

# THE EDGE OF AWARENESS

AN EXHIBITION OF INTERNATIONAL CONTEMPORARY ART TO CELEBRATE THE 50TH ANNIVERSARY OF THE WORLD HEALTH ORGANIZATION



Kacho, Cuba

ART for The World, in conjunction with the World Health Organization, will present a non-profit-making travelling exhibition of contemporary international art in Geneva, New York, Manila and New Delhi. The exhibition will highlight the importance of WHO's role in the world community and focus on its first half century of activities. It will generate

tremendous advocacy and goodwill for WHO internationally. ART for The World has, through numerous exhibitions in Geneva, Tepotzlan (Mexico), Venice and Marrakech, attempted to create a global artistic discourse by bringing together artists and the international arts community, and is happy to curate just such a show for WHO.

## ART for The World

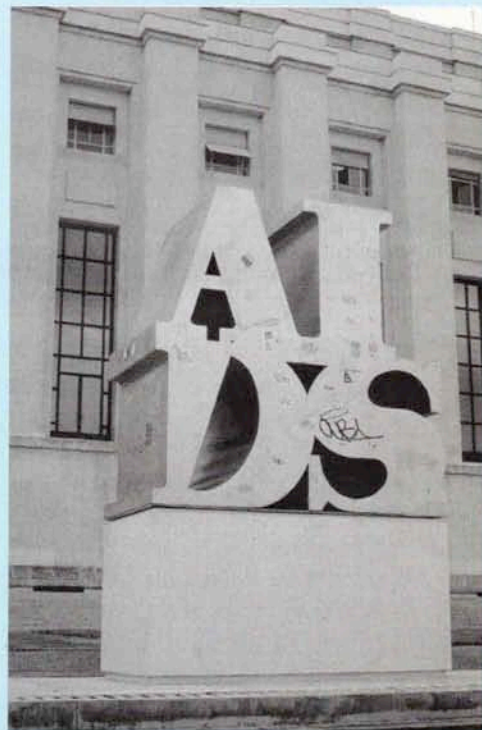
### INTRODUCTION

ART for The World is an independent non-profit corporation for contemporary art and humanitarian purposes.

Its mission is to create, through the universal language of art a meaningful and enduring dialogue among diverse peoples, cultures, and world-views to encourage tolerance, solidarity and to foster education as an human right.

ART for The World is a direct outgrowth of the exhibition *Dialogues of Peace*, which was conceived to commemorate the fiftieth anniversary of the United Nations in 1995.

General Idea, Canada



## THE WORLD HEALTH ORGANIZATION AND ART

The central objective of WHO is "the attainment by all peoples of the highest possible level of health". WHO's Constitution stresses that "the health of all peoples is fundamental to the attainment of peace and security and is dependent upon the fullest co-operation of individuals and States". In the practise of art in general, and of contemporary art in particular, artists have integrated this very theme into their work. Thus,

today, it is more necessary than ever to associate artists from all continents with the aims of WHO. In traditional cultures, like those of Africa, shaman-artists created works for sacred and profane spaces for their societies' well-being. Through their artistic creations, they attempted to restore the health and societal disjuncture and in the process left behind enduring images in frescoes, sculptures and ritualistic altars.



ART for The World organizes exhibitions with the participation of artists from all over the world. These events are based on ideals and goals of international institutions engaged in the promotion of human rights such as United Nations, World Health Organization etc.

With its underlying ideals, shared by artists, intellectuals, curators, collectors, other concerned individuals as well as contributing institutions and corporations, ART for The World organizes special exhibitions and events in culturally significant places around the world in order to develop, on a wide scale, greater awareness and a deeper understanding of creative endeavor and its importance to human welfare.

By presenting contemporary works of art specifically conceived for historical sites such as a hispanic convent in Mexico, an armenian monastery on the Venetian lagoon, or a medersa in Morocco, momentarily turned into contemporary museums, ART for The World brings new life to ancient monuments attracting thereby both a new audience and extensive media coverage, and is able to spread its ideals both on a local and international basis.

## MISSION

ART for The World is active in the following areas:

**A.** Conception and implementation of cultural events (exhibitions of contemporary art, music and poetry, publications, symposia, workshops etc.) in conjunction with museums, universities, etc., and especially with institutions not customarily associated with the arts.

**B.** Community action, using the visual arts to establish



Sophie Riestelhueber, France

Today, the role of protector and promoter of world health is assumed by the World Health Organization.

It is therefore appropriate for the World Health Organization to celebrate its half century of exist-

ence with an international art exhibition. Today's artists are deeply involved with the concerns of their societies. They serve as the conscience of their communities by asking provocative questions and raising social issues concerning violence, women, drugs, AIDS, homelessness, discrimination, low mortality rates, environmental degradation ... Through their universal language, artists are able to promote and communicate, in a spirit of equality and solidarity, a clear message of health and well-being for all. WHO recognizes the healing power of the arts in supporting this international art show.

Although the notion of perfect health is an ideal and cannot be realized, negative health situations must be tackled and solutions sought so that everyone may have access to health care that is affordable, relevant and of quality. Thus, art could become a powerful vehicle of information and education for all who suffer and for those who are unaware of their rights and responsibilities, thereby fulfilling WHO's constitutional principle that "[i]nformed opinion and active co-operation on the part of the public are of the utmost importance in the improvement of the health of the people."

## ORGANIZATION



A Non Profit Corporation for Contemporary Art

Project Director:  
**Adelina v. Fürstenberg**

Associate Curator:  
**Sundaram Tagore**

President of Fund Raising Committee:  
**Dominique Föllmi**  
11, rue Cornavin  
1201 Geneva - Switzerland  
Tel: 41 22 731 48 50  
Fax: 41 22 731 46 45

Liaison Officers:  
**Maria Cristina Molo Bettelini**  
**Carlo Ducci**  
**Eric Franck**

### THE EDGE OF AWARENESS

An Exhibition of International Contemporary Art to celebrate the 50th Anniversary of the World Health Organization

#### The World Health Organization

Focal Point for the  
50th Anniversary  
Ave Appia 20  
1211 Geneva 27 - Switzerland  
Tel. 41 22 791 21 11

#### ART for The World

15, rte de Florissant  
1206 Geneva - Switzerland  
Tel: 41 22 789 15 57  
Fax: 41 22 346 69 60

222 East 19th Street Suite 3F  
New York, NY 10003  
Tel/Fax (212) 979-6443



## METHOD

ART for The World, a non-profit-making corporation founded both in New York and in Geneva on the occasion of the United Nations 50th anniversary exhibition *Dialogues of Peace*, has proposed to the World Health Organization an international travelling exhibition of contemporary art, *The Edge of Awareness*, with the works of artists from five continents.

In the past, artists have contributed their experience to the service of humankind. Thus, this project would be centred around the universality of the language of art confronted with the world health situation.

In this exhibition, internationally renowned artists belonging to the history of modern art of the last fifty years, along with younger figures whose works are representative of different tendencies in contemporary culture, will be selected to convey the messages of



Georges Adeagbo, Benin

peace and security together with well-being and health. These ideals cannot be achieved in a world of suffering, the escalation of violence and crime, increased inequity and poverty, the degradation of natural environments, malnutrition, maternal deaths and preventable disease. The artists are ready to join the action of WHO and to convey through their works true solidarity to attain the highest possible level of health



Robert Rauschenberg, USA

and well-being for our future generations.

Artists will be chosen for their creative and sensitive qualities, as well as the strength of their cultural identity and particular talent in communicating with the public. These qualities will be reflected in the following themes in their artistic output for the WHO exhibition:

- time: life, death, cycles of existence
- space and the elements: earth, water, fire, air
- other: companion, family, friend, neighbour, adversary.

## THE EXHIBITION

We are considering an exhibition of paintings, sculptures, films, videos and photographs from about thirty artists from five continents.

The artists would draw their inspiration from the tenets of WHO, such as "The enjoyment of the highest attainable standard of health is one of the fundamental

rights of every human being without distinction of race, religion, political belief, economic or social condition."

This event could start in May 1998 at the headquarters of WHO in Geneva, to continue in New York at the United Nations, and then on to Manila and New Delhi, ending in Spring 1999.

cross-cultural relations in regions customarily considered part of the developing world.

C. Well-being and environmentally oriented activities, conceived to develop awareness of the planet's natural heritage; to explore the potential of the landscape as an artistic medium, aimed at promoting sustainable development; and encouraging the community to consider nature as an integral part of the human values.

D. Promotion of minority cultures, through initiatives designed to foster mutual understanding among individuals and groups of diverse sex, race, faiths, and origins.

Far from wishing to impose its own viewpoint, ART for The World aspires to provide occasions on which creative intellectual exchange may be established among artists, in culturally significant sites throughout the world.

## HUMAN RESOURCES

ART for The World has been conceived as a "light" structure, with a limited permanent staff and a network of collaborators located throughout the world. This extensive, rather than intensive, configuration permits ART for The World to operate effectively on a global scale.



## FUNDING

As a non profit corporation, ART for The World depends largely on contributions from both private and corporate sponsors sharing its ideals.

Simultaneously with its cultural activities, by using the sales of spin-offs such as catalogues, posters, multiples etc., ART for The World seeks to realize concrete humanistic action beneficial to the hosting countries, or/and institutions, such as for example founding of research programs, or supporting a specific educational program in particular through new technologies and know how exchange.

*"The one who knows  
that the just or the unjust  
does not exist,  
but that there is a doing  
that embraces the two,  
no longer leaves  
the field of art"*  
Hippocrates

## SCHEDULE

**July - December 1996:**  
formulation of the project and preparatory work. Signature of the agreement between WHO and ART for The World representatives.

**February - October 1997:**  
organisation of the sponsoring, selection of the venues and the sites of the exhibition and selection of the artists.

**November 1997 - April 1998:**  
final selection of the works of art, launching of the communications campaign, preparation of the exhibition, the catalogue and the spin-offs.

**May 1998:**  
setting up of the exhibition and inauguration of the first venue in Geneva.

## FINANCING

The Fundraising Committee of ART for The World undertakes to find the funding from contributors from the receiving countries of the exhibition as well as from foundations and private or public contributors.

WHO, besides the logistics of the exhibition, such as supporting clo-

sely the follow up with the potential contributors and corporate partners from its regional offices, would undertake to cover the expenses for the research of adequate premises, as well as contributing the expenses for the transport, insurance and communication.

## PROJECT SPIN-OFFS

### *Auction*

The main stage of this event would take place in Geneva, in the summer of 1998, within the frame of the celebration of the 50th anniversary of WHO. It could be considered to invite the participating artists to donate one of their works in order to support WHO. These works could be auctioned during the inauguration ceremonies.

### *Publications*

WHO could benefit from the sale of the exhibition catalogue and posters. It could also benefit from the sale of spin-offs created by the artists, such as postcards, stamps, T-shirts etc.



Rekha Rodwittiya, India

## COMMUNICATION

An itinerant international exhibition of such magnitude could have an important impact in the media. It would be necessary to work with international communication firms well established in each city of the exhibition, specialised in humanitarian and cultural events and having the capacity to prepare an adequate communication campaign aimed at a world wide audience.

The major international press and the national press as well as TV networks such as CNN, ARTE etc, could cover this event with great interest.

In each country hosting the exhibition, it would be interesting to closely associate a major newspaper and/or an important local TV network, so that the message which we wish to convey could be revealed as effectively as possible.

Milano, 10 febbraio 1998

Caro Tulio Leggeri,

Dimitris Kozaris ha in corso un importante progetto video, a cui sta lavorando da settembre con Viafarini e con il patrocinio del Comune di Milano, Progetto Giovani.

L'opera consiste nel montaggio di materiale filmico per la mostra Edge of Awareness, commissionato dalla Organizzazione Mondiale per la Sanità.

Il materiale è elaborato da un gruppo di 30 giovani artisti diretti da Dimitris e selezionati tramite un bando (si allegano informazioni). Il laboratorio, iniziato a novembre, si concluderà a marzo. Il video sarà presentato a maggio a Ginevra e successivamente al P.S.1 di New York, a Tokyo, a Città del Messico, a New Delhi (si allega comunicato della mostra). Inoltre sarà presentato a giugno in Viafarini a Milano.

Il montaggio del materiale finale per la produzione dell'opera richiede un intervento finanziario ed è per questo che chiediamo una collaborazione.

Ci farebbe piacere sentirci di persona.

Cordiali saluti.

Patrizia e Dimitris



# VIAFARINI

via Farini 35 20159 Milano  
Tel. 02 66804473/69001524  
Fax 02 66804473

Associazione per la promozione  
della ricerca artistica

Spett.  
Casa Editrice Charta  
Via Moscovia, 27  
20121 Milano

De Besi Via Della Moscovia 27

Oggetto: richiesta di copie del catalogo "The edge of awareness", a prezzo scontato

Gentile Giuseppe Liverani,

il video artista Dimitris Kozaris ha coordinato un workshop e un video - progetto dal titolo *Body and Soul*. Il workshop, organizzato da Viafarini nell'ambito dell'attività per il Progetto Giovani del Comune di Milano, durante il periodo tra novembre 1997 e marzo 1998, si è concluso con la mostra, in programma da giugno a settembre presso Viafarini a Milano.

La videoopera è stata commissionata da *Art for the World* ed è stata esposta nell'ambito alla mostra internazionale d'arte contemporanea "The edge of awareness" per la commemorazione del 50° anniversario dell'Organizzazione Mondiale della Sanità, mostra curata da Adelina von Fürstenberg, itinerante per le città di Ginevra, New York, San Paolo, New Delhi.

Poichè la casa editrice **Charta** ha realizzato il catalogo della mostra "The Edge of Awareness", chiediamo la possibilità per Viafarini di avere una copia omaggio del catalogo e, per gli artisti che hanno partecipato al progetto, di acquistarlo direttamente presso di voi a prezzo scontato. Si allega una lista con i nomi degli stessi, lista che compare anche in catalogo.

In attesa di un Vostro cortese riscontro, distinti saluti.

Patrizia Brusarosco



OK perino di li

lire 42'000

gli artisti, perino di li

Sipe De Besi

Milano, 20 maggio 98

Caro Tullio,

ringrazio ancora per la bella serata ( e le opere viste).

Per informazione ho richiesto al commercialista quello di cui discutevamo a proposito delle fondazioni: mi riconferma che per sponsorizzazioni date a fondazioni e associazioni (viafarini è associazione) vale ancora l' art 74 comma 2 del testo unico delle imposte sui redditi:

-le sponsorizzazioni (spese di pubblicità) sono detraibili tutte, senza limiti di percentuale sul reddito ( o sui profitti); sono detraibili tutte in un solo esercizio o in più esercizi. Risulta anche al Vostro commercialista?

-Chi da invece contributi liberali alle cosiddette ONLUS (organismi nuovi e non lucrativi) li può detrarre secondo certe percentuali. Allego il testo della legge

Comunque per quanto riguarda Viafarini e Dimitris sarebbe così:

a) una fattura di associazione Viafarini a.....ditta? :

Per promozione progetto artistico video di Dimitris Kozaris denominato "Body & Soul", realizzato nel corso della stagione 1997/98.

Imponibile	Lire	2.500.000
IVA 20%		500.000
Totale fattura	Lire	3.000.000

b) una prestazione con ritenuta di Dimitris a .....ditta? :

Consulenza artistica per.....?

	3.000.000-
R.A 20%	600.000
totale a ricevere	2.400.000

Ringrazio ancora per la collaborazione e spero ci vedremo presto.

Patrizia

P.S.Presentaremo Boy & Soul in Viafarini l' 11 giugno alle 21

Milano, 10 febbraio 1998

Gentili Patrizia e Pierluigi Mazzari,

Dimitris Kozaris ha in corso un importante progetto video, a cui sta lavorando da settembre con Viafarini e con il patrocinio del Comune di Milano, Progetto Giovani.

L'opera consiste nel montaggio di materiale filmico per la mostra Edge of Awareness, commissionato dalla Organizzazione Mondiale per la Sanità.

Il materiale è elaborato da un gruppo di 30 giovani artisti diretti da Dimitris e selezionati tramite un bando (si allegano informazioni). Il laboratorio, iniziato a novembre, si concluderà a marzo. Il video sarà presentato a maggio a Ginevra e successivamente al P.S.1 di New York, a Tokyo, a Città del Messico, a New Delhi (si allega comunicato della mostra). Inoltre sarà presentato a giugno in Viafarini a Milano.

Il montaggio del materiale finale per la produzione dell'opera richiede un intervento finanziario ed è per questo che chiediamo una collaborazione.

Ci farebbe piacere sentirVi di persona.

Cordiali saluti.

Patrizia e Dimitris