

## ***SEASON'S GREETINGS TO ALL THE ARTISTS WORLDWIDE***

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#### **1 Three IAA important events**

- As you already know, in May 2018, Bedri Baykam, IAA International President, made a Conference at Unesco on WAD. Following his intervention during the last Unesco General Conference last year in October, this conference, which happened on May 23<sup>rd</sup> of this year, is another step towards the asking for the WAD official recognition by the Executive Board of the Organization.
- The IAA President was also invited in Beijing this last October in the framework of the *XIII China-Beijing International Cultural and Creative Industry Expo* to give one of the opening speeches . This speech was given – among other personalities - in the presence of the President of the Unesco Executive Board, His Excellency Mr LEE Byong-hyun, Ambassador Extraordinary and Plenipotentiary of Korea to Unesco. Mr LEE is also graduated BA, Department of Liberal Arts, Seoul National University.

The IAA President also was invited to the the University of **Puerto Rico** School of Law and gave a speech in March 2018, “Art Is Our Pacifist Weapon”

Cf: [www.aiap-iaa.org](http://www.aiap-iaa.org)

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- At least, IAA is very pleased and proud to be welcoming new National Committees: Colombia's entry was accepted in March 2018, USA and India are in the process of finishing their formalities as their demand and bylaws has been accepted by the IAA Executive Committee.
- USA and India are already very active, which very enthusiastically celebrated WAD, and participated to the Tunis Forum film for India. IAA warmly thanks them for their trust, their already valuable past cooperation and forthcoming cooperation that will provide help to the professional artists of those two huge countries.

## **2 Status of the Artist**

### **A Unesco worldwide survey**

In order to update the 1980 Convention on the Status of the Artists,

[https://portal.unesco.org/fr/ev.php-URL8ID=13138&URL8DO=DO8TOPIC&URL\\_SECTION=201.html](https://portal.unesco.org/fr/ev.php-URL8ID=13138&URL8DO=DO8TOPIC&URL_SECTION=201.html))

the Unesco Secretariat of the 2005 Convention for the Diversity of Cultural Expressions decided to launch a new survey and asked all the states members to spread their questionnaire.

The analysis of this questionnaire will help to raise up of the new beginning 21st century social , economic and political problems faced by the artists from all the Regions, and to propose new Recommendations able to help to solve the problems of artistic creation in all the disciplines worldwide.

Are particularly concerned in this questionnaire the following points :

- . culture and creation in the digital environment
- . mobility of the artists and of the art works
- . economic and social rights of the artists
- . artistic freedom
- . gender equality

***Latest news: the deadline of this survey was postponed until January 31st, 2019***

Once gathered all the information from the States members, a Commission will be named which will examine and study the answers.

The conclusions of this survey, and the new Convention will be published at the end of 2019, during the next and 40<sup>th</sup> Unesco General Assembly.

### **IAA Europe and Exhibition Remuneration Rights**

The new Director-General, Mrs Audrey Azoulay, being a previous Minister of Culture (France) - and a specialist of digital economy - Unesco is more and more aware and concerned by the economic status of the professional artists and by the contribution of artistic creation to economy.

Nevertheless, the Organization takes in consideration that a lot of countries *“acknowledge culture primarily as a driver of economic or social outputs; only 40% of national development planning documents contains outcomes or actions specific to the goals of the Convention”*. The opinion of Unesco is that artistic creation should be recognized as a profession including economic, social, and political rights.

In November, and in this perspective of the defense of the artists rights, IAA Europe devoted its last GA Symposium to the “Artists exhibition remuneration rights”. A very interesting and extensive brochure gathering 12 European countries, USA, Canada, and Australia, with national/regional regulations and campaigns for exhibition remunerations and fees was provided. This brochure, which can be a model, or an ‘ideas box’ for the other IAA NCs worldwide, can be downloaded from the IAA Europe webpage (<https://www.iaa-europe.org>) as well as from the IAA website ([www.aiap-iaa.org/information/congresses](http://www.aiap-iaa.org/information/congresses)).

Fee models which have been already and successfully put into practice in several European countries were exchanged during this Symposium. They can be asked to IAA Europe.

A complete report of this Symposium will be available from IAA Europe in the forthcoming weeks.

### **Intellectual property compared law**

During the last NGOs GA which took place in December 17-19, the Executive Secretary met a person of the Delegation of Russia who is preparing a Master 2 on the comparative law regarding the intellectual property in France, Russia, and the Europe Union. She will present it in Autumn 2019, and she accepted to give IAA one copy.

## **The NC of Japan and the artists' health**

Integrating culture in sustainable development is another point pointed out and defended by Unesco : *"Across the board, the environmental impact of cultural and artistic production is not yet sufficiently taken into account"*.

Everybody knows that the level of pollution in the Museums where an artist like Damien Hirst is showing is very high. The formaldehyde he employs (a very toxic and generating cancers product ) is 10 times superior to the legal and authorized limit, which is the very limit risk. And nobody forgot Nikki de Saint Phalle's health problems because of the products she was working with .

In France, a new branch of medicine: arts medicine, was recently born and begins to be studied as a speciality. Cf: <https://medecine-des-arts.com/fr/peintre-sculpteur>

Email: [mda@medecine-des-arts.com](mailto:mda@medecine-des-arts.com)

This website gives medical explanations and useful information about the materials used by the artists and the illnesses they can bring about.

During 3 years, the IAA Japanese Committee has been working on the publication of this handbook: *"Health and Safety for Artists"*. It was headed by an editorial committee made up of 13 members and officers of the NC in the field of Japanese painting, Western painting, prints and sculpture, who received the cooperation and survey work from manufacturers of painting materials, experts in scientific research, and others.

The aim and purpose of this publication was to publish a practical handbook of knowledge on material tools, chemical agents, and techniques to serve as a set of daily guidelines so that artists can engage in the production of artistic work in safe conditions, and can continue their production in a sustainable manner, without placing burdens on the environment as a result of their works.

The format of this handbook is B5 landscape, 170 pages, with illustrations.

Today published in Japanese, an English version is being prepared.

For more information, please mail: [info@jaa-iaa.or.jp](mailto:info@jaa-iaa.or.jp)

## **Re/shaping cultural policies, 2018 global report**

The 2018 global report is available through the link: [www.unesco.org/creativity/global-report-2018](http://www.unesco.org/creativity/global-report-2018)

The Unesco global report is an unvaluable tool for the implementation of the *2005 Convention on the protection and Promotion of Cultural Expressions*. For the artists, this

Convention is the tool they have to use when discussing with the authorities worldwide, the key which allows the examination of the status of the artists in all the Regions and proposes recommendations to improve it.

In the Foreword, the Director-General declares that “Our map is clear and requires cooperation of governments and non-governmental actors in four keys: strengthening governance for culture, improving the conditions for the mobility of artists, integrating culture in sustainable strategies, and promoting human rights and fundamental freedoms. These four goals are closely linked to the 2030 Agenda for Sustainable Development.

Since it was published in 2015, this report has significantly improved the evaluation and monitoring of cultural policies around the world. By analyzing progress, new approaches to strategic issues have emerged, such as artistic freedom, the mobility of artists, gender, public services media and digital creativity.

This report demonstrates that innovating cultural policies implemented at regional and local levels have a positive impact on the whole of cultural governance.”

The framework of this report consists of the following four goals:

- *Goal 1*

***Support sustainable systems of governance for culture***

- . Towards more collaborative cultural governance
- . Cultural content and public media
- . Cultural policies in the age of platforms
- . Engaging civil society in cultural governance

- *Goal 2*

***Achieve a balanced flow of cultural goods and services, and increase the mobility of artists and cultural professionals***

- . Surviving the paradoxes of mobility
- . Persisting imbalances in the flow of cultural goods and services
- . The Convention in other international forums: a crucial commitment

- Goal 3

***Integrate culture in sustainable development frameworks***

. The integration of culture in sustainable development

- Goal 4

***Promote Human Rights and fundamental freedoms***

. Gender equality: missing in action

. Promoting the freedom to imagine and create

Each chapter of this report presents an analysis of the information collected by Unesco and proposes solutions to implement.

### **The approach of the Unesco intergovernmental Committee**

The Secretariat of the 2005 Convention and the intergovernmental Committee (States members) met in December to debate about some particular points of the global report, on the theme: *“What is create /2030 ?”* . The collect of the information made by Unesco from features artists, academics, policy makers and entrepreneurs from around the world helped to introduce ideas for the cultural and creative sectors that promote gender equality, fundamental freedom, quality education, economic growth and decent jobs, and equality between countries.

The main subjects chosen by the Secretariat were:

- ***Empowering Women in the Digital Arts***

- ***Artificial Intelligence: a new working environment for creators ?***

.How will AI affect artistic freedom ?

. What opportunities and challenges does AI present for women working in the creative sector ?

. How will AI affect jobs in the creative sector ?

- ***What is artistic freedom to you ?***

A 15 mn film made and produced by Unesco was screened as the background for the discussion. This film is available on the link: <https://www.youtube.com/watch?v=HSUDk3fh6XU>

How can economic and social conditions for artists be improved?

How are creators affected by threats in the digital environment?

How can documentation, information and data analysis be improved to build and share knowledge?

Why is artistic freedom important to all?

- ***Civil Society: an actor in the governance of Culture***

The whole program of those talks, with the introducing texts, is available on the link: [www.create/2030](http://www.create/2030)

Ms Deeyah Khan's (a Norwish film maker and music producer , Unesco Goodwill Ambassador) point of view on artistic freedom can be read in the brochure: *Investing in creativity: "Artistic freedom is not a luxury"*. "The digital environment has also brought new threats to rights and freedoms. Among them is online 'trolling', where threats can intimidate artists into withdrawing their work. Growing digital surveillance is also having a corrosive effect on artistic freedom...This vital Convention ( 2005) highlights the importance of nurturing and supporting freedom of expression and access to diverse cultures. It is a precious resource for us artists."

## **Investing in creativity: a partnership between the European Union and Unesco**

In October 2018, the European Union became an Unesco partner by signing new agreements for 5 millions Euros to be implemented over a period of 3 years.

This partnership starts with two programme activities:

- The promotion of Silk Road Heritage Corridors
- The creation of new regulatory environments for the cultural and creative industries in developing countries. " Technical assistance will be provided through the renewed EU-UNESCO Expert Facility and local experts, supporting long-term cultural policy

formulation,development and implementation in the creative sectors (film, television and radio music, publishing, visual arts, digital arts, etc ). Partnerships and peer-to-peer learning opportunities between Global South countries facing similar challenges

will be developed to enhance policy advice and exchange of best practices at bilateral or regional levels.”

Mr Stefano Manservigi, Director-General for International Cooperation and Development at the European Commission came to Unesco to discuss new avenues for Unesco and EU cooperation on the occasion of the Unesco’s partners Forum.

### **CISAC 2018:**

The CISAC Global Report 2018 ([www.cisac.org](http://www.cisac.org)) was published with :

- a foreword by Jean Michel Jarre: *The EU Parliament backed creators and sent a message to the world. “ It is not acceptable for the law to shield large tech monopolies and sustain a systemic injustice for creators”*
- the last numbers regarding the global collections for visual arts ( page 22/23)
- a new study highlights benefits of resale rights for visual arts (page32/33), more especially in France, UK, and Australia.

### **Unesco NGOs General Assembly, December 2018**

From December 17 to December 19, 2018, the NGOs GA took place at Unesco.

Unesco giving more and more importance to the work made by the civil society and supporting the NGOs actions, being aware that the NGOs are pillars to build on the power of culture for sustainable development, economic growth, social transformation, empowering women and youth in particular, the theme was : ***“Promoting and Enhancing the Commitment and Contribution of Unesco’s NGO Partners”***.

1°/ The Assistant Director General for Priority Africa and External Relations , Mr Firmin Edouard Matoko, reminded the Liaison Committee’s mission inside Unesco:

. Organizing Forums

. Organizing celebration of the World and International Days

The IAA Secretariat at Unesco HQ actively participated to the preparation of the Forum on Migration in order to defend the rights of the refugees artists worldwide.

The recommendations of this Forum which took place in Tunis, in September 2018, were presented to Unesco as well as to the recent Marrakech Pact for Immigration. (See text attached)

IAA also participated to the celebration of the International Peace Day in Tunis, showing a film made from works of IAA artists and invited artists on the theme: “Drones and Robots at the service of Peace”. This film is available on the IAA website: [www.aiap-iaa.org/building-](http://www.aiap-iaa.org/building-)



peace. This film was shown again during the NGOs GA, in the Conference room, and on two screens in the Unesco public spaces where the NGOs could present their activities.

At least, the celebration of the 70<sup>th</sup> anniversary of the Human Rights Declaration was illustrated by an exhibition of the Italian Committee organized around the article on Education, and by a show of the NC of Costa Rica on the whole Declaration. Cf: [www.aiap-iaa.org/human-rights](http://www.aiap-iaa.org/human-rights)

. Making proposals to Unesco in order to enhance the already existing recommendations and actions on the field , all disciplines together.

2°/ It was also reminded that the collective strength of the NGOs was coming from:

- the capacity for making proposals to renew the Unesco programs
- the collective formulation of proposals on the basis of the Unesco priorities
- the strength of the NGOs actions thanks to all their members acting and working in all the Regions
- the supporting of projects which have sense for the community, during years, and which don't change because of the political changes of governments
- the power of innovation and of initiatives which can be at the origine of unesco normative decisions

The world being radically changing, the NGOs can and have to inspire new ways for this complete change.

In other terms, IAA proposals regarding the artistic life will be welcome and examined by Unesco if they can bring something new able to change the society in the right sense for the artists.

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