativity and innovation can enhance our understanding and reshape the way we perceive the world.



Values

Why is When Art Meets You valuable?

Power of Art

When Art Meets You embraces the power of art and supports artists and cultural professionals

- It embraces the power of art, which is not only a **constant catalyst for creativity and innovation**, but also explores, engages, communicates, opens discussions, raises awareness, offers original proposals and new inventions to our world.
- It uses art as the **inspiration** to inject creativity into various fields and build effective communication and promotional strategies; it uses art as a **medium** to bridge cultural differences and connect diverse audiences.
- It provides artists and cultural professionals with more **opportunities** to collaborate and showcase their work and talents in an international environment.

Business Development

When Art Meets You inspires business development with fresh ideas and new perspectives

- Our creative and innovative practices provide a continuous stream of inspiration for **enhancing products and services**, empowering them to compete more effectively in the world of diversity.
- Through storytelling skills and creative solutions, it serves as a **cultural branding channel** that fosters human connections and builds lasting relationships between brands and their customers.
- In the pursuit of positive, measurable social and environmental impact, it creates **social value for both the public and private sectors**, leading them to build a competitive advantage that continually grows over time.

Positive Social Impact

When Art Meets You fosters socio-cultural, economic and sustainable development through creativity and innovation

- Through creative practices, it **contributes to cultural revitalization and encourages collaboration** with other development sectors, such as education, tourism, social innovation, technologies, and more.
- It serves as a compelling attraction for constructing cultural identity and promoting tourism, thus supporting **local development**.
- It advocates for the development of **cultural and creative industries**, which are among the world's fastest growing sectors and contributes in fostering social cohesion, supporting entrepreneurship, stimulating innovation, building resilient systems and supporting sustainable development.



What kinds of activities can we devise with When Art Meets You?

(Non-exclusive)





When Art Meets You supports the celebration of the [UN](#) and [UNESCO](#)

International Days

in line with UNESCO's mission and projects, [by launching projects or organizing activities on these Days.](#)

The following list is not exclusive:

- **February 21 - International Mother Language Day**
- **April 6 - International Day of Sport for Development and Peace**
- **April 15 - World Art Day**
- **April 21 - World Creativity and Innovation Day**
- **May 21 - World Day for Cultural Diversity for Dialogue and Development**
- **The 4th week of May - International Arts Education Week**
- **June 18 - Sustainable Gastronomy Day**
- **August 12 - International Youth Day**
- **September 27 - World Tourism Day**
- **October 16 - World Food Day**
- **October 27 - World Day for Audiovisual Heritage**
- **October 31 - World Cities Day**
- **November 10 - World Science Day for Peace and Development**



UNESCO's Activities on Creativity

Creativity expresses itself through fresh thinking, seeing things in new ways, and acting on new ideas.

UNESCO recognizes the role of creativity to solve the problems affecting the economic, social and sustainable development of nations. Ensure creativity remains a UNESCO priority!

When Art Meets You, staying in line with UNESCO's policies, places creativity at its core.

Here you find several examples of UNESCO's activities in the field of Creativity

UNESCO initiated numerous activities to pay homage to the creative sector. For example:

- The adoption of the **2005 Convention for the Protection and Promotion of the Diversity of Cultural Expressions** was a milestone in international cultural policy. Shaping the design and implementation of policies and measures that support the creation, production, distribution of and access to cultural goods and services, the 2005 Convention is at the heart of the creative economy.
- The **UNESCO Creative Cities Network (UCCN)** was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. The Network covers seven creative fields: Crafts and Folk Arts, Media Arts, Film, Design, Gastronomy, Literature and Music.
- **UNESCO's ResiliArt**, launched in 2020 during the COVID-19 pandemic, is a global movement joined by cultural professionals worldwide that sheds light on the current state of creative industries through virtual discussions.
- The **Tracker Culture & Public Policy** monthly produced by UNESCO in 2020 is to monitor the role of culture in public policy with regards to the UN Sustainable Development Agenda. The Issue 5 of the Tracker focuses on Culture and the Creative Economy.
- In the framework of the fourteenth session of the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions held online from 1 to 5 February 2021, UNESCO celebrated the **International Year of Creative Economy for Sustainable Development 2021**.



About Themes

How to choose themes?

Current Themes

In the upcoming pages, we present five carefully selected themes that align with our past experiences, the expertise of our partners, public interest, and UNESCO's priorities.

These themes are: **Heritage, Food, Sport, Fashion, and Science.**

We conceptualize creative projects on various themes that align with the overarching concept of "When Art Meets You."

More themes

The intersections between ART and YOU are endless! More themes will be highlighted in the future based on:

- The request of sponsors and partners (both public and private sectors).
- The interest of the public.
- The hottest issues of the year.



Theme 2 Food

Food is something that we experience in so many different ways - whether it's consuming, preparing, sharing, or even viewing - giving us endless dimensions to explore it, including artistically.

Values

Food plays a distinctive role in different cultural perspectives.

- It tends to attach itself to cultural history and traditional practices.
- It is an essential attraction for domestic and international tourists.
- It acts as a mediator between society and culture and has become an invaluable resource for encourage entrepreneurship and innovation.
- It has the power to travel around the world, and creatively evolve in a global setting...

What to expect?

Towards the linkages and synergies between food, tourism and cultural and creative industries.

- Many tourists travel for culinary experiences. which can be used to brand and market destinations.
- Integrating creative activities and interventions can add value by reaching audiences, enhancing destination image and competitiveness, and supporting the growth of the cultural and creative industries and creative exports.
- It drives gastronomic understanding, cultural diplomacy, national branding, economic growth and helps countries reach development goals...

Food and UNESCO

- UNESCO recognizes food and drink-related traditions as part of its Representative List of the Intangible Cultural Heritage of Humanity.
- The City of Gastronomy project is part of the wider UNESCO Creative Cities Network.



Theme 3 Sport

Sport has the power to change the world!

Values

Sport and art are the two most universal languages we have.

- They both enable us to express ourselves physically, emotionally and intellectually, allowing us to connect and communicate with each other around the world, crossing borders, cultures, languages and generations.
- They are both fundamental rights and powerful tools for strengthening social ties and promoting sustainable development and peace, as well as solidarity and respect for all.

What to expect?

By combining art and sport, we could create a powerful new vehicle and platform for interaction, engagement, promotion and discussion of ideas and thoughts.

- Sport inspires various art forms, such as music, theatre, dance, film, painting, sculpture...
- The aesthetics prevails in sports everywhere: from movements, design (costumes, equipment, accessories...), to advertisements and promotional activities...
- The interaction between art and sport in creative ways in games and sporting events such as the Olympic Games, the World Cup, the Formula One World Championship..., can also attract more tourists, feature host country's heritage as well as its plethora of local cultures.

Sport and UNESCO

- UNESCO celebrates the International Day of Sport for Development and Peace (IDSDP) on April 6, declared by the UN General Assembly in 2013.
- UNESCO integrates sport in education, youth development and women empowerment.



Theme 4 Fashion

The interaction between art and fashion is a great example of a win-win partnership scenario. This trend is becoming more widespread.

Values

Cultural and creative industries are always looking for something new and extraordinary.

- Painting, sculpture, music, dance, media art, art crafts..., we are constantly looking for creative collaboration ideas between art and fashion to meet the demand of the cultural and creative industries that always expect something extraordinary and new, and to create an atmosphere with positive social and environmental impact through different themes.

What to expect?

The ongoing innovation and creative expression through the interaction between art and fashion.

- Fashion is influenced by art. It has constantly turned to art to create some of the most iconic crossovers between the two worlds.
- Whether through advertisements, in-store art displays or art in fashion shows, the concept of art-meets-fashion has been proven time and again to be a perfect way to engage audiences and expand networks.

Fashion and UNESCO

- UNESCO promotes cultural diversity and culture of peace through fashion: an African Fashion Reception was organized at UNESCO Headquarters in October 2019 in a celebration of cultural diversity expressed through the artistic fashion discipline with the theme “Africa is the new inspiration of global fashion”.
- UNESCO joined forces with fashion brands to support projects for women and girls: Prada supported UNESCO’s efforts to ensure girls’ education by offering a selection of exclusive fashion items, photography and set design to support learning continuity for girls and their safe return to school in 2020.



Theme 5 Science

Our lives are enriched through understanding the universe and more importantly our place within it. A joint venture of art and science is an important, even indispensable, step in that direction.

Values

Art and science have frequently reflected similar values and used the same tools and methods.

- Both artists and scientists strive to see the world in new ways, and to communicate that vision.
- Artists and scientists often need to invent new concepts and technologies to achieve their goals.
- There are many examples of how art and science intermingled based on observation and interpretation, from a physical object to an informative visual piece that serves as a communication tool.

What to expect?

What happens when art and science join forces?

- By connecting to art, scientists gain new tools to visualize natural phenomena and communicate their complexity. These tools will enable scientists to create wiser and more empathetic technologies that are considerate of not only what they can do, but also how they might impact society.
- Artists use emerging scientific technologies as tools for their work and to be inspired by scientific observations of nature.
- Science conferences, workshops, competitions, festivals, projects, etc. can play an important role in creating a platform for artists and scientists to meet, discuss, formally propose ideas, and initiate long-term collaborations that have the power to drive change for a more sustainable society.

Science and UNESCO

- UNESCO supports the merging of art and science. Creative Resilience is a UNESCO co-creation with 54 women scientists from around the world to showcase their artistic works inspired by the fight against and reaction to the COVID-19 pandemic.



About Initiator

PCI & CICT-ICFT

What is PCI ?

The **Platform for Creativity & Innovation (PCI)** is an international cultural and artistic space for research, training, inspiration, communication, cooperation and promotion. It is dedicated not only to promoting the aesthetic value of culture and art, but also to highlighting the impact of culture and art in all aspects of economic, social and sustainable development.

The Background of PCI

PCI was established under the auspices of the **International Council for Film, Television and Audiovisual Communication (CICT-ICFT) to UNESCO** as a youth branch that promotes the value of creativity and innovation recognized by UNESCO and to inspire young people. Located at UNESCO headquarters in Paris, CICT-ICFT was established at the **10th session of the UNESCO's General Conference in 1956**. It has been functioning as an advisory and executive agency to UNESCO and as a link between UNESCO and the international civil society on all matters related to film, television, and new media by providing advice, expertise and technical support.

The Expertise of PCI

PCI provides **Cultural Engineering**, mainly focusing on **Cultural Analysis, Creative Campaigns, International Communication and Collaboration, Education and Training**. PCI specializes in using the power of culture and art as focused and coordinated efforts to drive specific outcomes and create meaningful impact in various domains, from social change to business growth to public awareness.

PCI offers tailored strategies for diverse needs, with vast experience across stakeholders – international organizations, governments, cultural institutions, NGOs, and private entities. PCI's seasoned experts boast international proficiency and an extensive global network.



Call For Partnership

- About setting up projects
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- Contact us

About setting up projects

The general concept of When Art Meets You revolves around the idea of bringing art and your interested fields together. Accordingly, we design projects based on various themes in line with the expectations of the audience and the community, as well as the requirements of our sponsors and partners from both the public and private sectors. All our initiatives aim to accomplish the goals and principles that define When Art Meets You.

We cordially invite you to join us on this journey! Together, let's create a unique and outstanding cultural and artistic experience. Don't hesitate to share your project concepts with us so that we can explore further prospects for cooperation!

Towards a Creative Talents Network

We are committed to uniting creative talents from various fields by harnessing the power of art. Through shared inspiration, collaboration, and exchange, we strive to explore how the arts and culture can be used to foster creativity and innovation. Our ultimate goal is to improve our problem-solving abilities, address social challenges, and create a better and more sustainable future.

Contact Us

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