



14TH KIDSFEST SARAJEVO

INFO-SHEET 2017

DATE: SUNDAY 4th June 2017



Within the global process of streamlining our international events into one formula, KidsFest Sarajevo will become a One-Day-Event, a 5-point composition defined by our Trademark. The children from all over BiH will all unite on the same day - a strong message of unity. with increased impact.

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KID'S FESTIVAL SARAJEVO was launched in 2004 to address the root causes of ethnic division. **Thousands of children from all over Bosnia & Herzegovina enjoy KidsFest every year.** KidsFest is an ambitious cultural event that fosters the political focus on children to create synergies, involving the entire civil society. **A cultural buffet** made by international & local partners: NGOs, schools, Embassies, sponsors. Children immersing in cultural diversity enjoy KidsFest as unforgettable moment, happy memories for a lifetime. **Interactivity:** The children as main players of KidsFest likewise produce and enjoy the program.

The meaningful conjunction of art, creativity, education, entertainment, a future-oriented positivity and togetherness make KidsFest a trademark:

We are standing for quality, universal values, a formula developed with decades' experience collaborating with international partners e.g. the EU, UNICEF, USAID, OSCE, ICRC, UNHCR, UNFPA, RED CROSS.

Today, **KidsFest ViaKult international** develops as multiplatform in different countries (Tunisia, Bulgaria, Italy), new countries adding every year. Our aim is to expand the grand idea of KidsFest in the world.

LOCATION: Sarajevo Center. Baščaršija, Place Oslobođenje - A. Izetbegović, DOM O.S. (Army Hall), National Art Gallery BiH, National Museum...

OBJECTIVES: Confidence building among the ethnic groups. Foster pluralism, open minds, modern society: key factors for BiH's integration in the EU. Social inclusion. The understanding of sustainable development and importance of Environment issues for a viable future.

PARTICIPANTS & TRAVEL: 15-20,000 visitors from all parts of Bosnia (both entities). Organized transportation by bus for thousands children supported through the community policing project. 50% of households in BiH have been reached by Kid's festival until now.

CAMPAIGNS OF PUBLIC INTEREST: Environment, Human Rights, Social Inclusion, Children with disabilities, Drugs, Mine Awareness: Serious themes build the fundament of the program as mingled play & learn activities.

PROGRAM: The concept of Kid's festival is a showroom for kids and all those involved in their education. A CULTURAL BUFFET made by many partners. Variety of activities interactively joining education & entertainment: Creative and pedagogic workshops, art, KidsStage, international performers, magicians, dancers, Embassy kiosks, movies, flying books & more.

BUDGET: 150,000 € of which 70% are in kind support (location, busses, snacks, gifts, T-shirts, insurances, logistics, art materials, foreign artists (showcase), etc.

PARTNERS: Raiffeisen Bank, Usaid, Unesco, Konzum, Sinalco. Ministry of Culture & Education, Ministry of Interior. **Other partners:** ICRC, Red Cross BiH, Sumero, and the Police institutions. **EMBASSIES** like Brazil, Italy, France, Germany, Japan, Poland support KidsFest every year. **MEDIA & PRESS:** Media coverage achieves records every year: KidsFest is an event of global interest supported by TV Hayat, Oslobođenje, Dnevni Avaz, RSG - Radio Stari Grad, Bosnia Daily, Klix, Gracija.



PROGRAM

An international cultural buffet where each child finds inspiration. A multi-disciplinary panorama provided by many organizations and children as main composers: Fantasy brings alive new perspectives. KidsFest is an annual "Happening". The important phase of creating, exchanging ideas... lasts over the entire year. KidsFest is the children's invasion of the city center - they change the vision of the future for a day, in the minds forever.



1. **Kid's Parade** through the city center - where children wear costumes/messages how THEY see the future. They create their outfits, their message with a budget "zero". Schools build the pedagogic platform, KidsFest offers the outreach to the wide public. It is a political and social message children address to the adults. At KidsFest every participant projects himself in the future, children become "adults" for the day with a personal message to the world (outfit, costume, performance, artworks, etc.)
2. **Kid's World:** A combination of workshop-entertainment-educative-play-performances, a showroom for NGOs, schools, Embassies' booths and international organizations offering activities for children. Draw the future, learn to build a scout camp, laugh with a clown, Meet a VIP, Play football or read books with Ambassadors, discuss Pop & Art with celebrities....
3. **Kid's Stage** : Celebrities, animators, chorus, flash-mob: the stage is open, a show run by children having the possibility to be part of the show with a performance and professionals. Showtime for and with kids!
4. **Kid's Movies** : A magic moment to share a film on a big screen together with many others.
5. **Kid's Quite Zone** : Oasis of peace to enjoy a moment to oneself in a calm area with activities as respiration-relaxation, flying books, "2 minutes of shared silence". Intro for parents and children to meditation by experts from David Lynch Foundation.

GLOBAL AIMS - KidsFest is a cultural-social event that fosters a political focus on children. **Peace is always "under construction"**, in every country. Children need to be included in the constructing process with their capacity of uniting people. UNESCO awarded Kid's festival Sarajevo with patronage for the promotion of cultural diversity being a major key in peace building. The microcosm of KidsFest is the symbolic equivalent of civil engagement - children take responsibility and express their views. Basic values like mutual respect become a real life experience, generosity, co-existence, equality. **At KidsFest children write history - NOW.**



KID'S PARADE

United Colors of Sarajevo

The "Kid's Parade of the future" through Sarajevo opens the Kid's festival with a true summer happening for all public. From old town through the city center, children enjoy the defilé, create their own personnel message, a vision of the future as they see it, wearing self-made outfits, costumes, masks, face-paintings, hats... showing the adults that they build the future as well. A strong message: children think & create the future, schools provide a pedagogic platform with an outreach to the wide public.

International performers, dancers, musicians promoting diversity are the highlights of the festival. They offer a glimpse at the cultural richness of the World for thousands of children that have never travelled outside their country.