

## *About Change* *Project Description*

### WHAT ?

The artists and other contributors to cultural endeavors of Latin America and the Caribbean have established a solid reputation for themselves on the world market. From fine arts to fashion; from urban culture to rural culture; and including music, the graphic arts, design, and film, the region's artists and designers are at the forefront of development, innovation, and expression.

Moreover, the economic activities associated with art and culture constitutes one of the region's most dynamic fields, furthering strengthening the small and medium-sized enterprises sector. Artists and designers form an integral part of cultural development, civil society, and social and economic processes, tapping into the traditions around them and influencing social and technological change through their respective media.

Thus, keeping up with its mission, the World Bank Art Program has conceptualized *About Change*, a cultural program celebrating contemporary visual arts and cultural discourse in the Latin America and the Caribbean Region.

*About Change* aims at featuring works by **emerging visual artists** from the member countries of the World Bank Group's Latin America and Caribbean Region from July 2008 throughout June 2011 at the World Bank Offices in Washington, DC, USA and Paris, France, as well as at the Cultural Center of the Inter-American Development Bank, and the Art Museum of the Americas, Organization of American States in Washington DC, USA.

### WHY "CHANGE"?

*About Change* offers a platform for Latin American and Caribbean civil society, artists and artisans, government officials, thinkers, and international organizations to reflect jointly on the concept of **change**. This broad concept welcomes many different interpretations and encompasses many subtopics thereby providing a means for artists to comment on current events. The subtopics may include artworks inspired by changes in:

- Climate
- Urban life (e.g. graffiti art)
- Cultural identity, as societies evolved from colonialism to current social and political structures.

### PROJECT OVERVIEW

*About Change* encompasses:

1. Individual art exhibitions with direct selection by the Curatorial Committee

2. A crowning exhibition: a large multi-countries and multi-media art exhibition with an open Call for Entries
3. Educational Programs (contingent upon budget resources)
  - 3.1. An art catalogue of the multi-countries exhibition.
  - 3.2. A symposium on cultural industries in Latin America and the Caribbean.
  - 3.3. A documentary film festival on visual art in Latin America and the Caribbean.
  - 3.4. An artists' workshop.
  - 3.5. Guided tours and visits.

Each exhibition will be assembled with the advice of curators and international experts.

## 1. EXHIBITION CALENDAR

- **May-June, 2009 – Edgar Endress and the Floating Lab Collective: *Let's talk-Hablemos!*** – part of the *About Change* Program
  - **Location:** The World Bank Group
  - An interactive video exhibition served as a discussion platform to address a variety of concerns from human trafficking affecting the region to stereotypical images of Latino women.
  - Works and curatorship by Edgar Endress (Chile).
  
- **June-July, 2009** (Bogotá and Cartagena)  
**September-October, 2009** (Washington)  
**February-September, 2010** (Paris)  
**René Díaz Gutierrez: *Voices Colombia*** – part of the *About Change* Program
  - **Locations:** The World Bank Offices in Colombia, Washington, and Paris.
  - A photographic exhibition dedicated to those who have suffered through decades of armed conflict in Colombia.
  - Curated for Washington and Paris by the World Bank Art Program.
  
- **May 2010 - Cecilia Paredes: *In the Eyes of a Woman - A Latin American photographer*** – part of the *About Change* Program
  - **Location:** MC Atrium, The World Bank Group  
Address: 1818 H St NW, Washington DC 20433
  - As part of *In the Eyes of a Woman* series, the recent photographic work of Cecilia Paredes (Peru) will be exhibited in the Atrium of the World Bank Main Complex. This exhibition is the fifth in a series dedicated to women photographers who have as primary subject women and/or children. 12 limited edition photographs will show the relationship and fusion of nature and the woman body.
  - Curated by Evangelina Elizondo (Argentina), artist and Assistant Curator, The World Bank Art Program.
  
- **June-August, 2010 – *Art & Technology*** – part of the *About Change* program (Text from Edgar)
  - **Location:** The World Bank Group

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- *Art & Technology* offers to young artists a possibility to comment on the concept of change using a vast array of new technologies.
- Curated by Edgar Endress (Chile), Artist and independent Curator.
  
- **August-September, 2010** – *About Change: Part I* –
  - **Location:** Cultural Center of the Inter-American Development Bank
  - Artworks by contemporary artists from the World Bank member countries in Central America.
  - Artworks selected through the Open Call for Entry as well as from the permanent collections of the World Bank Group, the Inter-American Development Bank and the Organization of the American States.
  - Multi-media.
  - Curated by Felix Angel (Mexico), IADB Cultural Center, General Coordinator and Curator.
  
- **December 2010-February 2011**- *About Change: Part II* –
  - **Location:** Art Museum of the Americas of the Organization of American States
  - Artworks by contemporary artists from the World Bank member countries in the Caribbean.
  - Artworks selected through the Open Call for Entry as well as from the permanent collections of the World Bank Group, the Inter-American Development Bank and the Organization of the American States.
  - Multi-media.
  - Curated by Tatiana Flores (Puerto Rico), independent Curator.
  
- **January 2011-May 2011**- *About Change: Part III* –
  - **Location:** The World Bank Group  
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  - Approximately 300 artworks by contemporary visual artists from the World Bank member countries in Latin America and the Caribbean.
  - Artworks selected through the Open Call for Entry as well as from the permanent collections of the World Bank Group, the Inter-American Development Bank, and the Organization of the American States.
  - Multi-media and multi-countries.
  - This exhibition will include as well the works on view at the Cultural Center of the Inter-American Development Bank and at the Art Museum of the Americas, the Organization of American States at the closing of their respective exhibitions.
  - Curated by the World Bank Art Program.

## 2. CROWNING EXHIBITION

- Second in the cycle of World Bank Art Program's regional art exhibitions begun by the highly successful *Africa Now!* program in 2008-2009, *About Change* will culminate in a large exhibition with about 300 art pieces.
- The crowning exhibition will include both artworks selected the open Call for Entries as well as a small selection from the permanent collections of the World Bank

Group, the Inter-American Development Bank, and the Art Museum of the Americas, Organization of American States.

- It will include the presence of artists from all member states of the region and will provide a comprehensive view of current developments in creativity in different spheres and specialties.

**Dates:**

- August-September 2010- Cultural Center of the Inter-American Development Bank- Focus: Central America
- December 2010-February 2011- Art Museum of the Americas of the Organization of American States-Focus: Caribbean
- November 2010-April 2011-The World Bank Group - Multi-media and multi-countries. This exhibition will include works on view at the Cultural Center of the Inter-American Development Bank and at Art Museum of the Americas, the Organization of American States at the closing of their respective exhibitions.

### **3. EDUCATIONAL PROGRAM**

The Art Program and its partners wish to reaffirm the importance of art and creativity for mutual understanding, social discourse, and economic opportunity. With this in mind and contingent upon budget resources, the Art Program is planning various educational components, including:

#### **3.1. Exhibition Catalogue**

*About Change* will be accompanied by a bi-lingual (English-Spanish) catalogue with essays by the Curatorial Committee and other regional cultural experts. The catalogue is scheduled to be published by November 2010.

#### **3.2. Symposium**

A symposium is planned to be held at the World Bank with the purpose of bringing together professionals in the areas of art, culture, and the economy to discuss cultural industries and the role of art in fostering positive change in society. The Symposium is tentatively planned for January 2011.

#### **3.3. Documentary Film Festival**

The World Bank Art Program and its partners plan to present a series of documentary films focusing on artists and the art histories of the region. The Festival is scheduled for January-March 2011.

Individuals and associations are welcome to submit completed documentaries for selection following the same criteria and deadline of the general Call for Entries (closing April 30/2010).

### 3.4. Artists' Workshops

The Art Program plans to invite one or more artists identified through the Call for Entries to take part in workshops and an exchange program to be held in Washington, D.C. or New York City over a period of approximately one month between June 2010 and March 2011.

During this period, the artist will work on a piece of art that will be exhibited during the *About Change* cycle and subsequently become part of the World Bank's permanent art collection. The Art Program will defray the travel and accommodation expenses of the selected artist(s), as well as the cost of the materials for the work(s) of art during residency.

For further information, contact the World Bank Art Program.

### 3.5. Guided Tours and Visits

Access to the buildings of the World Bank Group is unfortunately limited for security reasons. The exhibitions will be accessible for external visitors either on the day of the openings (by invitation only) or during one of the guided tours scheduled during the shows. An updated calendar of visits and guided tours will be posted closer to the date of the opening in this website. Depending on availability of docents, it is possible to organize tailored both individual and group visits contacting the World Bank Art Program at least one week in advance.

The Cultural Center of the Inter-American Development Bank as well as Art Museum of the Americas, Organization of American States are open and accessible to the public. Please consult their websites for times and directions.

## CURATORIAL COMMITTEE

The selection of works for the final exhibition will be made by a Curatorial Committee appointed by the World Bank, the Cultural Center of the Inter-American Development Bank, and the Art Museum of the Americas of the Organization of American States.

Current members:

**Felix Angel** (IADB Cultural Center, General Coordinator and Curator)

**Evangelina Elizondo** (The World Bank Art Program, Artist and Assistant Curator)

**Edgar Endress** (Artist and independent Curator)

**Tatiana Flores** (independent Curator) and **Pamela Fraser** (Exhibition Coordinator) – for the Caribbean

**Marina Galvani** (chair) (The World Bank Art Program, Manager and Curator)

**Valeria Gonzalez** (University Professor - University of Buenos Aires - and independent Curator)

**Maria Leyva** (Art Museum of the Americas, Organization of the American States, General Coordinator and Curator)

**Fernanda Ramirez** (The World Bank Art Program, Exhibition Coordinator)

## **FURTHER INFORMATION**

For further information on *About Change*, including the Call for Entries form and instructions on how to send portfolios, as well as the Artists' Workshop, please contact:

**Evangelina Elizondo, Assistant Curator (English, Spanish, and French)**  
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**Fernanda Ramirez, Exhibition Coordinator (English, Portuguese, and Spanish)**  
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For further information about our past exhibitions, visit our website:  
[www.worldbank.org/artprogram](http://www.worldbank.org/artprogram).