

## **President's Letter No.4 World Art Day (WAD)**

Dear Colleagues,

This letter will be about the coming WAD 2016, in order to ensure that for each participating National Committee, WAD 2016 will be a big success or at least much better than WAD 2015. As the Turkish National Committee, we had brought the WAD proposal at the General Assembly in Guadalajara in 2011 and it was accepted unanimously. Since then, April 15, the birthday of Leonardo da Vinci is celebrated as WAD in various places of the world... You can find many traces of WAD activities around the world in all social media.

This week, we had recent meetings with UNESCO officials (Organizations Chief Sabina Colombo and Culture Sector chief Lynne Patchett) and they were very open to all the current IAA activities and this time they showed no apparent resistance to WAD. Also the Turkish Ambassador his excellency Mr. Botsali also participated to one of our important meetings with the UNESCO officials he had a very nice impact.

We must raise the level of activities a lot this year to be more convincing towards UNESCO. Of course we know it's a hard job.

This letter can help you organize more activities around WAD and look at that week from a larger scope. It is a good idea to spread activities like few days before April 15, and few days after. For instance, this year 15 April, is Friday. So in Turkey we will do it between April 11 and April 18.

Use all your members' connections to try to get in close touch with the art universities or universities' art departments or fine arts high schools, museums, art foundations and art centers. Have one or two members of your EC, visit them and ask to make exhibitions starting on the WAD week.

Please find in this link some examples of previous WAD events around the world (mostly from Turkey here) : <http://we.tl/QX6B6J8Ui7>

– **Go to galleries and all art venues: Explain WAD to them.** Give them the logo and ask them to use it in all three: invitations, posters and catalogs in all shows running the month of April.

– **museums to make free entrance to everybody on that weekend**, maybe for three days: 15, 16, 17, or at least one day, the 15th. The Turkish museums don't take money on the whole weekend.

– **Here's a very exciting idea! THE ART PARADE!!**

Get ready to have more than fun: Talk to a municipality and organize your art parade! Ask all theaters to get ready for that 15th of April. Then in a street preferably with no traffic, many actors and actresses can dress in their favorite roll's outfit for the Parade. Also, behind the theater and cinema actors, artists will be free to dress however they want, in a Dali or Van Gogh outfit, or their own studio clothes, or as a roman statue, or as Andy Warhol or Marilyn Monroe! Another showing/moving trailer can carry a live band, as well as other members carrying a WAD logo, either printed, or made from flowers. The kids can enrich this Parade...

- Other than institutions like universities, museums, galleries etc, you can look for sponsors such as rich 'A' Corporations, banks or art supplies/material or anything else you might find to pay for your costs.

– **Talk to the Ministry of Culture and municipalities for receptions, cocktail, or large banquet-buffet dinners.** Don't forget that they are politicians who need to spend their budget and look good to the arts community or to everybody! It's part of their way of being. And there is nothing wrong for asking their contribution to an organization like WAD. They get all their money from the taxes that everybody pays: **DON'T FORGET THAT!**

- **Open art bookstore stands in crowded streets, with booths! In the beginning the shops can be reticent to have street displays but then they love it!** Near these activities. You can also have a band street musicians or pantomime (and acrobats too, why not?). Many people who don't have time to go to museums or bookstores can become interested in art through these activities.

-**You can organize mural paintings by graffiti artist or kid**

- **You can organize also mural paintings by youngsters in prisons.**

- **You can organize art discussion topics, the most actual or daring ones in your country.** Of course have the big WAD logo near the discussion. This can be about censorship -if any!-, auction related problems, conservatism related issues, the dangerous "liaison" between Museum directors and galleries or any other thing.

- **You can convince some municipalities to print on large banners art works of local artists** (or combined with masters!) in large size, hanging in between relatively narrow streets.

- You can ask for wall advertisement space to metros, bus stops, and fill those spaces with art slogans, that your team or your EC will choose.

- **You can ask some sports teams,** football, basketball or any other, to come onto the field with **World Art Day banners.**

- **You should give awards, like "the Oscars of Art" to older generation artists for their life-time achievement, or and to established artists, or/and to emerging artists, prying and to the best critic of art in the press/media and to an art institution.** You can give those in a reception or dinner with an honorary speech for every winning person. This action will also infiltrate your art association into the different strata's of the art work.

- Give conferences or workshops to all levels of school, through your own members.

- Print WAD t-shirts ask famous people for short 30 second statements about the importance of Art and WAD, place these in social media, if you can have those broadcasted before TV Show or feature films in cinemas, that's every better!

-**You can arrange performance artists to act in the crowded to streets.**

- **You should prepare and distribute a 4-page leaflet on what is WAD!**

- **The result of all these efforts around WAD, will bring more respect and interest towards art in every country, more collectors, more youngsters interested as well...**

One last thing:

**Dear NCs, please the translate into your own language President's letters and place them please in your website and send by direct email those letters to all your members.**

Please send to all the press in your country, all the material that concerns the general public, such as Ashraf Fayadh and WAD and Paris attacks. For instants thanks so much to Israel National Committee for the open letter about Ashraf Fayadh. And please send us the press-clips if you get any response from them.

**Very soon, everybody should be aware of the existence and the power of IAA**

ALSO: Do not forget to send us, all those translated materials for our archives. We need to keep them on file anyway. Each president's letters and press releases. We should cover the world with our networking and artsy energy!

That's all for now.

Wish you already a great success for WAD 2016, wherever you may be! Please feel free to share with us your ideas and suggestions as well.

All the best,

Bedri Baykam

World President

IAA/AIAP – Official partner of UNESCO