

Davos-Klosters, Switzerland 21-24 January

# Arts and Culture in Davos 2015



# WORLD ARTS FORUM FOUNDATION BOARD

**Hilde Schwab,**  
Chairwoman and Co-Founder,  
World Arts Forum

**Klaus Schwab,**  
Co-Founder, World Arts Forum,  
and Founder and Executive Chairman,  
World Economic Forum

**Alois Zwinggi,**  
Vice-President,  
World Arts Forum, and Managing Director,  
World Economic Forum

**Paola Antonelli,**  
Senior Curator, Architecture and Design,  
and Director, Research and Development,  
the Museum of Modern Art

**Platon Antoniou,**  
Photographer

**Michael Haeffliger,**  
Executive and Artistic Director,  
Lucerne Festival

**Georges Muller,**  
Lawyer, BMP Associés

**Yves Paternot,**  
Founding Member,  
World Arts Forum

The World Arts Forum is a Swiss non-profit foundation, which was co-founded in 1991 by Klaus and Hilde Schwab to produce a World Arts Summit (or “First Annual Meeting of the World Arts Forum”) in Venice, Italy. The event brought together leaders from the arts, government, business and civil society in the spirit of cross-cultural understanding and global citizenship.

After the success of the World Arts Summit in Venice, the World Arts Forum decided to integrate artists and the arts into the Forum’s Annual Meeting in Davos. Its main role is to select the recipients of the annual Crystal Awards.

# Welcome

Artists in Davos this year have come to respond to a “New Global Context” of rising extremes by offering visions of inclusiveness and balance. They will present installations, performances, screenings and visual displays to help us explore creative approaches to tackle global challenges.

This year marks the 21st anniversary of the Crystal Award. Introduced at the initiative of the Forum’s late friend Lord Yehudi Menuhin, the award recognizes personalities in the arts who are true global citizens. Awardees are highly regarded for their artistic career and equally importantly have a demonstrated and long-standing commitment to improving the state of the world. The message of the award is as relevant as ever and we can all draw inspiration from the life and work of this year’s awardees: Shigeru Ban, Andrea Bocelli and Angélique Kidjo. Join us on Tuesday 20 January 2015 at 18.00 in the Congress Hall of the Congress Centre as we launch the Annual Meeting with the Crystal Awards ceremony, followed by the Opening Concert, performed by Andrea Bocelli and the Orchestra Sinfonica Rossini di Pesaro.

You will find artistic experiences throughout the Congress Centre this year. Be sure to participate in the three immersive installations created especially for you: in The Projection Space, a series of dynamic photographic installations on the theme “In Search of Balance”, developed in collaboration with the Victoria and Albert Museum; in The Refuge, Lynette Wallworth’s interactive “Evolution of Fearlessness”, providing an opportunity for an intimate and moving exploration of resilience in the lives of a handful of female refugees; and in The Studio, Daan Roosegarde’s “Dune”, an extraordinary hybrid of nature and technology composed of fibres that brighten to sound and motion. The work will act as the backdrop for a series of dialogues with creators, innovators and entrepreneurs on solutions for a sustainable future. Also do not miss in the main entrance Tony Cragg’s “Untitled” sculpture, offering another opportunity to reimagine what balance can look like in an increasingly imbalanced world.

Be sure to engage with the community of cultural leaders as they help us reconsider what we know to be true.



Hilde Schwab,  
Chairwoman and Co-Founder,  
World Arts Forum



Nico Daswani,  
Associate Director,  
Programme Development Team  
Arts and Culture

Previous Recipients of the Crystal Award

José Antonio ABREU  
Founder, Orquesta Sinfonica de la  
Juventud Venezolana Simon Bolivar

Vladimir ASHKENAZY  
Pianist and Conductor

Margaret ATWOOD  
Author

Shabana AZMI  
Actress and Social Activist

Amitabh BACHCHAN  
Actor and Director

Luc BESSON  
Filmmaker, Screenwriter and Producer

BONO  
Singer

Mario BOTTA  
Architect

Wissam BOUSTANY  
Flautist

José CARRERAS  
Opera Singer

Yvonne N. CHAKA CHAKA  
Singer

CHEN Kaige  
Film Director

CHRISTO & Jeanne-Claude  
Artist-Engineers

Paulo COELHO  
Author

Matt DAMON  
Actor, Co-Founder of Water.org

Michael DOUGLAS  
Film Director, Producer and Actor

Umberto ECO  
Writer, Historian and Philosopher

Hans ERNI  
Painter

Ivan FISCHER  
Conductor

Juan Diego FLOREZ  
Tenor

Peter GABRIEL  
Singer, Songwriter and Musician

Richard GERE  
Actor and President, Gere Foundation

Valery GERGIEV  
Artistic and General Director, Mariinsky  
Theatre

Gilberto GIL  
Musician and former Minister of Culture

Nadine GORDIMER  
Author

Barbara HENDRICKS  
Soprano

Ikuo HIRAYAMA  
Painter

Tao HO  
Architect and Artist

Jenny HOLZER  
Artist

Ibrahim HUSSEIN  
Painter and Calligrapher

Quincy JONES  
Producer, Composer and Musician

Sumet JUMSAI  
Architect and Painter

Udo JURGENS  
Singer and Composer

Dani KARAVAN  
Sculptor

Amjad Ali KHAN  
Composer and Sarod Player

Lang LANG  
Pianist

James LEVINE  
Conductor and Artistic Director

JET LI  
Actor and Founder

Julian LLOYD WEBBER  
Cellist

Yo-Yo MA  
Cellist

Amin MAALOUF  
Writer and Historian

Richard MEIER  
Architect

Lord MENUHIN  
Violinist and Conductor

MIDORI  
Violinist

Nikita MIKHALKOV  
Film Director

Es'kia MPHAHLELE  
Writer

Vik MUNIZ  
Artist

Youssou N'DOUR  
Musician and Singer

Shirin NESHAT  
Artist

NOA  
Singer and Songwriter

Sharmeen OBAID CHINYOY  
Documentary Filmmaker

Ben OKRI  
Author and Poet

Julia ORMOND  
Actress and Co-Chair, FilmAid International

Krzysztof PENDERECKI  
Composer and Conductor

Sidney POITIER  
Actor, Director and Producer

Lord PUTTNAM  
Film Producer

A. R. RAHMAN  
Film Composer, Musician and Singer

Lionel RICHIE  
Musician

Mallika SARABHAI  
Artist and Activist

Jorge SEMPRUN  
Writer

Ravi SHANKAR  
Sitarist and Composer

Rodion SHCHEDRIN  
Composer

Anant SINGH  
Film Producer

Wole SOYINKA  
Poet and Playwright

Frank STELLA  
Painter

Oliver STONE  
Director, Writer and Producer

TAN Swie Hian  
Painter, Poet, Philosopher and Author

Charlize THERON  
Actress

Emma THOMPSON  
Actress and Writer

Mario VARGAS LLOSA  
Author

Maxim VENGEROV  
Violinist

Elie WIESEL  
Author

Benjamin ZANDER  
Conductor

The 21st Annual  
Crystal Awards

Honouring artists who are  
improving the state of the world

Introduced in 1995 at the initiative of the World Economic Forum's late friend Lord Yehudi Menuhin, the Crystal Awards recognize personalities in the arts who are true global citizens. Awardees are highly regarded for their artistic career and equally importantly have a demonstrated and long-standing commitment to improving the state of the world. Awardees are the shining lights of the Forum's cultural community. They are selected by the World Economic Forum's World Arts Forum.



Shigeru Ban  
Principal Architect  
Japan



Andrea Bocelli  
Tenor, Singer-songwriter  
Italy



Angélique Kidjo  
Singer-songwriter  
Benin/USA

# Shigeru Ban

Principal Architect, Shigeru Ban Architects

## Creating architecture for the dispossessed

Architect Shigeru Ban has developed an international track record in the innovative use of paper and cardboard tubes to build low-cost, scalable, durable and dignified shelters for disaster survivors around the world. His ground-breaking disaster relief works include the Paper Log House (Kobe, Japan, 1995; Turkey, 2000; and India, 2001), the Paper Church (Kobe, Japan, 1995), the Temporary Elementary School (Chengdu, China, 2008), the Container Temporary Housing (Onagawa, Japan, 2011) and the Christchurch Temporary Cathedral (Christchurch, New Zealand, 2013).

Ban studied at the Southern California Institute of Architecture and graduated from Cooper Union School of Architecture in 1984. The following year, he established Shigeru Ban Architects, a private practice in Tokyo, which today also has offices in Paris and New York. In 1995, he began work as a consultant for the United Nations High Commissioner for Refugees, and established an NGO, Voluntary Architects Network. Known as a socially responsible architect, Ban is primarily concerned with buildings that make use of existing materials and that act as problem-solvers.

Some of his other notable projects include the Curtain Wall House, the Japan Pavilion at Hannover EXPO 2000, the Centre Pompidou-Metz, and most recently the Aspen Art Museum. He is a recipient of the 2014 Pritzker Prize for Architecture.

“

**Architects typically design monumental buildings to visualize the power and money of the privileged. I believe that our experience and knowledge as architects should equally be used for victims of natural disasters who have lost their homes. Affordable houses and buildings can be made out of paper and cardboard tubes and can be permanent, as long as people love them. Buildings made of concrete can easily be destroyed by earthquakes and are only temporary if they are made by developers who only seek to make money. I continue to make architecture that is meant to be loved by the people.**

”



# Andrea Bocelli

## Singer-Songwriter and Founder of the Andrea Bocelli Foundation

### Providing opportunity for the disabled and the excluded

Andrea Bocelli is recognized as one of the greatest singing talents in the world. His style ranges from bel canto to verismo, and with 80 million album sales worldwide, his signature tenor voice is listened to by people everywhere. He has worked with the likes of Luciano Pavarotti and Sarah Brightman, and has sung for the Pope.

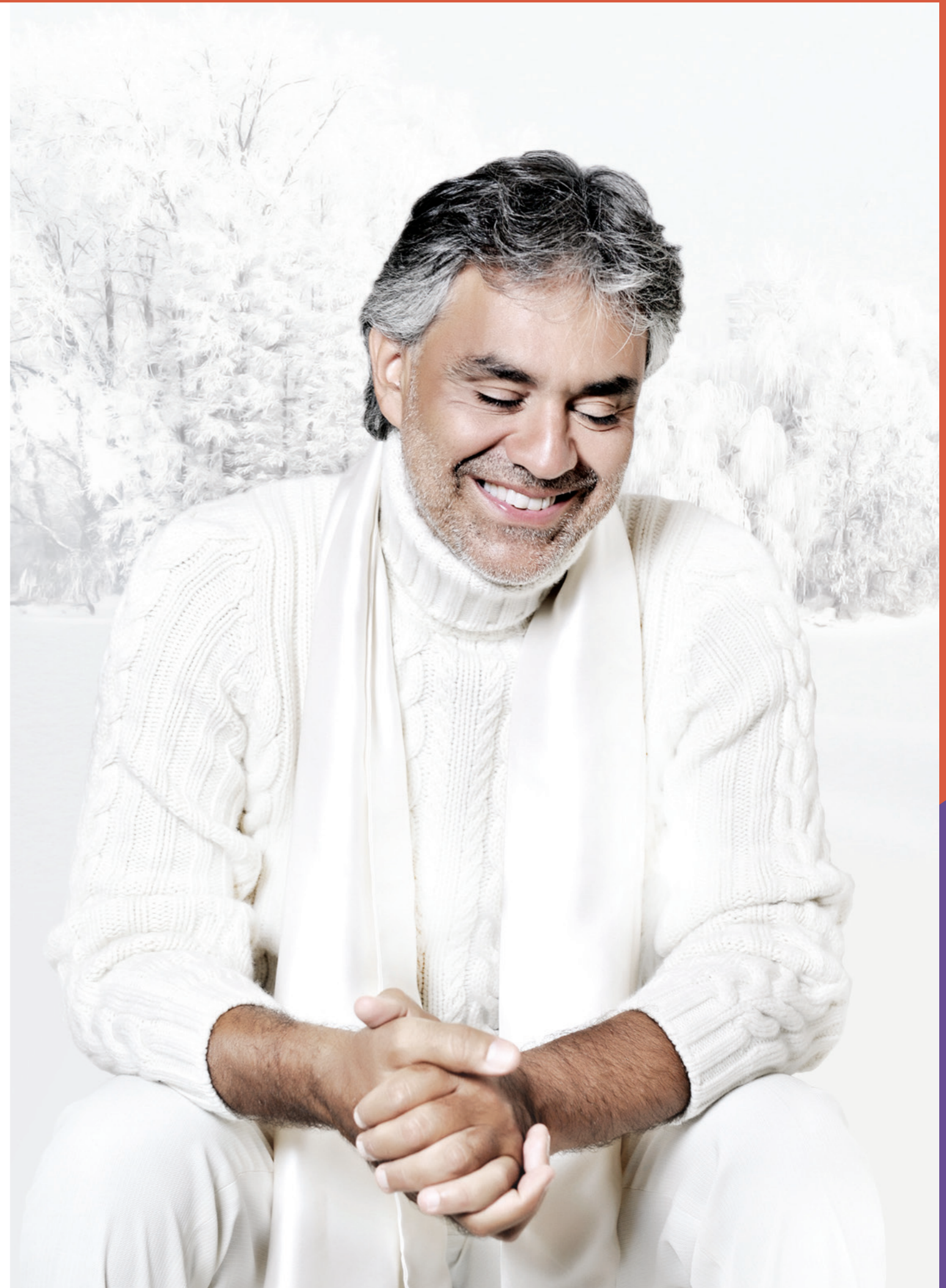
Bocelli has always been committed to spreading a message of positivity, hope and perseverance, and has developed a long-standing track record of supporting scientific research, the fight against poverty, and the provision of universal primary education. In 2011 he founded the Andrea Bocelli Foundation to help people affected by illness, disability, poverty and social exclusion. The Foundation promotes and supports national and international projects that help people overcome these barriers and achieve their full potential.

Through its Challenges programme, the Foundation is working with a multidisciplinary team of scientists from the Massachusetts Institute of Technology to develop a device to help blind and visually impaired people perform their daily activities autonomously and independently. Another of the Foundation's programmes, Break the Barriers, supports and develops projects targeted at the most vulnerable people living in Italy and in developing countries where poverty, illness, malnutrition and complex social situations severely reduce life expectancy. The Foundation has been especially active in Haiti, working with local communities to provide support in areas including education, access to clean water and energy.

“

**It is through love and justice that we are called upon to build a better world, and to give back to the world what we have received, so that the less fortunate may live a life full of beauty, and those who deserve it can find the energy and opportunities to realize their dreams.**

”



# Angélique Kidjo

Singer-Songwriter, UNICEF Goodwill Ambassador and Co-Founder of the Batonga Foundation

## Supporting girls' education in Africa

Grammy Award winner Angélique Kidjo is a singer-songwriter and humanitarian who has long used her powerful voice to speak up for the world's most vulnerable children and their families. Kidjo was appointed a UNICEF Goodwill Ambassador in 2002 and continues to be a passionate advocate for the rights of children, especially on the issue of girls' education. In her role with UNICEF, she has visited children in countries including Ethiopia, Haiti, Kenya, Mexico, Mozambique, Senegal, South Africa and Uganda.

In 2007, Kidjo co-founded the Batonga Foundation to provide African girls with secondary school and higher education opportunities. Kidjo frequently writes about issues affecting children, and has had opinion pieces published in *The New York Times* and on CNN.com. She has also made powerful public service announcements, including on issues related to the empowerment of girls, protection against harmful practices and access to proper healthcare and nutrition.

Kidjo was born in Benin and began her career at the age of six by performing in her mother's theatre troupe. Her music is heavily influenced by West African rhythms and incorporates a range of other traditions, such as funk, rumba, salsa, jazz, souk and makossa. She has collaborated with performers including Bono, Peter Gabriel, Philip Glass, Alicia Keys, John Legend and Carlos Santana. Kidjo has won a number of awards, including the 2008 Grammy Award for Best Contemporary World Music for her album "Djin Djin". She is the first woman to be listed among the "40 Most Powerful Celebrities in Africa" by *Forbes Magazine*. *The Daily Telegraph* in London has described her as "the undisputed queen of African music".

“

**Education is the greatest investment that a nation can make in its citizens or that a parent can make in their child – it means investing in our future. When girls are educated, everyone benefits, because a girl's education is about more than just the individual; it is about the future of her family and her community. Educated girls and women have a greater chance of escaping poverty, leading healthier and more productive lives, and raising the standard of living for their children, families and communities. Simply put, education transforms lives.**

”



# Installations

In preparation for the Annual Meeting 2015, the Forum reached out to artists and art institutions to help provide visions of balance and inclusiveness in the face of a global climate of increasing fear, exclusion and extremes. These are their projects.



## Photographic Installation: In Search of Balance

Photographs from the  
Victoria and Albert Museum,  
London

"In Search of Balance" is a series of immersive photo installations offering alternative visions of contemporary society and reflecting new and emerging photographic cultures.

Over the past decade, the Victoria and Albert Museum has sought to bring the best of politically engaged contemporary practice into its international collection of photography. Photography's immediacy and accessibility make it a powerful medium for artists confronting social challenges, political upheavals and imbalances of power.

For the first time, works from three separate exhibitions and collections will be brought together: "Staying Power: Photographs of Black British Experience 1950s-1990s" (2015), "Light from the

Middle East: New Photography" (2012-13) and "Figures and Fictions: Contemporary South African Photography" (2011). Whether drawing attention to new photographic cultures in the Middle East and South Africa, or redressing the historic omission of black British experience from the UK's national collections, each project has brought a vital element of balance to the photographs collection of the V&A and the Museum's presentation of world-class art and design. The V&A began acquiring photographs in 1852 and today the museum houses one of the largest and most significant collections in the world.

"In Search of Balance" has been created for the Annual Meeting by the V&A in collaboration with the design company Fifty-Nine Productions. Animation design by Zsolt Balogh.

Nermine Hammam, 'The Break', from the series 'Upekkha', 2011 © Nermine Hammam/Victoria and Albert Museum, London. The Art Fund Collection of Middle Eastern Photography at the Victoria and Albert Museum and the British Museum.

Armet Francis, 'Fashion Shoot Brixton Market', 1973 (detail). © Armet Francis/Victoria and Albert Museum, London. Supported by the National Lottery through the Heritage Lottery Fund.

Graeme Williams, 'Springfontein', from the series 'The Edge of Town', 2006 (detail) © Graeme Williams



Check the Forum Events app for projection times.

# The Refuge

At the end of 2013, 51.2 million people were forcibly displaced as a result of persecution, conflict, generalized violence, or human rights violations [...]. This was the highest level on record [...]. If these 51.2 million people were a nation, they would be the 26th largest country in the world.

*UNHCR Global Trends 2013*

Created by Lynette Wallworth and housed in The Refuge, a purpose-built space, "Evolution of Fearlessness" is an intimate, interactive installation that presents 10 portraits of refugee women living in Australia and originating from countries such as Afghanistan, Sudan, Iraq, Chile and El Salvador. Each has lived through wars, survived concentration camps or extreme acts of violence. The work pays tribute to women who, challenged by situations that would cripple most of us, find a way to grow stronger and to become more humane.

Built around the importance of gesture, "Evolution of Fearlessness" provides a tactile gateway to the living women contained in the piece, whose stories we are given glimpses of but whose lips do not speak.

The Refuge is located on the lower level, next to the entrance to the Members Lounge. It is open throughout the Annual Meeting on a first-come, first-served basis.

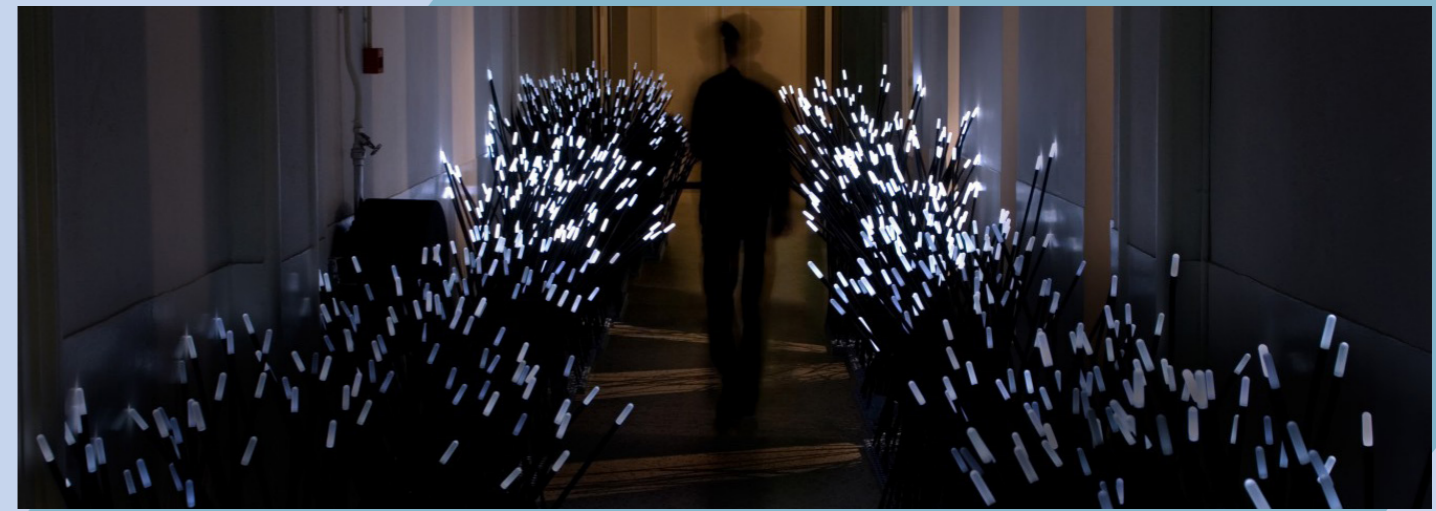
Produced by Forma Arts.

“

**My work brings together technological advances and ancient understandings, new media and old practices, electronics and the electricity of human touch.**

”

Lynette Wallworth



# Dune and The Studio

Cities are expected to absorb between 2 billion and 3 billion additional people by the year 2050 [...]. More than half of the area expected to be urban in 2030 remains to be built. Therein lies an extraordinary opportunity to make the future city more productive and sustainable.

*UN Habitat, Revised Compilation for Sustainable Cities & Human Settlements in the Sustainable Development Goals (SDGs) within the Post-2015 Development Agenda December 2013*

"Dune", a creation of artist, designer and innovator Daan Roosegaarde, is an extraordinary landscape of energy-efficient LED lights that interact with humans. The work, which mixes nature and technology, is composed of fibres that brighten according to the sounds and motion of passing visitors.

The work is housed in The Studio and will be the setting for a series of dialogues with creators, innovators and entrepreneurs on new solutions to shape a sustainable future.

Check the programme schedule for sessions in The Studio. Outside of session times, participants can enter the room to interact with "Dune".

“

**New relations between nature and technology have to be explored to ensure that cities retain their human factor.**

”

Daan Roosegaarde



Installation images - Courtesy of Forma Arts



# Cultural Leaders

The Forum is primarily interested in engaging with artists who seek to contribute to our mission of “improving the state of the world”. We consider such artists to be “cultural leaders”. Be sure to engage with and draw inspiration from the cultural leaders joining us in Davos.



**Paola Antonelli**  
Senior Curator of Architecture & Design, Director of Research and Development, MoMA, USA

Paola Antonelli's work investigates design's influence on everyday experiences, often including overlooked objects and practices, and combining design, architecture, art, science and technology. A true interdisciplinary, energetic and generous cultural thinker, Antonelli was recently rated one of the 100 most powerful people in the world of art by *Art Review*. She is a member of the World Economic Forum's World Arts Forum.



**Haifaa Al Mansour**  
Film-maker, Saudi Arabia

Haifaa Al Mansour is one of Saudi Arabia's most significant cinematic figures. At home her work is both praised and vilified for encouraging discussion on taboo issues and for penetrating the wall of silence surrounding the lives of Saudi women. “Wadjda”, her feature debut, is the first feature film shot entirely in Saudi Arabia and the first by a female director. It received wide critical acclaim after its premiere at the 2012 Venice Film Festival. In Davos, Al Mansour will present a director's cut of “Wadjda”.



**Carol Becker**  
Dean of Faculty, Columbia School of the Arts, USA

In her role as dean, Carol has launched international programmes in screen and television writing, film production, literary translations and art practice for global leaders. Her research interests include feminist theory, the education of artists, art and social responsibility, and South African art and politics. She has published numerous articles and books including: *The Invisible Drama: Women and the Anxiety of Change*; *The Subversive Imagination: Artists, Society and Social Responsibility*.

## Cultural Leaders



**Romero Britto**  
Visual Artist, USA/Brazil

As an internationally renowned neo-pop artist, painter, serigrapher and sculptor, Romero Britto uses vibrant colours and bold patterns as a visual language of hope and happiness, reflecting his optimistic faith in the world around him. Britto serves as a benefactor, donating time, art and resources, to over 250 charitable organizations. He is also active on several boards, such as Best Buddies International and St. Jude's Children's Research Hospital.



**Paulo Coelho**  
Author, Brazil/Switzerland

Paulo Coelho's novels include *The Alchemist*, *The Pilgrimage* and *Veronica Decides to Die*, among many others. With more than 165 million book sales, he is one of the most read authors in the world. He is the founder of the Paulo Coelho Institute, which provides support to underprivileged youth and elderly citizens in Brazil. He is a past recipient of the Forum's Crystal Award and is a Foundation Board Member of the Schwab Foundation for Social Entrepreneurship.



**Emmanuel de Merode**  
Anthropologist and Author, Democratic Republic of Congo

Emmanuel de Merode is an anthropologist and conservationist who has spent much of his career supporting African wildlife rangers in remote national parks and reserves. His efforts currently focus on the implementation of a large-scale post-conflict economic development plan focusing on sustainable energy and agriculture. De Merode is profiled in the 2015 Oscar-shortlisted documentary film “Virunga”, which will be screened in Davos. It tells the story of the struggles to conserve Africa's oldest national park and World Heritage Site amidst armed conflict and oil exploration.



**Deborah Bull**  
Director, Cultural Partnership, King's College, UK

Deborah Bull is the Director of Cultural Partnerships at King's College London, where she provides leadership across the university to extend and enrich its cultural partnerships. She has had a long and successful career in the arts, from principal dancer with the Royal Ballet to creative director at the Royal Opera House, and has established a track record as a creative leader and cultural commentator.

© William Burlington



**James Cuno**  
President and Chief Executive Officer, J. Paul Getty Trust, USA

Jame Cuno is an internationally recognized art historian and museum leader. Before taking on his current position, he was the Eloise W. Martin Director of the Art Institute of Chicago. Before that, he was the director and professor of the Courtauld Institute of Art at the University of London. He is a prolific author and lecturer on encyclopedic museums and cultural policy.



**Peter Gabriel**  
Musician and Producer, UK

Peter Gabriel was the lead singer of Genesis until he left in 1975 for a solo career as a singer-songwriter and innovator in the visual presentation of music and digital methods of recording and distributing music. He also became well known as an anti-Apartheid activist and for his efforts to bring different styles of music to the West with his WOMAD Festival and Real World label. Gabriel founded his own human rights organization, Witness. He is a past recipient of the Forum's Crystal Award.

## Cultural Leaders



**Michael Haeffliger**  
Director, Lucerne Festival, Switzerland

Since his appointment in 1999 as head of Lucerne Festival, Michael Haeffliger has intensified its commitment to new music and young artists. Together with the Japanese architect Arata Isozaki and the British-Indian artist Anish Kapoor, Haeffliger initiated LUCERNE FESTIVAL ARK NOVA in May 2011, an inflatable, mobile concert hall that was created to contribute to the cultural reconstruction of the region in northeastern Japan affected by the nuclear disaster in Fukushima in March 2011. He is a member of the World Economic Forum's World Arts Forum.



**Tod Machover**  
Muriel R. Cooper Professor of Music and Media, MIT Media Laboratory, USA

Tod Machover is recognized as one of the world's most innovative composers and is celebrated for his inventions, which range from "hyperinstruments" to the technologies behind "Guitar Hero". He is a professor of Music and Media at the MIT Media Lab and director of the Lab's Opera of the Future Group. He is now working on a series of collaborative city symphonies, inviting communities around the globe to make musical portraits of their cities. In Davos, Machover will lead the closing performance.

© Priska Ketterer



**Platon**  
Photographer, USA

Platon's photographic portraits have appeared in the world's most influential magazines, including over 25 *TIME Magazine* covers. He has authored an anthology of 120 intimate portraits of world leaders including Barack Obama, Muammar Gaddafi, Hugo Chavez and Mahmoud Ahmadinejad. He is the founder of the People's Portfolio, a foundation that uses portraiture to celebrate human rights defenders, promotes compassion and advocates responsible citizenship. Platon is a new member of the World Economic Forum's World Arts Forum.



**Sarah Jones**  
Stage Actress, USA

Sara Jones is a Tony and Obie Award-winning American playwright, actress and poet. Her multicultural upbringing influenced her to develop the internationally acclaimed performance "One-woman global village", in which she plays multiple characters ranging from an opinionated elderly Jewish woman to a fast-talking Dominican college student. She is a UNICEF spokesperson on violence against children. In Davos, Jones will perform her one-woman show, exploring the universality of hope, and will lead a workshop on developing empathy.



**Anne Pasternak**  
President and Artistic Director, Creative Time, USA

Since 1994, when Anne Pasternak joined Creative Time, the organization has collaborated with hundreds of artists to ignite the public's imagination, explore ideas that shape society, and bring ground-breaking public art to millions of people around the world. Under Pasternak's leadership, Creative Time has produced numerous projects such as "Tribute in Light" (Julian LaVerdiere and Paul Myoda), the twin beacons of light that illuminated the former World Trade Center site six months after 9/11.

©Timothy Greenfield-Sanders



**Joan Roca**  
Chef, El Celler de Can Roca, Spain

Joan Roca runs El Celler de Can Roca with his two brothers, Josep, sommelier, and Jordi, pastry chef. It was voted the best restaurant in the world in 2013 by *Restaurant* magazine. His cuisine is known for combining traditional flavours with modern techniques through a process of constant innovation. In partnership with BBVA, Roca and his restaurant have launched the Cooking Tour Experience, a talent-development programme that sees the team at his restaurant travel around the world to support local economies in different communities.



**Martin Roth**  
Director, Victoria and Albert Museum, UK

Martin Roth is the first non-Briton to lead the Victoria and Albert Museum, the world's largest museum of decorative arts and design. Under his leadership the museum has produced ground-breaking exhibitions, such as "David Bowie Is", and undertaken major international partnerships. He is a regular commentator on the role of museums in contemporary society. For Davos, the V&A developed a series of immersive photographic installations, "In Search of Balance", on view throughout the Annual Meeting.

© Photograph by Thierry Bal



**Daan Roosegaarde**  
Artist, Studio Roosegaarde, Netherlands

Daan Roosegaarde, an artist and inventor, is internationally recognized for creating social designs that explore the relation between people, technology and space. In Davos this year, he is presenting his immersive installation, "Dune". The work, which mixes nature and technology, is composed of fibres that brighten according to the sounds and motion of passing visitors. "Dune" will be housed in The Studio, and will form the backdrop for a series of exchanges with creators, innovators and entrepreneurs on new solutions to shape a sustainable future.



**Nicole Schwab**,  
Author and Co-Founder, EDGE Certified Foundation, Switzerland

Nicole Schwab is an author and social entrepreneur, founding Director of the Forum of Young Global Leaders, and co-founder of EDGE Certified, a global scheme certifying organizations for closing the gender gap in the workplace. Her first book, *The Heart of the Labyrinth*, gives voice to her insights on the nature of reality and her engagement on behalf of a world that values and honours the feminine. It has been acclaimed as a beautiful exploration of deep mind, offering a message of Earth-centred wisdom.



**Lynette Wallworth**  
Visual Artist and Filmmaker, Australia

Lynette Wallworth is an Australian artist, best known for her use of interactive technologies to create immersive installations. Her artwork has been exhibited widely, including at the Lincoln Centre, the Sundance Film Festival and at festivals across the world. In Davos she will present her interactive work, "Evolution of Fearlessness" in The Refuge. The work is an intimate and moving exploration of resilience through the lives of a handful of female refugees.



**Pharrell Williams**  
Musician and Entrepreneur, USA

Known globally for his 2014 chart topping song, "Happy", Pharrell Williams is a multi-award winning singer, songwriter, record producer and entrepreneur. The charity, From One Hand To AnOTHER, was established by Pharrell Williams to provide educational tools and learning programs for underserved youth. As co-owner and Creative Director of Bionic Yarn, he recently launched "Raw for the Oceans" with the denim brand G-Star, a collaborative project that takes plastic from the world's oceans and transforms it into innovative denim and apparel.



**will.i.am**  
Musician and Entrepreneur, USA

will.i.am is a multi-Grammy award winning musician, producer and entrepreneur, best known as a founding member of the Black Eyed Peas. He is actively engaged in the worlds of fashion, technology, business and social activism. His i.am.angel Foundation has created a new model for STEAM education that serves at-risk youth using after-school tutoring and enrichment activities. He is also on a mission to elevate the importance of recycling and to turn waste into a valued commodity through his EKOCYCLE brand.

# Programme

## Programme Highlights



### Tuesday 21st Annual Crystal Awards

Celebrate the achievements of this year's award winners: architect Shigeru Ban; tenor Andrea Bocelli; and singer-songwriter Angélique Kidjo.



### Thursday Special Screening of "Virunga"

Join this special dinner screening of the 2015 Oscar-shortlisted documentary film "Virunga", with Prince Emmanuel de Merode, Director of Virunga National Park. Part investigative journalism and part documentary, the film follows a beleaguered team of park rangers caught in the crossfire of poachers, militia and industry in Africa's oldest national park. This film is a call to action, an account of the competing forces of greed and self-righteousness as well as sacrifice and selflessness.



### Tuesday Special Concert Performance

Join us for the Annual Meeting's special concert performance featuring Andrea Bocelli and the Orchestra Sinfonica Rossini di Pesaro. The concert will include works from Verdi, Puccini and Rossini.

In partnership with Intesa Saopaulo



### Thursday Director's Cut: Wadjda

Director Haifaa Al Mansour will take participants behind the scenes of her ground-breaking and award-winning "Wadjda", the first feature film shot entirely in Saudi Arabia and the first made by a female Saudi director. The film tells the tale of young Wadjda, who is determined to raise enough money to buy a bicycle in a society where they are seen as a threat to a girl's virtue. It will be followed by a Q&A with the director.

### Saturday - Performance: The New Global Village

Playwright and performer Sarah Jones explores our differences and common values through masterful impersonations of a diverse cast of characters.

### Friday - Workshop: Comedy and Empathy

Join playwright and performer Sarah Jones, known worldwide for her one-woman global village performances, to explore how comedy can help build the empathy needed to understand the life circumstances and points of view of others.



### Saturday - Closing Performance: A Symphony for Our Times

Composer Tod Machover and Artisan, a design agency, come together to close the Annual Meeting with a powerful multimedia performance celebrating the spirit of dialogue and reminding us of our collective responsibility.



Check the Forum Events app for the latest information on sessions.

# Abridged Programme

 Check the Forum Events app for the latest information on sessions.

## Tuesday 20 January

- 18.00-18.30 *Congress Hall*  
**21st Annual Crystal Awards**
- 18.30-19.30 *Congress Hall*  
**Opening Concert**

## Wednesday 21 January

- 12.00-12.30 *Schwarzhorn Betazone*  
**Shigeru Ban's Paper Architecture**
- 13.00-13.30 *Aspen 2*  
**An Insight, An Idea, with Andrea Bocelli**
- 13.45-14.00 *The Refuge*  
**Meet the Artist: Lynette Wallworth**
- 14.30-15.30 *Schwarzhorn Betazone*  
**Visions of Digital Creativity**
- 20.00-22.00 *Dinner, Turmhotel Victoria*  
**Music: Evolution or Revolution?**

## Thursday 22 January

- 09.00-10.00 *Schwarzhorn Betazone*  
**Visions of Storytelling**
- 11.30-12.00 *Forum*  
**An Insight, An Idea, with Angélique Kidjo**
- 13.30-14.00 *The Studio*  
**Meet the Designer: Daan Roosegarde**
- 14.45-15.30 *Schwarzhorn Betazone*  
**Director's Cut: Wadjda**
- 15.00-15.45 *Jakobshorn*  
**Book Reading: The Heart of the Labyrinth**
- 20.00-22.00 *Congress Hall*  
**Special Screening of "Virunga"**

## Friday 23 January

- 09.00-10.00 *Schwarzhorn Betazone*  
**Visions of Digital Culture**
- 16.15-16.30 *Toplink Connect*  
**Meet the Curator: Martin Roth, V&A**
- 16.30-17.30 *Dischma Workstudio*  
**Workshop: Comedy & Empathy**
- 17.45-18.15 *Forum*  
**An Insight, An Idea, with will.i.am**
- 20.00-22.00 *Dinner, Hotel Cresta Sun*  
**Cultural Leaders Dinner**

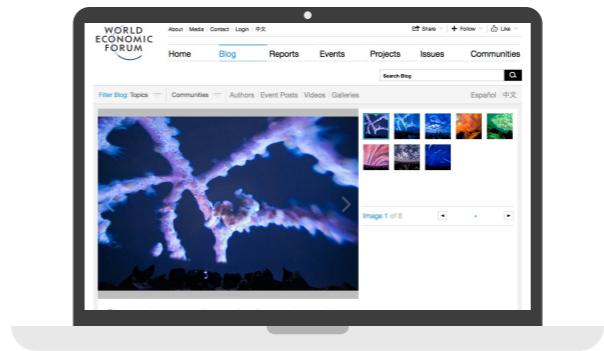
## Saturday 24 January

- 09.00-10.00 *Schwarzhorn Betazone*  
**Visions of Public Art**
- 10.00-10.30 *Congress Hall*  
**Performance: The New Global Village**
- 10.30-11.30 *Jakobshorn*  
**The Impact of the Arts**
- 17.45-18.00 *Congress Hall*  
**Closing Performance: A Symphony for Our Times**

## Why does the World Economic Forum engage with artists?

The Forum believes that art allows us to revisit our very existence, our cultures and values and helps shape these along the way. The Forum sees artists as key members of society who help us reconsider what we know to be true, allow us to imagine the future, and inspire us to make the impossible possible. The Forum is primarily interested in engaging with artists who seek to contribute to the Forum's mission of improving the state of the world. The Forum considers such artists to be "cultural leaders".

For more information about arts and culture at the Forum, visit [www.weforum.org](http://www.weforum.org) and [forumblog.org](http://forumblog.org).



Special thanks to Martin Roth, Kathryn Johnson and Martin Barnes at the Victoria and Albert Museum, Marco Fiorese, Tony Cragg, Marissa Buckanoff, Sam Collins and David Metcalfe at Forma, Lidi Brouwer at Studio Roosegaarde, Ulla Winkler, Chris Davenport and Christopher Pearson at Artisan, Zsolt Balogh and Richard Slaney at 59 Productions, Tod Machover and the team at the MIT Media Lab, Anita Schaufelberger, Adriano Berengo.

Nico Daswani,  
Associate Director, Programme Development Team,  
Arts and Culture

Fanny Ollivier,  
Senior Programme Associate, Arts and Culture,  
Programme Development Team

Yasmeen Chaudhry,  
Programme Associate, Arts and Culture,  
Programme Development Team

Natalie Hendro,  
Crystal Award and Brochure coordination,  
Programme Development Team

Mara Sandoval,  
Visual Communications Senior Manager,  
Programme Development Team

Edited by Stéphanie Thomson

Design and Layout by  
Kamal Kimaoui,  
Director, Head of Production and Design

Yoren Geromin,  
Graphic Designer



"Untitled" (2013), Tony Cragg  
*Installed in the Main Entrance of the Congress Centre*  
Seemingly defying gravity, Tony Cragg's stainless steel "Untitled" sculpture is intended to make us look beyond matter at our own reflection and at the world that surrounds us.

© 2015 World Economic Forum  
All rights reserved

No part of this publication may be reproduced or transmitted in any form or by any means, including photocopying or recording, or by any information storage and retrieval system.

**World Economic Forum**  
91-93 route de la Capite  
CH-1223 Cologny/Geneva  
Switzerland

Tel.: +41 (0) 22 869 1212  
Fax: +41 (0) 22 786 2744

[contact@weforum.org](mailto:contact@weforum.org)  
[www.weforum.org](http://www.weforum.org)



---

COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD

---

The World Economic Forum is an international institution committed to improving the state of the world through public-private cooperation in the spirit of global citizenship. It engages with business, political, academic and other leaders of society to shape global, regional and industry agendas.

Incorporated as a not-for-profit foundation in 1971 and headquartered in Geneva, Switzerland, the Forum is independent, impartial and not tied to any interests. It cooperates closely with all leading international organizations.

---

World Economic Forum  
91–93 route de la Capite  
CH-1223 Cologny/Geneva  
Switzerland

Tel.: +41 (0) 22 869 1212  
Fax: +41 (0) 22 786 2744

[contact@weforum.org](mailto:contact@weforum.org)  
[www.weforum.org](http://www.weforum.org)