



****MEDIA RELEASE****

**‘Arts Education can Respond to the Challenges
of the 21st Century’**

***World Alliance calls for Arts Education to be re-prioritised across the globe
at its annual summit in Newcastle***

The World Alliance for Arts Education (WAAE) is calling for governments across the globe to re-prioritise arts in education with proposals for an annual Worlds Arts Week set to put the issue firmly on the worldwide agenda. The WAAE is holding its annual summit at Dance City in Newcastle from 31 October-2 November 2009. The WAAE summit, ‘*Towards a Paradigm of Creative Education for the 21st Century*’, will bring together over 100 experts from over 50 different countries to discuss the role of arts education in the future of education. The WAAE will then take its proposals to the second UNESCO (the United Nations Educational, Scientific and Cultural Organisation) World Conference of Arts Education which is being held in Seoul in May 2010.

Paul Collard, Chief Executive of Creativity Culture & Education (CCE), the organisation which delivers the Government’s programmes *Creative Partnerships* and *Find Your Talent*, comments: “Arts education is increasingly being squeezed out by time and budget pressures in Schools. However it is vital we don’t lose sight of the benefits of arts education both as a way of experiencing and enjoying the arts but also because using arts to teach across the curriculum can contribute in powerful ways to personal development, including enhancing life skills like teamwork and good communication as well as building confidence. These are the foundations for academic attainment and employability and in the current economic climate, it is essential that no child is left behind. We believe that an annual World Arts Week will be a useful reminder of the powerful impact that arts education can have on young lives and a symbol of the

importance of arts education to policy makers, schools, parents and young people worldwide.”

Throughout the summit there will be a number of focus groups, workshops, key presentations and public dialogues. Captain Thiago Garcez, of the Brazilian Military Police will talk about how his Department of Arts uses dance and theatre to help reduce urban violence and Dr Stephan Vincent-Lancrin, Senior Education Analyst of the Organisation for Economic Cooperation and Development (OECD) will task arts educators to think about the political challenges of assessing innovation and creativity. The summit will see international delegates visit local schools including Hotspur Primary School, a Creative Partnerships Enquiry School in Newcastle, as well as local arts buildings including the BALTIC and The Sage Gateshead and leading new writing theatre Live Theatre. They will witness the good practice on offer in Newcastle – a town that is recognised by the WAAE for its arts-led regeneration.

Dan Baron Cohen, Chair of the Presidential Council, WAAE, commented: “There is a misconception that art is for a select community and we need to transform this misunderstanding across the world. The Arts are our human languages. They develop our multiple intelligences and will play an essential role in enabling us to respond to the new challenges of life in the 21st century. Artistic processes can give people the skills and self-confidence to respond creatively and democratically to change, relate to one another and help to build integrated communities in an increasing multicultural society. It is imperative that we embed arts education into teacher-training and all forms of education so that the social and cultural potentials of the arts and the pleasure they give can permeate everyone’s life experience from an early age.

“This year’s summit aims to build further strategic partnerships between arts education, industry, civil society and government, to ensure that our education systems are capable of nurturing sustainable development, global solidarity, cooperation and human rights.”

The WAAE summit is held in partnership with Newcastle Gateshead Initiative and is supported by Creativity, Culture & Education (CCE), the national organisation which aims to transform the lives of children and families by harnessing the potential of creative learning and cultural opportunity. The WAAE summit, to be held at the Dance

City arts organisation in Newcastle which nurtures social transformation and artistic excellence through creative movement', coincides with *Juice*, NewcastleGateshead's Festival celebrating the creativity of children and young people.

Andrew Dixon, NewcastleGateshead Initiative Chief Executive, said: "This kind of recognition of Newcastle's cultural renaissance is hugely rewarding. To think that ten years ago we would be carrying a torch for cultural regeneration is hard to believe but here we are today with a programme of festivals and events running 365 days a year, inspiring, educating and stimulating audiences here and further afield across the UK and world. We are glad to be working in partnership promoting the importance of arts and only too happy to share our success story with global decision makers and influencers."

For more information on the WAAE Summit 2009 visit: www.worldcreativitysummit.org

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Ends

Notes to Editors:

For more information or to arrange an interview with Paul Collard or Dan Baron Cohen please contact:

Sarah Scott, PR & Media Manager at Creativity, Culture and Education on 020 7420 5423 or email: sarah.scott@cceengland.org

The World Alliance for Arts Education (WAAE):

The WAAE was launched in 2006 by The International Drama/Theatre and Education Association (IDEA), International Society for Music Education (ISME), and International Society for Education through Art (InSEA). The remit for the Alliance is to develop an integrated strategy of research, interdisciplinary collaboration and advocacy through partnerships with governmental and non-governmental organisations.

Creativity, Culture and Education (www.creativitycultureeducation.org):

Creativity, Culture and Education (CCE) is the new national organisation which aims to transform the lives of children and families by harnessing the potential of creative learning and cultural opportunity to enhance their aspirations, achievements and skills. **Our vision** is for children's creativity to be encouraged and nurtured in and out of school and for all children to experience and access the diverse range of cultural activity in England because these opportunities can have an enormous impact on their life chances.

CCE delivers the following cultural and creative programmes and initiatives:

- *Creative Partnerships* – the Government's flagship creative learning programme: www.creative-partnerships.com
- *Find Your Talent* – the Government's pilot cultural offer for all children and young people: www.findyourtalent.org

- *Shine* – the annual celebration of the talent of all children and young people: www.shineweek.co.uk

NewcastleGateshead Initiative (NGI):

NewcastleGateshead Initiative (NGI) is the destination marketing agency for NewcastleGateshead. Its mission is to position and promote NewcastleGateshead as a leading European destination for leisure and business visitors through cultural programming, event bidding and high-profile, targeted destination marketing and PR activity. Created in 2000 by Newcastle City Council and Gateshead Council as a publicly and privately funded business, NGI has developed a strong brand for the area - promoting it nationally and internationally as a place at the forefront of innovative culture-led regeneration and a world-class place to live, learn, work and visit.