

*"We have to manage the process of global integration in such a way that everyone can benefit and nobody gets crushed. And we have to preserve the rich variety of human cultures in such a way that all of them can remain open to the external influences and tolerant of internal differences."*

Kofi A. Annan  
Secretary General  
United Nations  
(*Civilization* magazine,  
June/July 1999)

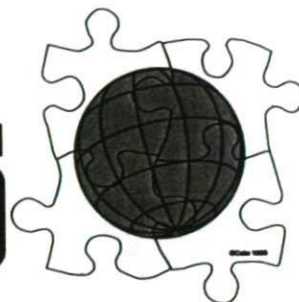


**Evie**

Founder and President of  
NUbreed Synergy of the Arts

*Launch of the*

# HEAL THE WORLD



*Through the Spirit of the Arts Campaign*

by Lisa Santandrea

As we face the new millennium, the message is clear: the time has come to incorporate global unification, cross-culturalization, and universal understanding into our cultural dialogue.

But how can we best achieve and sustain this understanding? As the times continue to present an ever-more-pressing demand for answers, one of the most innovative solutions is being launched in a partnership that began behind the scenes at the United Nations. Spearheaded by Evie, founder and president of NUbreed Synergy of the Arts, HEAL THE WORLD was created in affiliation with the late Annabelle Wiener, Deputy Secretary-General of the World Federation of United Nations Associations and Harriet Mayor Fulbright, Executive Director of the President's Committee of the Arts and Humanities. A non-adversarial, non-confrontational campaign, HEAL THE WORLD is designed to inspire cultural awareness and education through the international language of the arts.

Its defining charter is simple: Use the arts as a platform on which to create mutual understanding and respect among nations and their peoples. The NUbreed credo forms the basis of this platform: Music, dance, visual arts, literature, film, fashion, photography, design, and the media are the instruments by which culture is created, as well as the mirrors through which culture is reflected. By sharing these essential signifiers in an environment bolstered by reciprocal support and respect, the arts can become a bridge between nations. It is through this pervasive "spirit of the arts" that HEAL

THE WORLD will work to change things for the better.

The benefits of this campaign will extend to numerous not-for-profit agencies as well. Each year, a percentage of the funds raised through HEAL THE WORLD events and promotions will be allocated to three select organizations doing active work in such areas as education, poverty, the environment, as well as other causes that directly affect the citizens of the world.

As US Senator William J. Fulbright, founder of the Fulbright Program, commented, "Through cross-cultural experiences, people might develop a capacity for empathy, a distaste for killing other men, and an inclination for peace."

#### **This is the HEAL THE WORLD goal.**

By providing countries with exposure to the arts from both friendly and rival nations, the campaign will enable a richer human understanding of all cultures, their reason for being, their evolution, and their future.

The founders of HEAL THE WORLD intend to encourage an environment in which, although interests may be divided, nations may act as one unit for the good of all concerned. This is a mission currently being voiced by many influential world leaders. "Just as we reached out across the divisions of centuries to establish democracy," said Nelson Mandela of the Republic of South Africa, "we need now to work together in all our diversity, including the variety of our experiences and recollections of our history, to overcome the divisions themselves and eradicate their consequences."



The international language of the arts can inspire and unite through the best and worst circumstances—it has the capacity to connect the world.

## Global Art 2000

The first worldwide event of the HEAL THE WORLD campaign is Global Art 2000, the most culturally diverse visual art exhibition tour in history. Scheduled to premier in the fall of 2000, the tour has already confirmed the participation of more than one hundred countries that have each nominated three of their local living artists as the “art masters of the third millennium.”

An international jury of eminent curators, critics, and other art influentials will select one of the three artists nominated to represent each country. To launch the tour, a gala celebration will be held at

the United Nations in New York City. Several governments have already expressed interest in hosting the exhibition outside the United States, following the completion of the U.S. national tour.

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Prior to the opening of the Global

Art 2000 exhibition, a press conference will take place in each participating country on the same day, creating international impact.

ChildArt 2000, an exhibition of works by children from more than 65 countries, will accompany Global Art 2000 throughout the tour. ChildArt 2000 was created in affiliation with the International Child Art Foundation, a Washington, DC based non-profit organi-

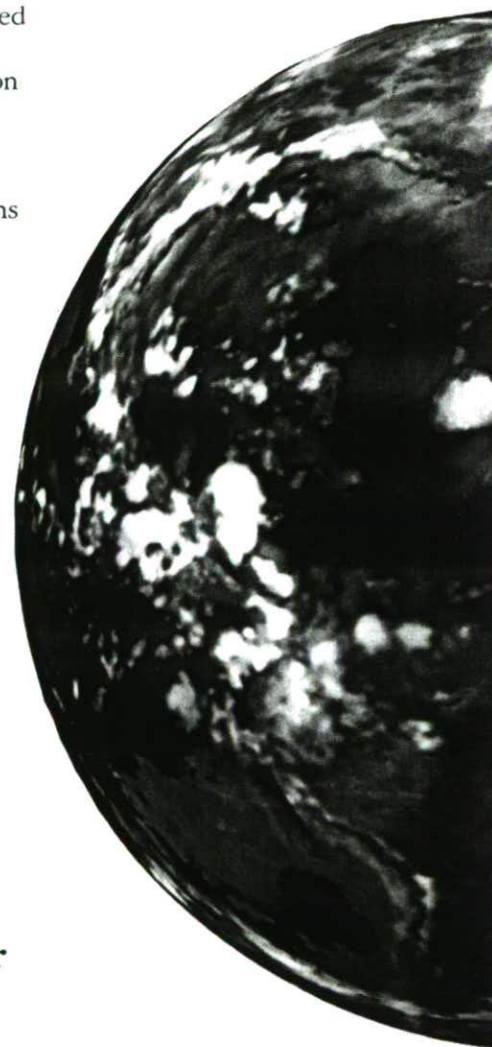
zation dedicated to advancing child art and visual learning throughout the world. Using art as a universal language, ICAF promotes communication and cooperation among the world's children, and brings them together at its national and international art festivals.

At the September 1998 launch ceremony for Global Art 2000, Shashi Tharoor, Director of Communications and Special Projects at the United Nations, presented the opening remarks of Kofi Annan, which eloquently expressed the mission of this exhibition. “In order to work toward change, you need to seek inspiration where you can find it. The World Federation of United Nations Associations and NUbreed Synergy of the Arts have understood this well...Arts holds the key to an ideal; that vision of perfection that real life can rarely offer us. In our own minds, we are sometimes able to conjure up such a vision of what could be and should be, prompting us to pose the question, “Why not?” Real life tends to give us the answer to that question all too readily; but the strength of the artist is that he chooses not to hear it. That is why artists, at their best, speak not only to the rest of us; they speak for us. For every barrier art has broken down, every new perspective art has opened up, human understanding is the richer; and so, therefore, is humanity itself.”

## International Support for HEAL THE WORLD and Global Art 2000

A select group of eminent influentials from the “synergy” of the arts, humanities, education, business, and diplomatic worlds are currently being called upon to participate in the implementation of HEAL THE WORLD.

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# Heal the World Through the Spirit of the Arts

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## Int'l Support for HEAL THE WORLD and Global Art 2000

Along with the confirmed participants in the Global Art 2000 exhibitions, HEAL THE WORLD has begun to garner international support from distinguished individuals who recognize the unifying power of the arts, and the impact a dedicated cause can have on the world and its societies.

*"A multicultural civilization will allow everyone to be themselves while denying no one the opportunities it offers—one that strives for the tolerant coexistence of different cultural identities, one that clearly articulates the things that unite us and can develop into a set of shared values and standards enabling us to lead a creative life together... We have the opportunity now to open up an entirely new era of mutual inspiration. The pre-conditions for this are genuine openness, the will to understand each other, and the ability to step beyond the confines of our own habits and prejudices. Identity is not a prison, it is an appeal for dialogue with others."*

—Vaclav Havel

*"The most wonderful gift that Latin Americans can make to those who are yet to become acquainted with our art, is to open the doors that will bring them into the world of our artistic creation. They should be part of our experience that moves us in such a way as to make us close our eyes, so that the world of art they are seeing can forever be etched in memory."*

—Gustavo A. Cisneros, Chairman & CEO  
The Cisneros Group of Companies

*"Culture in its widest sense has so much to offer—giving pleasure to millions; educating, informing, and widening horizons; releasing those impulses (creative, sporting and educative) which allow individuals to fulfill their potential—but most importantly they are about improving the quality of life for everyone,"*

—Chris Smith, MP, Secretary of State for Culture, Media and Sport  
("Local Cultural Strategies," UK, June 1999)

*"Everyone is born with an arts spirit. This should be awakened, nurtured and encouraged during one's youth with the sole purpose of sustaining humanity... and this is our mission."*

—Sonia Romany, Spokesperson  
National Foundation for Advancement  
in the Arts

*"Music is the universal language, and VHI Save the Music's effort to support music education in public schools is our way of contributing not only to the future of our children, but to the harmony of society as a whole. Music makes our children smarter, builds leadership skills and self-esteem. We encourage every private business to reach beyond itself and invest in the community at large."*

—John Sykes, President, VHI

*"This United Nations project—Global Art 2000—is set within a philosophy of peace culture, the only one that can make humanity survive at the turn of the century and at the threshold of the new millennium. Art as a bridge between nations, that is the philosophy man needs."*

—Dr. Rafael Acosta de Arriba  
President of the Nat'l Council for Fine Arts  
Republic of Cuba

*"For so long, the forces of racism, sexism, homophobia and extreme poverty have created disunity—and allowed the minority to benefit at the expense of the majority. Only through free, creative expression can we hope to unite the majority, who want nothing more than to create an even playing field for all the world's citizens, regardless of their class, gender, race or sexual orientation. Perhaps culture can succeed where government has failed."*

—Ken Sunshine  
Public Relations Consultant

*"When taking to the whole planet an artistic representation with the characteristic stamp of each country, we all will be joyful witness of what is made by others, which will allow an interesting dialogue between the identities and interactive cultures, which is unavoidable in the time where we live."*

—Amalia Chaverri, Director  
Museum of Costa Rican Art

*"While we tackle the issues of our day in whatever arena we may have chosen, in business, politics, or through diplomacy, we must never forget to nurture the creative and regenerative forces that alone can offer us a vision for the future. Art speaks to that which unites us in a shared search for truth, peace and beauty; it speaks to the dignity and indisputable worth of each human life."*

—Bjorn Bjarnason, Minister of Education,  
Science and Culture, Iceland

*"Art is that magic reality of arrangements which unobtrusively encourage a man to develop constantly, to improve internally, to enrich the soul. Global Art 2000 is one of those happy chances to involve the global community into the noble acts of establishing the beautiful."*

—V. Smoliy, Vice-Prime Minister of Ukraine

*"Global Art 2000 promises to be a great festival of mankind's achievement and potential celebrating continuity and change, individuality and communality, through work created by some of the finest creative talents our planet has to offer."*

—The Hon. Aaron Matalon, O.J.  
Chairman National Gallery of Jamaica

