



إكسبو 2020  
دبي الإمارات العربية المتحدة  
DUBAI UNITED ARAB EMIRATES



المجلس العالمي  
WORLD MAJLIS

in collaboration with



ITALIA  
LA BELLEZZA UNISCE LE PERSONE  
BEAUTY CONNECTS PEOPLE  
الجمال يجمع الناس

# Expo 2020 Dubai

PROGRAMME FOR PEOPLE AND PLANET

## WORLD MAJLIS AGENDA

### Tolerance and Inclusivity Week

14 - 20 November 2021



### ART FOR GOOD

Using Art to Make our Planet a Better Place

In collaboration with Italy

**DATE** Sunday, 14th November 2021

**TIME** 4.00 to 6.00 PM UAE

**VENUE** Italy Pavilion



## THE CONVERSATION TOPIC

### ART FOR GOOD

#### Using Art to Make our Planet a Better Place

Bringing people together in a spirit of collaboration is more important than ever to tackle the diverse challenges we face in our world..

**F**rom cave paintings to Caravaggio, art originates in people's innate desire to express themselves with the intention of being understood. Every encounter with a work of art – painting, literature, music, theatre – expands our understanding of the human condition, and thus helps to connect us.

Time and time again, the arts have proven their power to dissolve seemingly entrenched differences. Painting is capable of portraying our collective humanity through an expanded set of lenses. Literature brings new levels of comprehension of our world and ourselves. Music unites people of all creeds and colours. Visual arts offer novel perspectives on reality.

Art is a powerful tool with the potential to be one of our best allies in promoting global cooperation, empathy and a new understanding of each other and of the world around us.

In what ways does art make us look at the world in new ways?

Can art be deployed as an alternative tool to address the planet's problems?

How can art be a catalyser for leadership and new management skills harnessing human potential?

What new artistic languages and media are emerging from today's technology and innovation?

How can art promote global cooperation and understanding in the context of the planet?


**MODERATOR**

**DR NOAH RAFORD**

**Chief Operating Officer, "Futurist-in-Chief",  
Dubai Future Foundation, UAE**

Dr. Noah Raford is the Chief of Global Affairs, "Futurist-in-Chief" at the Dubai Future Foundation and a former advisor on futures, foresight, and innovation in the UAE Prime Minister's Office. Noah helped establish the country's first national foresight unit, helped establish the Dubai Future's Foundation and the Museum of the future, and is part of a team that identifies emerging opportunities, develops strategic partnerships, and prototypes future initiatives for the Government of Dubai.

Some of the projects he has recently been involved with include: The Museum of the Future, The Dubai Global Blockchain Council, The UAE Drones for Good Award, The UAE Robotics for Good Award, The Dubai 3D Printing Strategy, The Dubai Self-Driving Vehicle Strategy, The International Council on Artificial Intelligence and Robotics (iCAIR), and The "Office of the Future"; the world's first fully functional 3D printed building.

Prior to his work in the UAE, Noah was a senior manager at the strategy consultancy Monitor/GBN, CEO of the technology foresight company Futurescaper LLC, the North American Director of Space Syntax Limited, and the Senior Research Advisor to Prince's Foundation for the Built Environment.

Noah completed his PhD at the Massachusetts Institute of Technology (MIT), his master's degree at the Bartlett School of Architecture, and his undergraduate studies at Brown University. He is a member of the World Economic Forum (WEF) Global Agenda Council on Artificial Intelligence and Robotics, a Senior Research Fellow at the London School of Economics, a fellow at the Bartlett School of Architecture, a member of the International Futures Forum.

He lives in Dubai, is married with two children and is a semi-retired techno DJ. He maintains an occasional podcast called NerdHouse (mixing deep techno with deep lectures and spoken word) and recently finished his second book, "Warlords, Inc."


**PARTICIPANTS**

**SHEIKHA HALA MOHAMMED AL KHALIFA**

**Director General of the Culture and Arts Directorate, Bahrain Authority  
for Culture and Antiquities, Bahrain**

A practicing artist and Director General of the Culture and Arts Directorate at the Bahrain Authority for Culture and Antiquities, Hala Al Khalifa earned a Bachelor's degree in Fine Arts from Tufts University and The Museum School of Fine Arts in the United States (1999) and Master's degree in Fine Arts from the UCL Slade School, United Kingdom (2002).

In addition to teaching art at the university level over her career, she also held various positions in the arts departments at cultural institutions that carried responsibilities related to exhibitions, publications, museum education, and the advancement of the artistic landscape within communities.

As well as taking part in local, regional, and international art exhibitions as both an organizer and participant. In (2020) Al Khalifa was awarded from the republic of Italy the star of Italy "Ordine della Stella d'Italia" for her active role in promoting Culture & Art.



### **PATRICK M. MICHEL**

**Senior Lecturer, University of Lausanne, Switzerland**

Born in 1983 in Switzerland, he studied Classical Archeology and Ancient History at the University of Lausanne and specialized in Assyriology at the University of Geneva (Ph.D. in 2012, published in 2014). To further his research, he studied in Rome as a member of the Swiss Institute and was hosted by the Pontifical Biblical Institute, he was awarded scholarships from the Fondation Ernst Boninchi and the Société Académique vaudoise (2007-2008). He dedicated a first exhibition to the collection of René Dussaud (1858-1958) in Lausanne with the publication of a catalogue. In 2013 he got the Fellowship of the International University of Venice for the interdisciplinary seminar Between East and West, working on the concept of hegemony in the Near East during the first millennium BC.

In addition to his research, Dr. Michel participated in several excavations on the site of Tell Kazel (Tartous) in collaboration with the American University of Beirut. He is also responsible for managing the Fonds d'Archives de Maurice Dunand (Genève) and of Paul Collart (Lausanne), and President of the Association des Membres et des Amis of the Swiss Institute of Rome. He participated in Aged Old Cities exhibition at Institut du Monde arabe in 2018 and Deep Fakes Art and its Double in 2021.

After teaching at the Universities of Bern and Geneva, Dr. Michel is currently Senior Lecturer and leads the Collart – Palmyre Project at University of Lausanne: A project of digitization of archive and 3D modeling of the Baalshamin Temple of Palmyra. He also holds a Diploma of Art Law at the University of Geneva."

### **PROFESSOR SHOJI SHIBA**

**Professor Emeritus, University of Tsukuba, Japan**



Shoji Shiba is Professor Emeritus at the University of Tsukuba (Japan). He was earlier the Adjunct and Visiting Professor at Sloan School of Management, MIT. He is a well-known international expert in Top Quality Management (TQM) and Breakthrough Management.

In 2002, he was awarded the "Deming Prize for Individuals" and was nominated a member of the International Academy for Quality. In 2005, he was conferred the "Georges Borel Medal" by EOQ, for his long-standing contribution to the European society. For his 20 years of contribution to the country, the President of Republic of Hungary conferred upon him, the "Grand Cross Order of Merit of the Republic of Hungary" in 2006 at the Hungarian Diet. He was conferred with "Padma Shri", highest national award, by the president of India in 2012 for his contribution towards the transformation of the Indian manufacturing sector. He was honored with the "Order of the Sacred Treasure, Gold Rays with Neck Ribbon" by the Emperor of Japan in 2011.

His "Breakthrough Management" textbook included pioneering work connecting art and business in creating breakthrough products and services.





### PROFESSOR GRAZIA TUCCI

**Professor of Geomatics for Environment and Cultural Heritage (GECO) - University of Florence, Italy**

Grazia Tucci is also associate Professor of Topography and Cartography at the University of Florence, member of the National Committee of International Council on Monuments and Sites (Italia) and chair of the CSN CIPA-HD – Documentazione del Patrimonio Culturale. Since 2016, she has been co-chair of ISPRS TCV / WGI "Framework for Multi-level Education & Training - Curriculum Development and Methodology"; chair of the GEORES International Conference (Geomatics and Preservation) in its 3rd edition; and Academic of honour at the Academy of Drawing Arts in Florence.

Director of the GECO laboratory whose activities are mainly focused on the application of geomatics to documentation, protection and enhancement of Cultural Heritage, and aimed at the knowledge and monitoring of the environment and infrastructures for the purposes of risk management, as well as the quality certification of geospatial data. Member of the Executive Committee of CIPA - Heritage Documentation and Chair of the "Education and Dissemination" permanent commission. She has coordinated numerous surveys campaigns and heritage documentation projects in Italy, including the Fortezza da Basso, the Baptistery, the Museum of the Accademia Gallery and Palazzo Pitti in Florence, and abroad, in Jerusalem, in Syria, Lebanon, Pakistan, Argentina, Cuba and the Dominican Republic. Recently, she has been scientific coordinator for the digitization and reproduction of the Michelangelo's David for the Italian Pavillion at Dubai EXPO 2020.

## VIRTUAL PARTICIPANTS



### KIRSHA KAECHELE

**Artist and curator, Australia**

Kirsha Kaechele is an American artist and curator, interested in the space where complex problems exist. For Kaechele, problems are simply medium for art.

Kaechele's projects are based at Mona (The Museum of Old and New Art), in Tasmania, and New Orleans, U.S.A. In addition to art curation they include: Feasts as living art installations—temporal exhibitions in which every element of a feast is sculpture or performance; 24 Carrot—a project that creates kitchen gardens in disadvantaged areas of Tasmania and New Orleans; Heavy Metal—an art-science project focused on the mercury contamination of Tasmania's River Derwent; Trascism—Mona's zero-waste initiative, now implemented across Mona's festivals and events; Material Institute—a free school in New Orleans pairing neighbourhood talent with high art, music, fashion, science and technology—a kind of Black Mountain College for urban youth.



### EL SEED

**Artist, UAE**

eL Seed uses Arabic calligraphy and a distinctive style to spread messages of peace, unity and to underline the commonalities of human existence. His artwork can be found all over the world and consistently aim at unifying communities and redressing stereotypes.

He found that Arabic calligraphy was a way of building a link between his equally important French and Tunisian backgrounds and as he matured, eL Seed began to use that same calligraphy as a tool to build bridges all over the world. Whenever he works within a community, he spends a long time researching to find an appropriate quote to summarise the voice of the community he is working within and to underline his key principals of love, respect and tolerance.

His work has been shown in exhibitions and in public places all over the world including most notably on the façade of L'Institut du Monde Arabe in Paris, in the favelas of Rio di Janeiro, on the DMZ in between North and South Korea, in the slums of Cape Town and in the heart of Cairo's garbage collectors neighbourhood. In 2017, he won the UNESCO Sharjah Prize for Arab Culture. He was named a Global Thinker in 2016 by Foreign Policy for his project 'Perception' in Cairo. In 2013, he collaborated with Louis Vuitton on their famous 'Foulard d'Artiste'.



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