



WASHINGTON, D.C.  
June 30–July 4, 2015

INTERNATIONAL  
CHILD ART  
FOUNDATION



**To propel prosperity, build peace, and repair the world, ask yourself these questions:**

- 1) What kind of revolutionary change is required?
- 2) What are the effective instruments that can bring about positive change?
- 3) What age-group must be targeted for successful intervention?

Creativity is a salient human quality that leads to innovations that shift paradigms. But researchers aver that while 98% of 5-year-olds exhibit creative divergent thinking, this number plummets to 2% by age 25. Here, then is a fundamental loophole in human development. Longitudinal and cross-cultural studies by creativity experts document the “4<sup>th</sup>-grade slump” in the creativity of children. It is imperative then that children be empowered to overcome this slump through genuinely creative experiences, not merely entertainment which is often just consumption of adults’ creativity by the children.

Creativity alone, however, is morally neutral. Negative creativity leads to violence and retrogression. To make creativity positive, empathy is essential. If creativity is not imbued with empathy, especially for the ‘other’, human civilization cannot advance. Nurturing children’s creativity and imbuing it with empathy can be the building blocks for a revolutionary change that brings sustainable prosperity and makes nonviolence a universal code.

The arts are a powerful channel to grow imagination and the least-cost toolkit to nurture children’s creative divergent thinking. Additionally, the arts can be a neutral channel to develop empathy, transporting ingenuity into collaborative innovation.

Intervention is optimal when it targets 8- to 12-year-olds. At this tender age, children are vulnerable to the “4<sup>th</sup>-grade slump” but are still free of political sedimentation, so their hearts and minds are open to creativity and empathic understanding.

## **Join the Revolution**

Incorporated in the District of Columbia in 1997, the International Child Art Foundation (ICAF) is today independently ranked among the Top 25 Children’s Charities in the United States. The ICAF is engaged in changing the world through programs, actions and events that include the following:

The Arts Olympiad: Commencing in classrooms with structured lesson plans, the Arts Olympiad has grown into the world’s largest children’s art program. The U.S. Olympic Committee has granted the ICAF an exclusive license to use “Arts Olympiad” and related marks. The Arts Olympiad encourages 8- to 12-year-olds to embrace the *Artist-Athlete Ideal*<sup>SM</sup> of the creative mind and healthy body—*mens sana in corpore sano*. Children then depict themselves as “artist-athletes” in their paintings and drawings. The repurposing of the self by embracing the *Artist-Athlete Ideal*<sup>SM</sup> empowers children to overcome the risks of declining creativity and rising obesity.

World Children’s Festival: Launched in 1999 as the “Olympics” of children’s imagination and co-creation, the World Children’s Festival (WCF) is now the world’s premier children’s celebration and a permanent quadrennial event in our nation’s capital. Children gain a transformative experience that become a touchstone throughout their lives.

Intervention at the WCF draws upon *STEAMS Education*<sup>SM</sup>—the ICAF's pioneering approach to integrate STEM disciplines with *art & culture* (signified by the "A") and *sport & play* (the "S") for children's holistic development.

The ICAF's Healing Arts Program restores faith in nature of child victims of natural disasters. The ICAF's Peace through Art Program restores trust in humanity of children in conflict zones.

Saving Endangered Species Youth Art Contest: In collaboration with the U.S. Fish and Wildlife Service, the Endangered Species Coalition, and the Association of Zoos and Aquariums, the ICAF organizes an annual art competition in U.S. schools that honors the winners on the Endangered Species Day in Washington, D.C.

The ICAF serves American children as their national arts and creativity organization and serves the world's children as their international arts and creativity organization. The ICAF gives voice to the children by arranging exhibitions of their art and by organizing children's panels at major international conferences. The ICAF publishes the advertisement-free *ChildArt* quarterly magazine and conducts research published in scholarly journals such as the *Cybertherapy and Rehabilitation Journal*, the *Journal of Urban Cultural Research*, *The Lancet*, *The State Education Standard*, and *UNESCO e-Journal on Arts Education*. Articles on the ICAF have appeared in magazines like *Art & Activities*, *The Artist's Way*, *Canvas*, *Children's Voice*, *Oasis Magazine*, *SchoolArts*, and *Visual Artbeat*. In 2013, the ICAF published its first ebook *The Creativity Revolution* available on Amazon.

#### Examples of the ICAF Achievements:

- 1998 -Produced the first-ever national children's art festival in U.S. history, held on The National Mall
- 1999 - First ladies of Costa Rica, Liberia, and Ecuador open the 1<sup>st</sup> WCF, held on The National Mall
  - Visions of the New Millennium* exhibition at the United Nations Headquarters in New York City
  - The White House New Millennium Celebration art activities and exhibition
- 2000 -Hosted "The First Ladies Forum" at the UN Millennium Development Summit in New York City
- 2001 -The Drucker Foundation and Frances Hesselbein honor the ICAF for its innovative leadership
- 2002 -*Peace through Art Program* for Cyprus organized with Cyprus Fulbright Commission's support
- 2003 -DC Mayor's official proclamation at the WCF2003 designating 9/11/2003 as "Children's Peace Day"
  - Hosted the first-ever children's art exhibition at the World Bank/IMF Annual Meetings, held in Dubai
  - Organized the Qatar Foundation's first-ever educational symposium, held in Doha
- 2004 -The Arts Olympiad included in New York's Candidature File for The Games of the XXX Olympiad
  - Received *Exemplary Humanitarian Service Award* at the World Culture Open in Seoul, Korea
- 2005 -Partnered with the World Bank on *Destruction, Reconstruction and Prevention* program and exhibition
- 2006 -Hosted *Arts Olympiad Exhibition* at Palace of Stupinigi during the Turin 2006 Winter Olympics, Italy
  - Arranged *Children of Katrina* exhibition at Museu da Cidade in Lisbon, Portugal
  - Organized the *European Children's Festival* at the Olympia Park in Munich, Germany
- 2007 -Instituted "World Children's Award" at the WCF2007, with LEGO as first recipient
- 2008 -Presented at the Aspen Institute's *Cultural Diplomacy Forum* in Paris, France
- 2009 -Hosted *Children of Katrina* exhibition at the *Education Without Borders* conference in Dubai, UAE
- 2010 -Hosted international children's panel at the *Global Competitiveness Forum* in Riyadh, Saudi Arabia
  - Launched *Healing Arts Program* to help children in Haiti and Chile cope with earthquake traumas
- 2011 -Honored the W.K. Kellogg Foundation as recipient of the "World Children's Award" at WCF2011
- 2012 -Hosted *Arts Olympiad* exhibition at 21<sup>st</sup> Century Museum of Contemporary Art in Kanazawa, Japan
- 2013 -Curated *Children's Tribute to Nelson Mandela* exhibition at THEARC in Washington, D.C.
- 2014 -Organized a competition for young creatives to design the WCF2015 logo at Cannes Lions
- 2015 -Producing the 5<sup>th</sup> WCF on June 30<sup>th</sup> to July 4<sup>th</sup> of 2015 at The Ellipse next to The White House

#### **Impact in numbers**

- 5,000,000 -Total number of children who have produced art under the ICAF programs since 1997
- 2,500,000 -Total number of individuals who attended the ICAF exhibitions and the WCFs
- 250,000 -Total number of expected WCF2015 beneficiaries—participants and online learners

"The future belongs to young people with an education and the imagination to create." – President Barack Obama