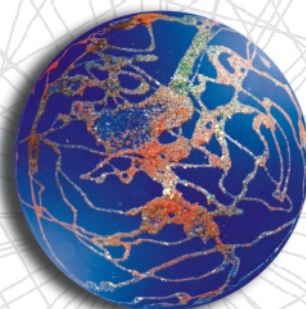


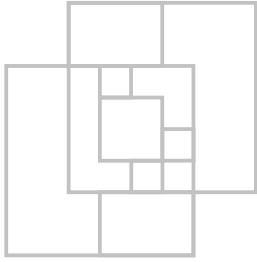
PRESENTATION

ENGLISH



FÓRUM  
CULTURAL  
MUNDIAL

FUTURE



# THE PRESENT AND FUTURE OF THE WORLD CULTURAL FORUM

## THE PROCESS

The World Cultural Forum is not just an event. It is taking place in a progressive way, through various actions spread throughout all the continents, which will culminate in a great Global Convention every two years. Starting with a tri-modal structure, progressive actions are taking place in the following way:

### 1 WORLD CULTURAL FORUM NETWORK:

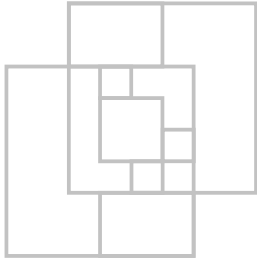
A gateway dedicated to culture and social and economic development, with the objective of providing new work networks, virtual markets, transmissions via the web of regional and global conventions, on-line training and learning, as well as serving for the construction of knowledge and exchange of ideas and information.

### 2 BUILDING THE CULTURAL FORUM NETWORK:

Through the networks, we can think of consolidating an information system and accessible communication, preparation, professionalism, training a new public, mechanisms for dialogue and interaction with organizations responsible for the planning and execution of regional, national and international cultural policies.

### 3 PERMANENT REGIONAL FORUMS:

The Regional Forums of the World Cultural Forum were joined together in all of the regions in Brazil and various other countries. Several local commissions have already been formed for the planning and execution of Seminars, including Universities, Local and State Culture Departments, Networks, Foundations and Non-Governmental Organizations.



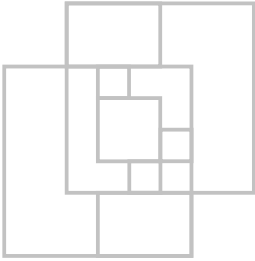
## **1 WORLD CULTURAL FORUM NETWORK**

The 1st Global Convention of the World Cultural forum will take place between June 26 and July 4, in São Paulo, a process, which has already been set in motion, remains for all the days of the event and will continue permanently. It is a process, which is taking place with various sides.

Whether through present actions, such as seminars, meetings and forums, in various locations around Brazil and the world, or the virtualization of discussions, information exchange and sharing of data through the Internet, emphasizing the global character of the World Cultural Forum. It is a process, which has a special focus on the inclusion and participation of young people, with their various experiences.

The World Cultural Forum Network is a network structure, which attends to the realities intended in the WCF proposal, which means a support structure for reflection, which enables and reinforces actions at the same time. In this structure, each agent is considered an effective agent, as a knot in the mesh which identifies the network and which can be translated by the target community. This target is still embryonic, in progress and will be worked on in the future. In fact, this is the beginning of the process for the network in its telematic meaning.

From the invited social imaginary to a shared, conceivable and possible social imaginary, therefore, the self-reflexive process, presently started and characterized by the global convention will have a long journey of identification, re-synergizing, cataloging, research and development. This journey connects to the various objectives and daily tasks, in their various dimensions, in an almost uncontrollable way.



### **1.1 THE VIRTUALIZATION OF PRESENT MEETINGS**

The integral part of efforts for the FCM Network Portal are digital coverage of network events, as an integration base between the present networks and its presence online, they earn a special character in so far as on these occasions, the potential for reply and visibility reach their maximum. It is an ideal moment to transport the synergies, started in their present form to the virtual environment, where these initiatives can then be spread throughout the whole network and its mesh, feeding the individual knots and receiving a global feedback, closing and re-feeding a virtuous circle, which is a special characteristic of the target communities.

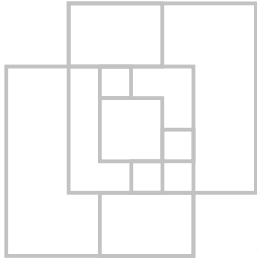
Within this proposal is on-line coverage and/or information of the meetings and seminars in Brazil and throughout the world, with texts, images, audio and video, news related to culture and the arts, virtual forums, interviews, diaries and blog, as well as a space for downloads and a database with contacts and information, which can be accessed through the address:

**[www.fcm-network.net](http://www.fcm-network.net)**

### **1.2 IDEAS AND OPPORTUNITIES**

It is a field of ideas open to discussions, as much in virtual space as in present space. Through virtual forums, discussion lists, the transmission of video-conferences, on-line classes and courses, chatrooms and various other tools, the World Cultural Forum Network will offer debates, information exchange, critiques and visions for a great variety of themes related to the field of arts and culture. These discussions are also present in the Present Network, in talks, discussion panels and debates held in seminars, forums and meetings scheduled for Brazil and abroad.

The field of opportunities comprises a large database with local, regional and world information about professionals and events, institutions and artists, products and business. It is a space for the distribution of systematized information with data and references on International Networks for the distribution of cultural products (Theaters, Festivals and Events); Systematized addresses and contacts; International Foundations and Sponsoring Institutions (Information Catalogues); International Producers (Specialized Contacts); Catalogue of local artistic products; Regional artistic calendars; Products; Projects and Sponsorship opportunities.



## **2 BUILDING THE WORLD CULTURAL FORUM NETWORK**

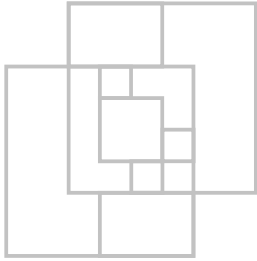
Focused on the formation of exchange, knowledge and activity circuits, approaching both present and virtual fronts, the networks optimize the work of disseminating and collecting information and, in this way, making regional, continental or international integration viable, with the cultural slant as an interdisciplinary element.

Supported by a communication structure via the Internet and present congresses, the work of the network enables the identification of crossed potentials, finding synergy points among environmental questions, projections for touristic exploitation and the promotion of business activity; all of the process are tied by the strengthening of local cultural displays and, in this way, stimulating not only the economic but the social sphere.

With the articulation of pre-existing cultural networks and the formation of centers in new regions, the World Cultural Forum Network could gain objectivity to make the integration of the various spheres involved, viable. With the exchange of these cultural ambassadors, each region could have their speciality valued and disseminated. From this constant activity, allied to the systematization of information, greater knowledge and competitiveness can be obtained as this very activity produces quality. This performance option not only favors and stimulates economic activity which already exists but also creates new markets and stimulates the production of excellence.

### **2.1 THE VIRTUAL NETWORK**

The institutions, actions, agents and the world of arts and culture present in a large virtual space, open to the participation and creation of the various parties interested in discussion, further investigation and education related to cultural questions. It is a virtual network, which acts as a support and space for continual development for practicing communities and networks in the cultural area. Produced with the idea of participative creation, with permanent proximity and intense communication between the developers of digital tools and its users.

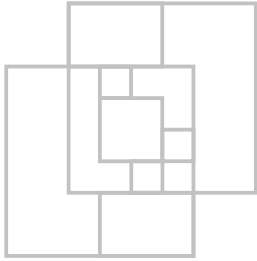


The Virtual Network presents itself with special attention to the fractional character of network dynamics, as it is not just an Internet site, which can be used as a reference for basic information on events. It is more than that. It is an on-line community, which offers tools (free software) that it requires to multiply the inclusion of themes and people in new groups and communities. Apart from the visual and functional programming of the web pages, it is formed of tools for the management of knowledge, distance learning, electronic commerce, competitive intelligence (business intelligence), virtual voting and surveys (e-democracy), webcasting/streaming of local, regional and global events, digital reincarnations, blogs, content search and other forms of decentralized publication, having the innovative tools as a reference, in networks of horizontal collaboration, through information technology and communication.

## **2.2 THE PRESENT NETWORK**

The World Cultural Forum Network's actions also take place in their present form, holding various activities in distinct locations in Brazil and around the world. There are Forums and Regional Consultancies, Seminars and international work networks - events, which have been taking place since 2003 and will continue permanently after the WCF Global Convention has taken place.

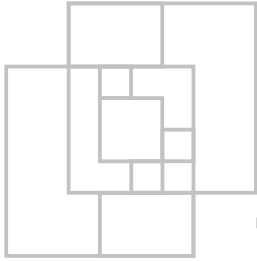
The Present Network is organized from meetings held for the development of ideas, exchange of experiences, transmission of knowledge and distribution of cultural production. They are initiatives which are based on talent, broaden cultural links, promote artistic work and give visibility to culture, allowing the distribution of quality work and offering opportunities for professional performance and business networks. They are also opportunities for exchange and professional development. It brings together artists, journalists, authorities, producers and cultural agents in spaces to discuss public and private policies in the cultural area, as well as being unique spaces for business people in the areas of culture, tourism, education, science and technology to show their work and productions.



### **3 REGIONAL FORUMS**

The Seminars took place between October 2003 and May 2004 and formed part of the official calendar of preparatory actions for the World Cultural Forum. The Regional Forums were designed by the Center for the Development of Competence (CDC) and have the objective of developing cultural networks and contributing to the construction of permanent systems for diagnosis, planning, formation, monitoring and evaluation, aiming for the development of arts and culture, together with tourism, the environment, education and social development. They will be held in partnership with universities, governmental organizations, civil institutions and foundations in each region.

With the proposal of providing discussions in the different regions of the planet, they will contribute to the construction of a permanent agenda for the World Cultural Forum, the definition of themes, conferences, speakers and projects, as well as in connection with various actors involved or that can be involved in the cultural area.



## **THE BIENNIAL EVENT**

The Biennial Event will be the reference point of the World Cultural Forum, working as a world convention of leaders and professionals in the areas of the arts, culture, education, business, science, technology, charitable institutions, socio-economic and ruling development; a space for civil society to access the cultural situation, a learning opportunity and to form work networks for professional and cooperative development. The biennial event comprises three activity blocks:

### **1 GLOBAL CONVENTION:**

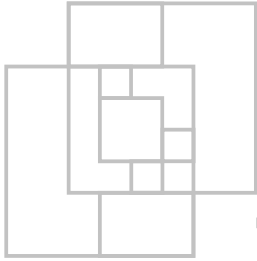
The Global Convention for the World Cultural Forum will produce spaces for reflection on social reality and new world cultural perspectives and will function as an open space for discussions and the exchange of ideas and knowledge, strengthening exchange and communication between cultural agents of various continents.

### **2 IDEAS AND OPPORTUNITIES FAIR:**

A space for the construction of dialogues, opportunities and contacts and also serving as a setting for the presentation of ideas and distribution of contemporary cultural production. The Fair also intends to create business opportunities among Artists, Producers, Agents, Festival Directors, Gallery Owners, Directors of Cultural Centers, Promoters, Trustees of International Events, Universities, Governments, Developmental Organizations, Foundations and various institutions. The Fair is also an open display to the public where as well as the great cultural displays at the stands there will be a space dedicated to various artistic performances.

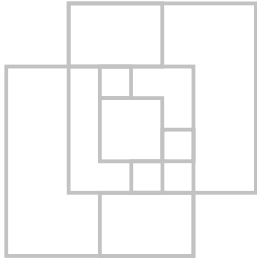
### **3 FESTIVAL MULTICULTURAL:**

It will bring together the various artistic performances with the most diverse trends, exploring the marriage between the vocation of the city's various cultural equipment and identity of the events.



## **THE COOPERATIONAL PROGRAMS**

The programs will stimulate the construction of permanent systems for diagnosis, planning, formation, monitoring and evaluation; the development of training courses, continued training with emphasis on the questions of production and cultural management, creation, interpretation and critique of works of art; multiplying action, group leadership and social protagonism; the construction of skills for leadership, developing the conception of ideas, capacity for creative solutions and independent initiatives; the development of programs, planning, project preparation, structuring, organization, coordination and management; giving a dynamic nature to processes, execution of programs, reflection and evaluation with the later dissemination of innovative ideas and strategies developed, as well as Residencies/Scholarships; Co-production / Mutual Production and Technical Exchange Agreements. Although aimed at the global cultural community, the programs will focus specifically on: Africa, the Caribbean, the Pacific, Middle East, Latin America and Eastern Europe.



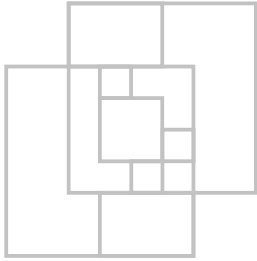
## CONCEPT

The World Cultural Forum is an initiative which aims to promote culture as a fundamental dimension of contemporary life, involving human repertoires of a diverse nature being, feeling, doing, thinking and narrating focussing on the relationship, in a special way, which they hold with the development of societies.

Moving arts and culture from the periphery to the center of discussions thinking of development as a cultural dimension and culture as a developmental factor the Forum establishes a world platform directed to the strengthening of ethical values, prosperity, sustainability and global coexistence. It recognises the central role of creating knowledge and the importance of stimulating innovation, arts, science and technology, involved in the search for solutions for human needs.

The Forum points at the fundamental role of arts and cultural performances in the development of the economy, creation of new parameters and the cultivation of diversity as sources of self-recognition and self-esteem for different communities, their ways of live, fundamental rights, value systems, traditions and beliefs. It also looks to broaden the role of culture in national and international policies, increase investment in the cultural sector and mobilize support for the development of cultural undertakings.

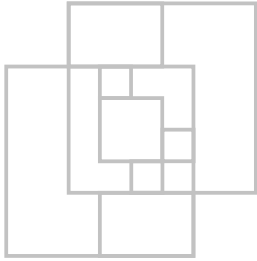
The World Cultural Forum is a process of a global nature, built in a collective way by actors from various regions, connected by a network and involving more than 70 meetings in various continents. Local and regional forums have already been fully installed in Brazil and also a Brazilian Forum, which will take place annually.



## **OBJECTIVES**

The principal objectives of the World Cultural Forum are:

- To create a platform for collective action which promotes culture and economic and social development.
- To create an effective information network on themes related to cultural and economic development.
- To create a council for information and shared experiences.
- To research, monitor and identify the state of art and culture on a regional and global level.
- To produce new support mechanisms for cultural undertakings.
- To develop and promote access to cultural markets.
- To support regional and international cultural initiatives, promoting inter-cultural understanding, peace and development.
- To serve as a global amphitheater for actions and cultural debates.

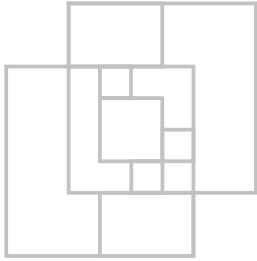


## **COMMUNICATING VALUES**

The World Cultural Forum intends to make an alliance with various governmental and private institutions, which propose the establishment of new culture in relation with the market, including social responsibility in their rights agenda, developing:

- A culture of clarity, with the application of collectively supervised resources.
- A culture of partnerships, including permanent work in the construction of collective capital, with broader appropriation of results.
- A culture of planning, with the promotion of long term strategies for cultural, economic and social development.
- A culture of optimization, with the application of shared resources and aiming to obtain more results with less financial investment.
- A new esthetic culture, investing in artistic quality, the research of languages, contemporaneity and traditions, showing and promoting cultural diversity.

The World Cultural Forum is a collective process involving national, regional and international institutions, which will have seats on the various Councils and which will establish the work of managing processes and the event.



## **PUBLICATION OF RESULTS**

Documents, motions, final statements and conclusions of the activities held will be included in the publication of the results of the World Cultural Forum.

## **MANAGEMENT**

Through transparent mechanisms and extensive consultations, the management of the World Cultural Forum will be strengthened by the work of Councils, which will be formed or increased from invitations, which will be made to Institutions after the Global Convention in São Paulo.

Expressed in a cooperative way, the principal councils are: the Directive Council, International Council of Institutions and Regional Councils, which organized the management of permanent forums in the regions.



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