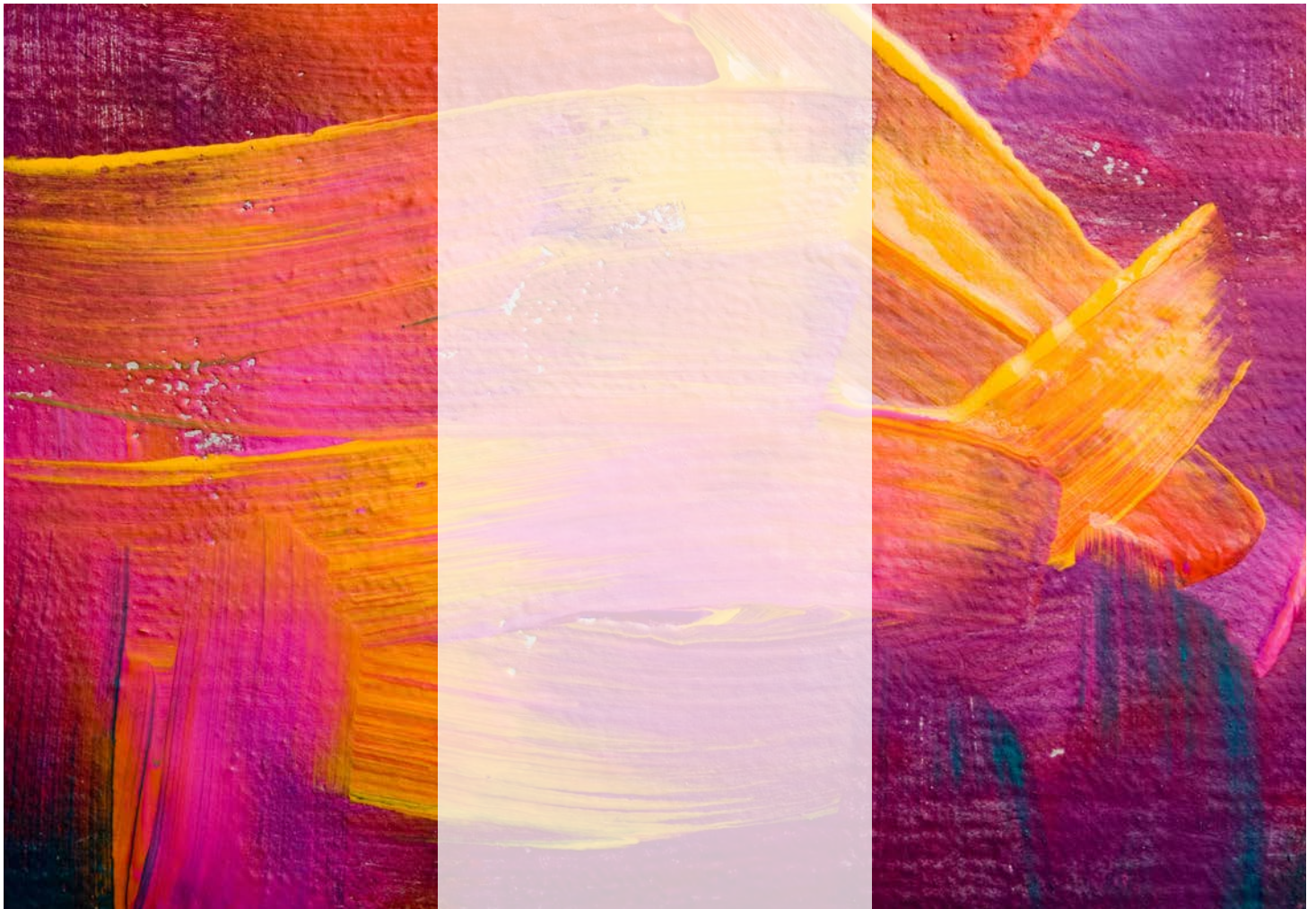


Annual Meeting 2014

Arts and Culture in Davos 2014

Davos-Klosters, Switzerland 22-25 January



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Welcome Message



Hilde Schwab
Chairwoman and
Co-Founder
World Arts Forum

The programme of the World Economic Forum Annual Meeting 2014, under the theme, *The Reshaping of the World: Consequences for Society, Politics and Business*, provides an opportunity to examine how the arts and culture influence our daily lives. In an increasingly globalized world, there has never been a more important time to re-engage with our roots, our traditions and our cultures. We have an opportunity to explore how the values embedded in the arts – creativity, determination, communication and imagination, among others – can provide a renewed framework for how we live our personal and professional lives.

Artists and cultural leaders push the limits, see things differently and open up systems; in doing so, they make us more open to exploring reality. The full potential of human beings lies in creativity – and this is what artists can teach us.

At the Annual Meeting in Davos, we invite you to join artists and cultural leaders as they share their ideas on issues such as identity, heritage, the future of music and much more; participate in a new series called *Inside the Creative Mind* with some of the world's leading artists; enjoy the art exhibitions throughout the Congress Centre; and celebrate this year's Crystal Award winners: Matt Damon, Juan Diego Flórez, Lorin Maazel and Shirin Neshat.

Previous Recipients of the Crystal Award

José Antonio ABREU
Founder, Orquesta Sinfonica de la Juventud
Venezolana Simon Bolivar

Vladimir ASHKENAZY
Pianist and Conductor

Margaret ATWOOD
Author

Shabana AZMI
Actress and Social Activist

Amitabh BACHCHAN
Actor and Director

Luc BESSON
Filmmaker, Screenwriter and Producer

BONO
Singer

Mario BOTTA
Architect

Wissam BOUSTANY
Flautist

José CARRERAS
Opera Singer

Yvonne N. CHAKA CHAKA
Singer

CHEN Kaige
Film Director

CHRISTO & Jeanne-Claude
Artist-Engineers

Paulo COELHO
Author

Michael DOUGLAS
Film Director, Producer and Actor

Umberto ECO
Writer, Historian and Philosopher

Hans ERNI
Painter

Ivan FISCHER
Conductor

Peter GABRIEL
Singer, Songwriter and Musician

Richard GERE
Actor and President, Gere Foundation

Valery GERGIEV
Artistic and General Director, Mariinsky Theatre

Gilberto GIL
Musician and Minister of Culture

Nadine GORDIMER
Author

Barbara HENDRICKS
Soprano

Ikuo HIRAYAMA
Painter

Tao HO
Architect and Artist

Jenny HOLZER
Artist

Ibrahim HUSSEIN
Painter and Calligrapher

JET LI
Actor and Founder

Quincy JONES
Producer, Composer and Musician

Sumet JUMSAI
Architect and Painter

Udo JURGENS
Singer and Composer

Dani KARAVAN
Sculptor

Amjad Ali KHAN
Composer and Sarod Player

Lang Lang
Pianist

James LEVINE
Conductor and Artistic Director

Julian LLOYD WEBBER
Cellist

Yo-Yo MA
Cellist

Amin MAALOUF
Writer and Historian

Richard MEIER
Architect

Lord MENUHIN
Violinist and Conductor

MIDORI
Violinist

Nikita MIKHALKOV
Film Director

Es'kia MPHAHLELE
Writer

Vik MUNIZ
Artist

Youssou N'DOUR
Musician and Singer

NOA
Singer and Songwriter

Sharmeen OBAID CHINOY
Documentary Filmmaker

Ben OKRI
Author and Poet

Julia ORMOND
Actress and Co-Chair, FilmAid International

Krzysztof PENDERECKI
Composer and Conductor

Sidney POITIER
Actor, Director and Producer

Lord PUTTNAM
Film Producer

A. R. RAHMAN
Film Composer, Musician and Singer

Lionel RICHIE
Musician

Mallika SARABHAI
Artist and Activist

Jorge SEMPRUN
Writer

Ravi SHANKAR
Sitarist and Composer

Rodion SHCHEDRIN
Composer

Anant SINGH
Film Producer

Wole SOYINKA
Poet and Playwright

Frank STELLA
Painter

Oliver STONE
Director, Writer and Producer

TAN Swie Hian
Painter, Poet, Philosopher and Author

Charlize THERON
Actress

Emma THOMPSON
Actor and Writer

Mario VARGAS LLOSA
Author

Maxim VENGEROV
Violinist

Elie WIESEL
Author

Benjamin ZANDER
Conductor

The 2014 Crystal Award Recipients

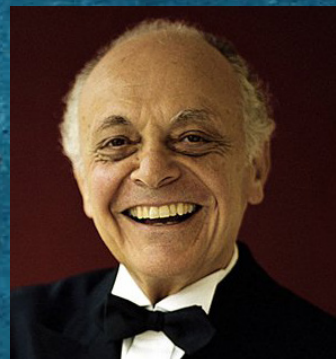
The World Economic Forum's Crystal Award honours artists who have made important contributions to improving the state of the world.



Matt Damon
Actor and Co-Founder
Water.org
USA



Juan Diego Flórez
Tenor and Founder
Sinfonía por el Perú
Peru



Lorin Maazel
Conductor and Musician,
Munich Philharmonic
Orchestra, Germany



Shirin Neshat
Artist
USA

Matt Damon

Actor and Co-Founder, Water.org, USA

Academy Award winner Matt Damon is an actor, screenwriter, producer and humanitarian who has garnered international acclaim for his work both on and off screen. Inspired during family trips through Mexico and Guatemala as a youth, Damon has long been devoted to environmental and social issues, including climate change science, early childhood education, fighting hunger in America, and ending extreme poverty and mass atrocities.

In 2005, Damon became passionate about the impact of the global water and sanitation crisis on hundreds of millions of people – particularly on women and girls – during a trip to Zambia and South Africa with the ONE Campaign and DATA. It was there that Damon first witnessed how a lack of safe drinking water traps millions in the vicious cycle of extreme poverty.

In 2006, as part of the documentary film project, *Running the Sahara*, Damon founded H2O Africa, a charitable initiative dedicated to raising awareness of the global water crisis. In 2009, H2O Africa merged with WaterPartners International, a non-profit organization co-founded by social entrepreneur and engineer Gary White. Together, Damon and White founded Water.org, an international non-profit dedicated to ensuring all people have access to safe water and basic sanitation.

Damon plays an instrumental role both in the field and on a global stage in Water.org's work to raise awareness among key influencers. He travels extensively to Water.org programmes around the world, writes frequently on the issue and shines a spotlight on the topic through media interviews with CNN, Charlie Rose, ABC's *This Week*, Bloomberg, *Fast Company*, the *Daily Beast*, *Huffington Post* and the *Economist*, among others. By educating the public about the existing barriers to safe water and sanitation delivery, Damon empowers people to be part of the solution by sharing their knowledge, influence and resources.

In 2013, Damon co-led the creation of the *Strike with Me* campaign, a series of comedic public service announcements designed to interrupt and engage new audiences in the cause. The experimental campaign garnered over 6 million views on YouTube and over 200 million media impressions, demonstrating how new forms of creative content and social media can break through. To date, Water.org has positively transformed the lives of nearly two million individuals across Africa, South Asia and Latin America, ensuring a better life for generations to come.

For his work as co-founder of Water.org, Damon, along with fellow co-founder White, was recognized as one of the 2011 TIME 100 most influential people in the world, and received the Environmental Media Award from The Environmental Media Association in 2013.

“

Access to water will be one of the most critical challenges of our time. For me, ensuring that every human being has access to safe drinking water and the dignity of a toilet – two incredibly basic and inextricably linked requirements for survival – is one of the most urgent and pressing causes in the world today. The good news is that there are solutions that work. I'm convinced that we can overcome the global water crisis in our lifetime.

”



Juan Diego Flórez

Tenor and Founder, Sinfonía por el Perú, Peru

For the world's leading opera houses, Juan Diego Flórez is one of the bel canto tenors of choice. His fluid, expressive singing and virtuosity make him ideal for operas by Rossini, Donizetti and Bellini. His operatic and recital appearances have earned him the acclaim of critics and audiences alike.

Born in Lima in 1973, Flórez began singing and playing Peruvian folk music with his father at a very early age. At 17, he began to study at Peru's National Conservatory of Music. Shortly thereafter, Flórez began singing lessons with Andrés Santamaría and joined Peru's National Chorus. Flórez won a scholarship to the Curtis Institute of Music in Philadelphia, where he studied between 1993 and 1996.

In 1996, Flórez was in Pesaro, rehearsing for *Ricciardo e Zoraide*. Shortly before the opening night, the tenor who was due to sing the leading role of Corradino in *Matilde di Shabran* had to pull out due to illness. The organizers began a desperate search for a stand-in who might be up to the challenge – a less-than-easy task, given that it is a little-known opera, the first night was only days away and Corradino is a very difficult role to sing.

Artistic Director Luigi Ferrari offered the part to the 23-year old Flórez. After reading through just two pages of the score, he went to Ferrari and accepted the offer. Flórez had to rehearse even before he had learned the music, with the help of prompts from assistants and pianists. After a frenetic few days, the eagerly awaited first night arrived: 13 August 1996. It was a huge hit, and marked the start of his stellar career.

From that moment, opera houses around the world set their sights on the young tenor, including the famous La Scala in Milan. Flórez made his La Scala debut in December 1996 – on the opening night of the season. Since then, Flórez has appeared at all the world's leading opera houses, concert halls and music festivals and worked with the world's best-known conductors.

His repertoire includes 34 operas, especially by composers such as Bellini, Donizetti and Rossini. Since 2001, Flórez has been an exclusive Decca artist and his recordings have won several international awards.

He has also received numerous awards recognizing his foundation, Sinfonía por el Perú, an inclusive social project inspired in Venezuela's El Sistema, which creates orchestras and choirs nationwide to help the most vulnerable children and youth.

In less than three years, Sinfonía por el Perú has already changed the lives of thousands of Peruvian children by helping them in their personal, spiritual and professional development.

“

Sinfonia por el Perú is one of the things in my life that I feel most honoured and proud of. It reminds me every day of how music has changed not only my life, but also the lives of thousands of children, especially those most vulnerable, offering them a new future full of hope.

”



Lorin Maazel

Conductor and Musician, Munich Philharmonic Orchestra, Germany

For over five decades, Lorin Maazel has been one of the world's most esteemed and sought-after conductors. In spring 2011, he completed his fifth and final season as the inaugural Music Director of the Palau de les Arts Reina Sofia in Valencia, Spain. He was Music Director of the New York Philharmonic from 2002 to 2009, and assumed the same post with the Munich Philharmonic at the start of the 2012-2013 season.

Maazel is also the Founder, Executive and Artistic Director of the Castleton Festival, which takes place on his property in Virginia. The festival was launched to exceptional acclaim in 2009 and is expanding its activities internationally in 2013-2014 and beyond.

A second-generation American born in Paris, Maazel began violin lessons at the age of five, and conducting lessons at the age of seven. He studied with Vladimir Bakaleinikoff and appeared publicly for the first time at age eight. Between the ages of nine and 15, he conducted most of the major American orchestras, including the NBC Symphony at the invitation of Toscanini.

In his 72 years on the podium, Maazel has conducted nearly 200 orchestras in no fewer than 7,000 opera and concert performances. He has made over 300 recordings, including symphonic cycles/complete orchestral works of Beethoven, Brahms, Debussy, Mahler, Schubert, Tchaikovsky, Rachmaninov and Strauss, winning 10 Grands Prix du Disques.

During his directorship of the New York Philharmonic, Maazel conducted the orchestra on their landmark visit to Pyongyang, North Korea, on 26 February 2008. Maazel has been Music Director of the Symphony Orchestra of the Bavarian Radio (1993-2002), Music Director of the Pittsburgh Symphony (1988-1996); General Manager, Artistic Director and Principal Conductor of the Vienna State Opera (1982-1984) – the first American to hold that position; Music Director of The Cleveland Orchestra (1972-1982); and Artistic Director and Chief Conductor of the Deutsche Oper Berlin (1965-1971). His close association with the Vienna Philharmonic includes 11 internationally televised New Year's concerts.

Maazel is also a highly regarded composer, with a wide-ranging catalogue of works. His first opera, *1984*, based on George Orwell's masterpiece, premièred at the Royal Opera House in Covent Garden in May 2005. A revival of *1984* took place at La Scala, Milan, in May 2008 to sold out performances, and a Decca DVD of the original London production was released the same month.

Alongside his prodigious activity as a performer and composer, Maazel has found time to work with and nurture young artists, based on his strong belief in the value of sharing his experience with younger generations of musicians. He founded a major competition for young conductors in 2000 and has since been an active mentor to many of the finalists.

Maazel also created the Castleton Festival and training programme for young artists, bringing together aspiring singers, instrumentalists and conductors to work in an intensive, collaborative environment, with guidance from senior artists and mentors.

“

The Crystal Award is given to those who in some way have improved the 'state of the world' ... or have attempted to. I am immensely flattered that my very modest efforts in the world of classical music over the last six decades are so favourably evaluated. Indeed, I have always hoped that those efforts ... and those of my many colleagues – singers, instrumentalists, orchestra musicians, actors – would bring light, solace and enlightenment to humans so buffeted in today's world by an ever-increasing banalization of every facet of human interaction. I stay committed to help improve the state of the world in every way I can.

”



Shirin Neshat

Artist, USA

Shirin Neshat was born in Qazvin, Iran, in 1957, and moved to the United States in 1974. Beginning with her early series of black and white photographs of women in various guises overlaid with painterly calligraphic text, entitled *Women of Allah* (1993-1997), and continuing through her current practice, Neshat has consistently and fluently probed issues of gender, power, displacement, protest, identity and the space between the personal and the political with a singular and powerful aesthetic.

As artist Marina Abramović writes, Neshat's work "acknowledges the full complexity of Muslim identity, specifically as perceived through female eyes, and the full richness of Persian culture."¹

Following *Women of Allah*, Neshat began working in video, departing from overtly political content or critique in favour of poetic imagery and complex human narratives. Her trilogy of two-channel video installations in black and white – *Turbulent* (1998), *Rapture* (1999) and *Fervor* (2000) – explores the separate experiences of men and women with the energy of myth. Later projects, including *Passage* (2001), a collaboration with composer Phillip Glass, capture universal themes of ritual and loss.

In 2009, Neshat directed her first feature-length film, *Women Without Men*, based on the novel of the same name by Shahrnush Parsipur. The film received the Silver Lion Award for Best Director at the 66th Venice International Film Festival.

In 2012, Neshat returned to the practice of black and white photography and calligraphy with *The Book of Kings*, a series of images inspired by the events of the Arab Spring. Named for the *Shahnameh*, a 10th century epic poem by the Persian poet Ferdowsi, the dynamic series juxtaposes powerful portraits with inscribed text from the ancient tome alongside words of contemporary poets. As Nancy Princenthal writes, "Marked indelibly by the experiences of living in two adamantly opposed nations, Neshat has forged a body of work with the imperative force of a recurring dream and the supple grace of allegorical poetry – that is, her work has taken the shape of the most irrepressible forms of personal expression."²

Neshat has been the subject of numerous solo exhibitions at galleries and museums worldwide, including the Stedelijk Museum, Amsterdam; the Serpentine Gallery, London; Hamburger Bahnhof, Berlin; the Walker Art Center, Minneapolis; and the Musée d'art contemporain de Montréal, among others. A major retrospective of her work was exhibited at the Detroit Institute of Arts in 2013.

Neshat has been included in numerous group exhibitions, including the 48th Venice Biennale of Art (1999), the Whitney Biennial (2000), Documenta XI (2002) and Prospect.1 New Orleans (2009). Neshat was the recipient of the Grand Prix at the Gwangju Biennial (2000), the Golden Lion Award – the First International Prize at the 48th Venice Biennial (1999), the Hiroshima Freedom Prize (2005) and the Dorothy and Lillian Gish Prize (2006). In 2010,

The Huffington Post declared Neshat "Artist of the Decade". Her work is included in the collections of museums and public institutions around the world.

Neshat serves on the board of the Andy Warhol Foundation for the Visual Arts and Creative Time and is working on her second feature-length film, based on the life and art of the legendary Egyptian singer Umm Kulthum. Neshat lives and works in New York.

“

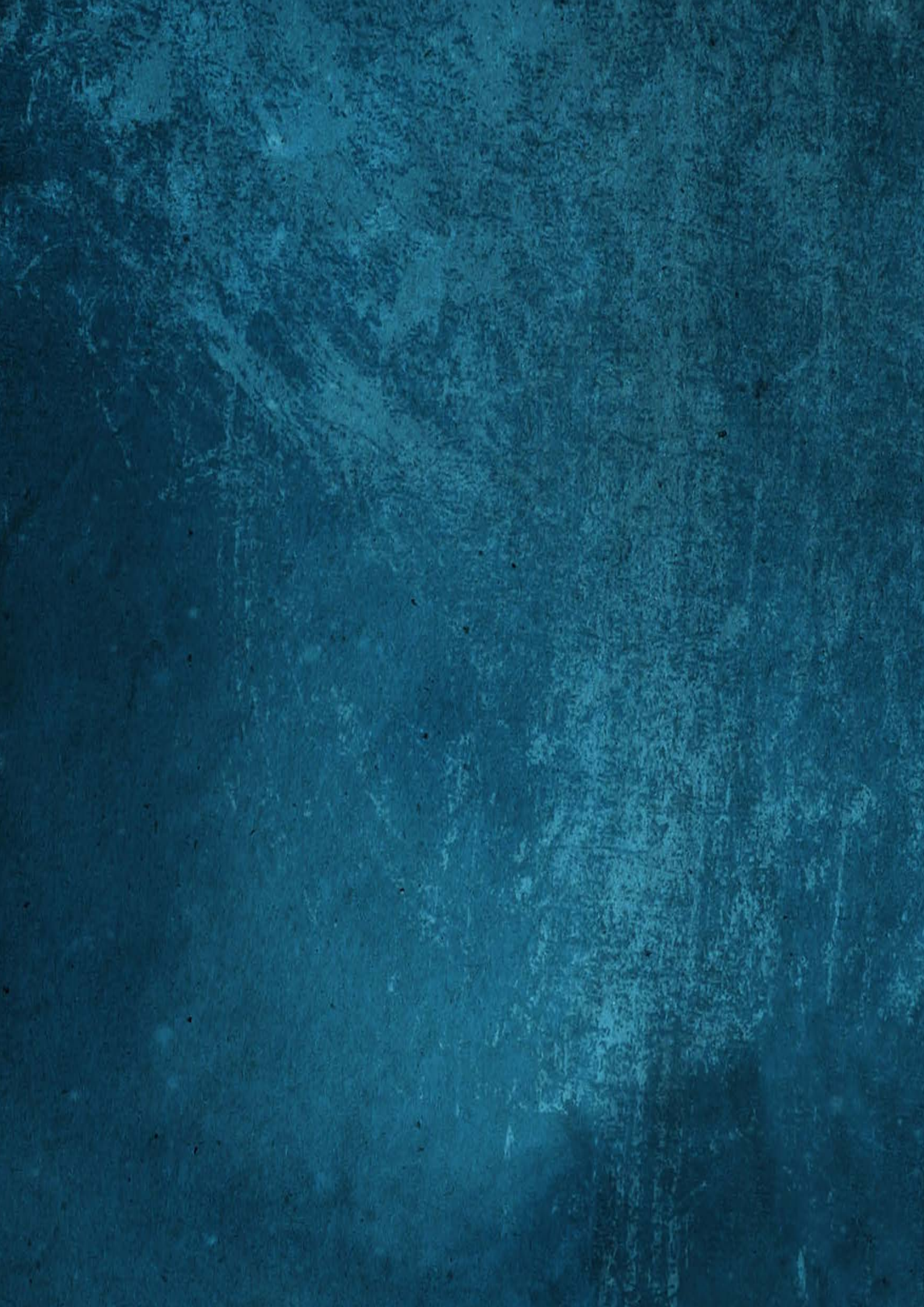
My art has stemmed from a desire to bridge deeply personal issues together with important critical social, political, historical issues that concerns the world that I inhabit. Whether through the mediums of photography, video installations or feature length films, all my work tend to capture and infuse various forms of opposites, including the masculine and feminine; the mystical and political; the poetic and violent; and finally, the personal angst with social crisis.

”

1. Abramović, Marina, "A Letter", Shirin Neshat, New York: Rizzoli, 2010, p. 7.

2. Princenthal, Nancy, "The Garden of Diaspora," Shirin Neshat, Detroit Institute of Arts, 2013, p. 26.





Art Exhibition

The World Economic Forum is delighted to present two exhibitions in several locations in the Congress Centre during the Annual Meeting 2014.

The Victor Pinchuk Foundation and PinchukArtCentre, from Ukraine, present works by Damien Hirst (USA) and Andreas Gursky (Germany). The exhibited works deal with our world as a globalized entity, continuously changing and with ever-increasing speed.

Berengo Studio, from Italy, has assembled two glass works - one by Delphine Lucielle (USA), and the other by the Recycle Group (Russia) - to provide us a timely reminder of our relationship to the Earth and the evolving nature of creativity. These works are part of Glasstress: White Light/White Heat, a collateral event of the 55th International Art Exhibition-La Biennale di Venezia.

Both institutions are important supporters of young and forward-looking artists and we are thankful for their collaboration.

Victor Pinchuk Foundation

Andreas Gursky



99 cent II, Diptychon, 2001, c-print, each 206 x 341 x 6,2 cm
Courtesy Sprüth Magers Berlin London © Andreas Gursky / 2013, ProLitteris, Zurich

Andreas Gursky was born in Germany in 1955 and is recognized as one of the world's leading artists. He attended Folkwangschule, Essen (1977 - 1980) and Staatliche Kunstakademie, Düsseldorf (1980 - 1987), where he studied photography under Bernd and Hilla Becher. Since 1985, Gursky has exhibited in leading institutions worldwide, including retrospectives at the Museum of Modern Art in New York in 2001 and at the Kunstpalast in Düsseldorf in 2012.

Gursky's two-part photograph *99 Cent II* (2001) shows the display of a discount store, dazzlingly revealing the world as a public marketplace. The work is an investigation of the commercial structures that surround us, with an exceptional sharpness and detail, celebrating the seductive powers of the goods of mass production and their presentation in the supermarket. It unveils the radical transformation of the world due to economic globalization and consumerism. The large scale, rich colour and detail characterize not only *99 Cent II* but Gursky's work in general, which uses realism to depict a contemporary zeitgeist.

Boxenstopp (2007) portrays two teams at a pit stop during a Formula 1 race. The work captures the two well-timed, flawlessly functioning teams in a single moment on the edge of winning or losing a race. While in reality they were shot in different races at different places, the artist presents them within one work, so that *Boxenstopp* becomes a metaphor for the very idea of a race – an idea that is driving nations and businesses around the world and corresponds to our human drive to accelerate. *Boxenstopp* reflects on the need to form partnerships and collaborations and to work together in a team with one clear goal in order to meet future challenges successfully.

F1 Boxenstopp II, F1 Boxenstopp IV
2007, C-print, 223,4 x 609 x 7,3 cm
Courtesy Sprüth Magers Berlin London
© Andreas Gursky / 2013, ProLitteris, Zurich



Damien Hirst



Damien Hirst was born in England in 1965 and is widely considered to be one of the most influential artists of his generation. In 1988, during his studies at Goldsmiths College, he curated the now-renowned student exhibition, Freeze.

In 1991, he had his first solo exhibition, In and Out of Love. In 1992, he was part of the groundbreaking Young British Artists exhibition at the Saatchi Gallery; in 1994, he received a Berlin DAAD fellowship; and in 1995, he won the Turner Prize. He has exhibited widely in leading institutions around the world including a large overview at the PinchukArtCentre in Kyiv in 2008 and a comprehensive survey exhibition at Tate Modern in London in 2012.

Beautiful Romance in the Age of Uncertainty (2003) seems an echo of the dynamism and speed of change in our world. The work is based on the idea that everything is always in movement and nothing is forever. The painting was made using a rotating machine whose spinning motion and speed defines the final paint composition. It is a mechanical painting characterized by chance and spontaneity, where the artist's own influence is limited to a choice of colours. *Beautiful Romance in the Age of Uncertainty* is an explosion of colour, referring to the creation of something new. This act of creation is beautiful, uncertain, dangerous and seemingly uncontrollable. Or, in the words of Hirst: "The movement sort of implies life."



Portrait by Anton Corbijn
© Anton Corbijn

Damien Hirst
Beautiful Romance in the Age of Uncertainty Party Painting XI
2003
Household gloss on canvas
84 x 168 in (2134 x 4266 mm)

© Damien Hirst and Science Ltd. All rights reserved / 2013, ProLitteris, Zurich

Berengo Studio

Delphine Lucielle

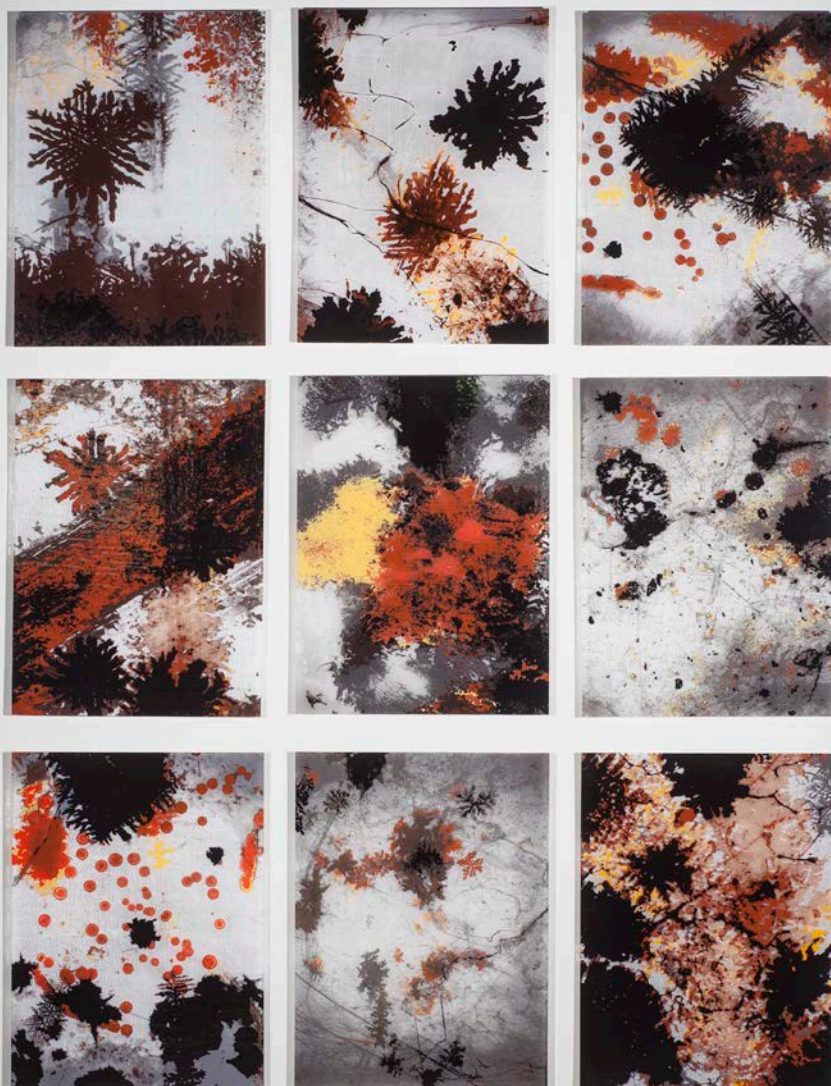


Delphine Lucielle is a French painter and sculptor living and working in San Francisco, California. Lucielle's glass sculptural paintings reveal the geological patterns hidden inside rocks. They illuminate the writings of stones, the oldest artworks on the planet. They are an encyclopaedia of the oldest images in the world, four billion years in the making.

Lucielle's work is visually distinctive as she paints with glass and stones and weaves glass fibres to create her work. By painting with mineral oxides from rocks rather than with synthetic pigments, she creates colours that last forever.

Lucielle's work is unique in that the image and its medium are interwoven both physically and conceptually. The image is embedded in the material, which is, in turn, the actual image. Glass becomes the mirror of the stone, forever documenting Earth's first artistic expression.

The artist has exhibited internationally and had solo exhibitions at the Saatchi Gallery in London in 2013 and during the 2013 Venice Art Biennale.



Mineralogy has contributed greatly to our understanding of the Earth's evolution and to unravelling some fundamental questions on the origin of life. In this installation of nine paintings, *Template for Life*, Lucielle magnifies and illuminates the inside of mica. As life on Earth may have started in layers of this stone, each painting is also a template for the origin of life. *Template for Life* reveals a memory and a pre-existing universal language of beauty going back millions of years.

Template for Life, 2012
Glass on Glass,
Nine panels, each 56 x 76 cm

The Recycle Group

The Recycle Group is a Russian art duo made up of Andrey Blokhin and Georgy Kuznetsov. The pair has gained notoriety since graduating from the Stavropol Art College and the Academy of Industrial Arts in Krasnodar, Russia. Known for their wit and humour, the art collective regularly employs the method of recycling unwanted materials and elevating them to high art status.

Using objects such as rubbish bins, the artists employ methods such as thermal moulding to recall classical styles with modern imagery, e.g. a business meeting that resembles the last supper or a sarcophagus that traces the working life of an office worker. The duo have exhibited in both solo and group shows throughout Russia, in galleries such as Garage Center for Contemporary Culture (GCCC), the M&J Guelman Gallery, and the M'ARS Gallery in Moscow.

The work, *Column*, is a vision for the future. The main idea of the piece is to provide a window into our epoch for future generations. When future archaeologists discover artefacts from our time, they will base their opinions of our society on what they take from the ground. *Column* is a shining testament to our industrial and consumer society.



Column, Series: Future Archaeology, 2013
Glass and rubber,
116 x 30 x 30 cm + 76 x 30 x 30 cm + 96 x 30 x 30 cm



Programme at a Glance

Special Events

Performances, screenings and other moments of inspiration

Tuesday 21 January

18.10 – 18.30 Crystal Awards

18.30 – 19.30 Special Concert

Wednesday 22 January

16.15 – 17.00 Art Walk 1

Thursday 23 January

16.15 – 17.00 Art Walk 2

Friday 24 January

20.00 – 23.00 Special Screening of “Mandela: Long Walk to Freedom”

Saturday 25 January

09.15 – 10.00 Performance: Infinite Creativity with Lera Auerbach

17.45 – 18.00 Closing: A Leap of Faith

New Series: Inside The Creative Mind

Intimate interviews with some of the world's leading artists

Wednesday 22 January

10.30 – 11.15 Inside the Creative Mind: Shirin Neshat

Thursday 23 January

09.15 – 10.00 Inside the Creative Mind: Elif Shafak

Friday 24 January

09.15 – 10.00 Inside the Creative Mind: Olafur Eliasson

Saturday 25 January

10.45 – 11.30 Inside the Creative Mind: David Adjaye

Dinners

Moments of reflection, discovery and imagination over a meal

Wednesday 22 January

20.00 – 22.00 Picture This

20.00 – 22.00 The Power of Design

Thursday 23 January

20.00 – 22.00 Meet the Authors

Friday 24 January

20.00 – 22.00 Cultural Leaders Dinner: Artistic Legacies

Panels & Discussions

Multi-stakeholder dialogue on issues of cultural identity, heritage, the future of music and more

Wednesday 22 January

13.45 – 14.45 The Creative Economy

15.00 – 15.45 Big History for Big Picture Thinking

Thursday 23 January

10.30 – 11.30 Human-centred Architecture

14.45 – 15.45 The World of Gaming

14.45 – 15.45 Art and Identity

16.15 – 17.15 Humanities in the Digital Age

Friday 24 January

14.45 – 15.15 An Insight, An Idea with Goldie Hawn

14.45 – 15.45 Cultural Heritage: Beyond Repair?

16.15 – 17.15 The Authenticity Factor

Saturday 25 January

10.15 – 11.15 Visual Data for Vital Decisions

15.30 – 16.30 Digital Beats

Cultural Leaders

The World Economic Forum is delighted to welcome a distinguished group of artists and cultural leaders from around the world.

Gastón Acurio, Founder and Chef, Gastón & Astrid Restaurants, Peru

David Adjaye, Architect, Adjaye/Associates, United Kingdom

Paola Antonelli, Senior Curator, Architecture and Design; Director, Research and Development, The Museum of Modern Art New York, USA; Global Agenda Council on Design and Innovation

Lera Auerbach, Composer, Poet and Concert Pianist, USA; Young Global Leader

Gina Badenoch, Founder and Chief Executive Officer, Ojos que Sienten, Mexico; Young Global Leader

Adriano Berengo, President, Berengo Collection, Italy

Bono, Lead Singer of U2 and Co-Founder, ONE campaign and (RED), ONE, United Kingdom

Tim Brown, Chief Executive Officer, IDEO, USA; Global Agenda Council on Design and Innovation

Thomas Campbell, Director and Chief Executive Officer, Metropolitan Museum of Art, USA

Valerie Casey, Founder and Executive Director, The Designers Accord, USA; Young Global Leader; Global Agenda Council on Design and Innovation

James Cuno, President and Chief Executive Officer, J. Paul Getty Trust, USA

Elizabeth Daley, Dean, School of Cinematic Arts, University of Southern California (USC), USA; Global Agenda Council on the Future of Media

Matt Damon, Actor and Co-Founder Water.org, USA

Olafur Eliasson, Artist, Studio Olafur Eliasson, Germany; Young Global Leader Alumnus

Nicholas Felton, Data Visualizer, The Office of Feltron, USA

Juan Diego Flórez, Tenor and Founder, Sinfonía por el Peru, Peru

Peter B. Gabriel, Founder, Real World, United Kingdom

Valery Gergiev, Conductor, Mariinsky Theatre, Russian Federation

Michael E. Haefliger, Executive and Artistic Director, Lucerne Festival, Switzerland

Goldie Hawn, Actress, Producer, Author and Founder, The Hawn Foundation, USA

Claire Hsu, Co-Founder and Executive Director, Asia Art Archive (AAA), Hong Kong SAR; Young Global Leader; Global Agenda Council on the Role of the Arts in Society

Mathieu Jaton, Chief Executive Officer, Montreux Jazz Festival, Switzerland

Zoe Keating, Cellist and Composer, USA; Young Global Leader

Lorin Maazel, Conductor and Musician, Munich Philharmonic Orchestra, Germany

John Maeda, Author, Graphic Designer and Digital Artist, USA

Shirin Neshat, Artist, USA

Doreen E. Noni, Owner and Creative Director, Eskado Bird, Tanzania; Global Shaper

Hiromi Ozaki, Assistant Professor, MIT - Media Laboratory, USA; Global Shaper

Yana Peel, Chief Executive Officer, Intelligence Squared, Hong Kong SAR; Young Global Leader; Global Agenda Council on the Role of the Arts in Society

Nonny de la Peña, Annenberg Fellow, University of Southern California School of Cinematic Arts, USA

Martin Roth, Director, Victoria and Albert Museum, United Kingdom

Ahmad Sarmast, Founder, Afghanistan National Institute of Music, Afghanistan

Elif Shafak, Writer, Turkey

Anant Singh, Producer, Videovision Entertainment, South Africa

Marc Spiegler, Director, Art Basel, Switzerland; Global Agenda Council on the Role of the Arts in Society

Arts & Culture Programme

Tuesday 21 January

18.10 - 18.30

Congress Centre - Congress Hall
Plenary Session

Crystal Awards

The World Economic Forum's Crystal Award honours artists whose important contributions are improving the state of the world.

Simultaneous interpretation in all languages

This session is on the record and webcast live.

- Matt Damon, Actor and Co-Founder, Water.org, USA
- Juan Diego Flórez, Tenor and Founder, Sinfonía por el Peru, Peru
- Lorin Maazel, Conductor and Musician, Munich Philharmonic Orchestra, Germany
- Shirin Neshat, Artist, USA

Chaired by

- Hilde Schwab, Chairperson and Co-Founder, Schwab Foundation for Social Entrepreneurship, Switzerland

18.30 - 19.30

Congress Centre - Congress Hall
Concert

Special Concert

Featuring the St Petersburg Mariinsky Theatre Orchestra under the leadership of Maestro Valery Gergiev, the concert will include Mussorgsky's "Pictures at an Exhibition" and a Donizetti aria sung by renowned tenor and Crystal Award recipient Juan Diego Flórez.

With

- Juan Diego Flórez, Tenor and Founder, Sinfonía por el Peru, Peru
- Valery Gergiev, Conductor, Mariinsky Theatre, Russian Federation

Wednesday 22 January

10.30 - 11.15

Congress Centre - Jakobshorn
Interactive Session

Inside the Creative Mind: Shirin Neshat

An intimate interview with award-winning Iranian visual artist and filmmaker Shirin Neshat on poetically probing issues of power, identity and displacement. Her body of work includes the photographic series *Women of Allah* and the film *Women Without Men*.

This session is on the record.

- Shirin Neshat, Artist, USA

Interviewed by

- Yana Peel, Chief Executive Officer, Intelligence Squared, Hong Kong SAR; Young Global Leader; Global Agenda Council on the Role of the Arts in Society

13.45 - 14.45

Congress Centre - Jakobshorn
Interactive Session

The Creative Economy

What new and exciting ideas are emerging from urban culture?

Global Shapers from around the world speak of changes happening right now.

Dimensions to be addressed:

- Offering new opportunities for youth
- Operating in a hypernetworked context
- Designing innovations around the needs of citizens

This session is on the record.

- Dina Buchbinder Auron, Director, Deport-es para Compartir, Mexico; Global Shaper
- Diao Shuwen, Producer, International Channel Shanghai, People's Republic of China; Global Shaper
- Christopher Geary, Chief Operating Officer, Asianet Group, Hong Kong SAR; Global Shaper
- Apurv Mishra, Founder, Glavio Wearable Computing, India; Global Shaper; Global Agenda Council on Emerging Technologies

15.00 - 15.45

Congress Centre - Schwarzhorn BetaZone

BetaZone

Big History for Big Picture Thinking

Historian David Christian combines history and science into a unified perspective of "big history" that holds important lessons for leaders about the value of big picture thinking.

- David Christian, Professor of History, Macquarie University, Australia

16.15 - 17.00

Congress Centre - In front of Wisshorn
WorkStudio

Exhibit

Art Walk 1

Join a guided tour of the exhibition featuring works by Andreas Gursky and Damien Hirst, led by Eckhard Schneider, General Director of the PinchukArtCentre.

Please meet in front of the Wisshorn WorkStudio room on the Middle level of the Congress Centre.

20.00 - 22.00

Hilton Garden Inn - Parsenn-Madrisa
Interactive Dinner Session

Picture This

"Isn't life a series of images that change as they repeat themselves?"

-- Andy Warhol

Some say a picture is worth a thousand words. Discover the stories behind the images that have influenced lives and choices.

Discussion Leaders

- Gina Badenoch, Founder and Chief Executive Officer, Ojos que Sienten, Mexico; Young Global Leader
- Adam Bly, Founder and Chief Executive Officer, Seed, USA; Young Global Leader Alumnus; Global Agenda Council on Complex Systems
- Elizabeth Daley, Dean, School of Cinematic Arts, University of Southern California (USC), USA; Global Agenda Council on the Future of Media
- Claire Hsu, Co-Founder and Executive Director, Asia Art Archive (AAA), Hong Kong SAR; Young Global Leader; Global Agenda Council on the Role of the Arts in Society
- Rima Maktabi, Senior Anchor and Roving Correspondent, Al Arabiya, United Arab Emirates; Young Global Leader

Facilitated by

- Marc Spiegler, Director, Art Basel, Switzerland; Global Agenda Council on the Role of the Arts in Society

20.00 - 22.00

Hotel Grischa - Jacobshorn-Rinerhorn

The Power of Design

"Design is not just what it looks like and feels like. Design is how it works."

-- Steve Jobs

How is design transforming the way we live and learn?

Discussion Leaders

- Paola Antonelli, Senior Curator, Architecture and Design; Director, Research and Development, The Museum of Modern Art New York, USA; Global Agenda Council on Design & Innovation
- Tim Brown, Chief Executive Officer, IDEO, USA; Global Agenda Council on Design & Innovation
- Valerie Casey, Founder and Executive Director, The Designers Accord, USA; Young Global Leader; Global Agenda Council on Design & Innovation
- Krista Donaldson, Chief Executive Officer, D-Rev: Design revolution, USA; Technology Pioneer
- John Maeda, Author, Graphic Designer and Digital Artist, USA; Global Agenda Council on New Models of Leadership
- Doreen E. Noni, Owner and Creative Director, Eskado Bird, Tanzania; Global Shaper

Moderated by

- Alan Gershenfeld, Founder and President, E-Line Media, USA

Thursday 23 January

09.15 - 10.00

Congress Centre - Jakobshorn
Interactive Session

Inside the Creative Mind: Elif Shafak

An intimate interview with novelist Elif Shafak on her stories of women, minorities, immigrant subcultures, youth and global souls that blend Western and Eastern traditions of storytelling. Her award-winning novels, which are translated into over 30 languages, include *The Bastard of Istanbul* and *The Forty Rules of Love*.

This session is on the record.

- Elif Shafak, Author, Turkey; Global Agenda Council on the Role of the Arts in Society

Interviewed by

- Marc Spiegler, Director, Art Basel, Switzerland; Global Agenda Council on the Role of the Arts in Society

10.30 - 11.30

Congress Centre - Schwarzhorn BetaZone
BetaZone

Human-centred Architecture

What does contemporary architecture say about the world in which we live?

Dimensions to be addressed:

- Rapid rate of urban development
- Renaissance of humanity-centred architecture
- Integrating contemporary design into historic settings
- David Adjaye, Architect, Adjaye/Associates, United Kingdom
- Stephen Cairns, Scientific Director, Future Cities Laboratory, Singapore-ETH Centre, Singapore

Moderated by

- James Cuno, President and Chief Executive Officer, J. Paul Getty Trust, USA

14.45 - 15.45

Congress Centre - Schwarzhorn BetaZone
BetaZone

The World of Gaming

With sales of video games exceeding US\$ 25 billion, how is gaming transforming the entertainment, education and social interactions of the next generation?

- Daphne Bavelier, Professor, Faculty of Psychology and Educational Science and Geneva Neuroscience Center, University of Geneva, Switzerland
- Alan Gershenfeld, Founder and President, E-Line Media, USA
- Rina Onur Sirinoglu, Co-Founder and Chief Strategy Officer, Peak Games, Turkey; Global Shaper

Moderated by

- Paola Antonelli, Senior Curator, Architecture and Design; Director, Research and Development, The Museum of Modern Art New York, USA; Global Agenda Council on Design & Innovation

14.45 - 15.45

Congress Centre - Jakobshorn
Interactive Session

Art and Identity

How are the arts influencing identity in a fragmented world?

Dimensions to be addressed:

- Shifting definitions of community
- Changing relationship between nation and citizen
- Creating a new narrative for Europe

This session is on the record.

- José Manuel Barroso, President, European Commission, Brussels
- James Cuno, President and Chief Executive Officer, J. Paul Getty Trust, USA
- Olafur Eliasson, Artist, Studio Olafur Eliasson, Germany; Young Global Leader Alumnus
- Shirin Neshat, Artist, USA
- Elif Shafak, Author, Turkey; Global Agenda Council on the Role of the Arts in Society

Moderated by

- Martin Roth, Director, Victoria and Albert Museum, United Kingdom

16.15 - 17.00

Congress Centre - In front of Wisshorn
WorkStudio

Exhibit

Art Walk 2

Join a guided tour of the exhibition featuring works by Andreas Gursky and Damien Hirst, led by Eckhard Schneider, General Director of the PinchukArtCentre.

Please meet in front of the Wisshorn WorkStudio room on the Middle level of the Congress Centre.

16.15 - 17.15

Congress Centre - Jakobshorn
Interactive Session

Humanities in the Digital Age

In an increasingly digital world, what is the future of the humanities?

Dimensions to be addressed:

- Relevance of a liberal arts education
- Infusing values of the humanities into the economy
- Engaging digital natives in designing the humanities of tomorrow

This session is on the record.

- **Drew Gilpin Faust**, President, Harvard University, USA
- **David M. Rubenstein**, Co-Founder and Co-Chief Executive Officer, Carlyle Group, USA, and Co-Chair of the Governors Meeting for Investors 2014
- **Wang Hui**, Professor of Modern Chinese Thought and Literature, Department of Chinese Language and Literature, Tsinghua University, People's Republic of China

Moderated by

- **James Cuno**, President and Chief Executive Officer, J. Paul Getty Trust, USA

20.00 - 22.00

InterContinental - Primula
Interactive Dinner Session

Meet the Authors

"A book must be an ice-axe to break the seas frozen inside our soul."

-- Franz Kafka

Biography, fiction, popular science and politics -- what's next on the radar of the authors of today's top reads?

Discussion Leaders

- **Anat Admati**, George G. C. Parker Professor of Finance and Economics, Stanford Graduate School of Business, USA; Global Agenda Council on New Economic Thinking
- **Adam Grant**, Professor of Management, Wharton School, University of Pennsylvania, USA
- **Elif Shafak**, Author, Turkey; Global Agenda Council on the Role of the Arts in Society
- **Mona Siddiqui**, Professor of Islamic and Interreligious Studies, School of Divinity, University of Edinburgh, United Kingdom; Global Agenda Council on the Role of Faith
- **T. J. Stiles**, Author and Historian, USA

Moderated by

- **Gideon Rachman**, Associate Editor, Chief Foreign Affairs Commentator, Financial Times, United Kingdom

Friday 24 January

09.15 - 10.00

Congress Centre - Jakobshorn
Interactive Session

Inside the Creative Mind: Olafur Eliasson

An intimate interview with award-winning artist Olafur Eliasson on creating large-scale immersive environments that incorporate light, water and air temperature for maximum effect. His works include *The New York City Waterfalls* and *Little Sun*.

This session is on the record.

- **Olafur Eliasson**, Artist, Studio Olafur Eliasson, Germany; Young Global Leader Alumnus

Interviewed by

- **Yana Peel**, Chief Executive Officer, Intelligence Squared, Hong Kong SAR; Young Global Leader; Global Agenda Council on the Role of the Arts in Society

14.45 - 15.45

Congress Centre - Jakobshorn
Interactive Session

Cultural Heritage: Beyond Repair?

As we witness the erosion of cultural heritage around the world, what challenges and opportunities arise?

Dimensions to be addressed:

- Defining how something becomes heritage
- Deciding what to do with relics
- Creating a collective memory in fast-developing cities

This session is on the record.

- **David Adjaye**, Architect, Adjaye/Associates, United Kingdom
- **Claire Hsu**, Co-Founder and Executive Director, Asia Art Archive (AAA), Hong Kong SAR; Young Global Leader; Global Agenda Council on the Role of the Arts in Society
- **Mari Elka Pangestu**, Minister of Tourism and Creative Economy of Indonesia; Global Agenda Council on New Models of Travel & Tourism
- **Martin Roth**, Director, Victoria and Albert Museum, United Kingdom
- **Ahmad Sarmast**, Founder, Afghanistan National Institute of Music (ANIM), Afghanistan

Moderated by

- **Thomas L. Friedman**, Columnist, Foreign Affairs, The New York Times, USA

14.45 - 15.15

Congress Centre - Studio

One-on-One

An Insight, An Idea with Goldie Hawn

A conversation with Goldie Hawn on how neuroscience, mindfulness training and social and emotional learning can change the world

As the session is only 30 minutes long, please be seated early as the door will be closed at the scheduled time and no latecomers admitted.

This session is on the record.

- **Goldie Hawn**, Actress, Producer, Author and Founder, The Hawn Foundation, USA

16.15 - 17.15

Congress Centre - Jakobshorn
Interactive Session

The Authenticity Factor

Does authenticity actually matter?

This session is on the record.

- **Gastón Acurio**, Founder and Chef, Gastón & Astrid Restaurants, Peru
- **Gina Badenoch**, Founder and Chief Executive Officer, Ojos que Sienten, Mexico; Young Global Leader
- **Thomas Campbell**, Director and Chief Executive Officer, Metropolitan Museum of Art, USA
- **Nonny de la Peña**, Annenberg Fellow, University of Southern California School of Cinematic Arts, USA
- **Luis Antonio Tagle**, Cardinal and Roman Catholic Archbishop of Manila, Philippines; Global Agenda Council on the Role of Faith

Moderated by

- **Christopher Graves**, Global Chief Executive Officer, Ogilvy Public Relations Worldwide, USA

20.00 - 23.00

Cinema Arkaden - Arkaden

Film Projection

Special Screening of "Mandela: Long Walk to Freedom"

"Courage [is] not the absence of fear, but the triumph over it. The brave man is not he who does not feel afraid, but he who conquers that fear."

-- Nelson Mandela

Join a special viewing of the newly released film on the life of Nelson Mandela, with insights from its producer, Anant Singh.

Hors d'oeuvres will be served as of 19.30 and the screening will start at 20.00.

The Cinema Arkaden is located on 56 Promenade, Davos.

With

- **Anant Singh**, Producer, Videovision Entertainment, South Africa

20.00 - 22.00

InterContinental - Turmalin/Adular/Quarz
Interactive Dinner Session

Cultural Leaders Dinner: Artistic Legacies

"I paint flowers so they will not die."

-- Frida Kahlo

What legacies are today's cultural leaders creating for future generations?

Discussion Leaders

- **Gastón Acurio**, Founder and Chef, Gastón & Astrid Restaurants, Peru
- **Ahmad Sarmast**, Founder, Afghanistan National Institute of Music (ANIM), Afghanistan
- **Elif Shafak**, Author, Turkey; Global Agenda Council on the Role of the Arts in Society

With

- **David Adjaye**, Architect, Adjaye/Associates, United Kingdom
- **Paola Antonelli**, Senior Curator, Architecture and Design; Director, Research and Development, The Museum of Modern Art New York, USA; Global Agenda Council on Design & Innovation
- **Gina Badenoch**, Founder and Chief Executive Officer, Ojos que Sienten, Mexico; Young Global Leader
- **Nicholas Felton**, Data Visualizer, The Office of Feltron, USA
- **Michael E. Haefliger**, Executive and Artistic Director, Lucerne Festival, Switzerland
- **Claire Hsu**, Co-Founder and Executive Director, Asia Art Archive (AAA), Hong Kong SAR; Young Global Leader; Global Agenda Council on the Role of the Arts in Society
- **Doreen E. Noni**, Owner and Creative Director, Eskado Bird, Tanzania; Global Shaper
- **Yana Peel**, Chief Executive Officer, Intelligence Squared, Hong Kong SAR; Young Global Leader; Global Agenda Council on the Role of the Arts in Society
- **Martin Roth**, Director, Victoria and Albert Museum, United Kingdom
- **Marc Spiegler**, Director, Art Basel, Switzerland; Global Agenda Council on the Role of the Arts in Society

Moderated by

- **Alois Zwinggi**, Managing Director, Resources and Processes and Member of the Managing Board, World Economic Forum

Saturday 25 January

09.15 - 10.00

Congress Centre - Jakobshorn
Interactive Session

Performance: Infinite Creativity with Lera Auerbach

Composer and pianist Lera Auerbach breaks creative boundaries through music, poetry and the visual arts.

This session is on the record.

Introduced by

- **Michael E. Haefliger**, Executive and Artistic Director, Lucerne Festival, Switzerland

With

- **Lera Auerbach**, Composer, Poet and Concert Pianist, USA; Young Global Leader Alumnus

10.15 - 11.15

Congress Centre - Schwarzhorn BetaZone
BetaZone

Visual Data for Vital Decisions

How is data visualization transforming how effectively we navigate and tackle pressing global issues?

Dimensions to be addressed:

- Influencing the global agenda
- Surfacing new and outlying insights
- Managing personal data
- **Adam Bly**, Founder and Chief Executive Officer, Seed, USA; Young Global Leader Alumnus; Global Agenda Council on Complex Systems
- **Nicholas Felton**, Data Visualizer, The Office of Feltron, USA

Moderated by

- **Alan Murray**, President, Pew Research Center, USA

10.45 - 11.30

Congress Centre, Jakobshorn

Inside the Creative Mind: David Adjaye

An intimate interview with award-winning designer and architect David Adjaye on articulating collective histories and aspirations through the groundbreaking use of materials and bespoke designs. His current projects include the Smithsonian National Museum of African History and Culture in Washington DC and the Hackney Regeneration Project in London.

This session is on the record.

- **David Adjaye**, Architect, Adjaye/Associates, United Kingdom

Interviewed by

- **Marc Spiegler**, Director, Art Basel, Switzerland; Global Agenda Council on the Role of the Arts in Society

15.30 - 16.30

Congress Centre - Jakobshorn
Interactive Session

Digital Beats

How is the way music is being created and produced changing in the digital age?

Dimensions to be addressed:

- Breaking new boundaries in producing music
- Changing power structures in the music industry
- Implications of the citizen musician movement

This session is on the record.

- **Mathieu Jaton**, Chief Executive Officer, Montreux Jazz Festival, Switzerland
- **Zoe Keating**, Cellist and Composer, USA; Young Global Leader
- **Alexander Ljung**, Co-Founder and Chief Executive Officer, SoundCloud, Germany; Technology Pioneer
- **Tim Westergren**, Founder and Chief Strategy Officer, Pandora Media, USA

Moderated by

- **Loïc Le Meur**, Chief Executive Officer, LeWeb, USA; Young Global Leader Alumnus; Global Agenda Council on Social Media

17.45 - 18.00

Congress Centre - Congress Hall
Plenary Session

A Leap of Faith

The Annual Meeting 2014 draws to a close with words of wisdom and a powerful multimedia performance, opening the door to a year of bold and meaningful action.

Simultaneous interpretation in all languages.

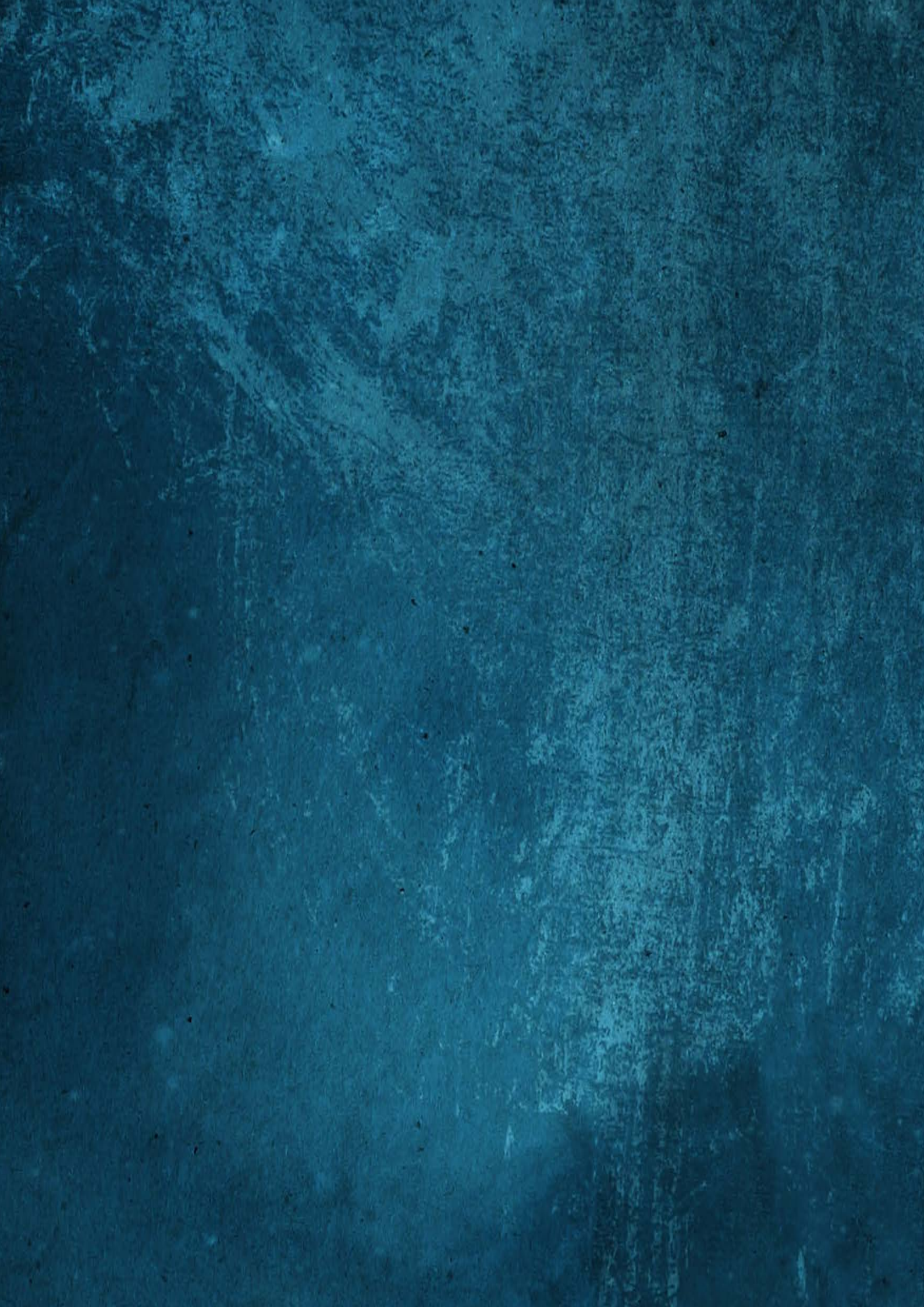
With

- **Zoe Keating**, Cellist and Composer, USA; Young Global Leader
- **Jim Wallis**, President and Founder, Sojourners, USA; Global Agenda Council on Values

Closing Remarks by

- **Klaus Schwab**, Founder and Executive Chairman, World Economic Forum

At the time of going to press, all sessions are confirmed, but the pace of events is such that there may be some modifications in their descriptions and timing. For exact timing and location, please refer to the Annual Meeting programme.



Arts and Culture Activities

By Nico Daswani, Senior Manager, Arts & Culture, Programme Development Team; Fanny Ollivier, Senior Associate, Arts & Culture, Programme Development Team; Natalie Hendro, Brochure and Crystal Award Coordination.

Edited by Janet Hill, Senior Editing Manager

Design and Layout by Kamal Kimaoui, Director, Head of Production and Design

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