



WORLD ART FORUM





01

INTRODUCING
WAF
WORLD ART
FORUM

02

SHERANDA WORLD
ART
JUPITER COMMZ

03

FORUM GOALS

04

SNEAK
PEEK

05

PROJECT
STAGES

06

JOIN US





World Art Forum & Sustainability

Held annually, **The World Art Forum** sets itself apart from any other art fair or exhibition by **adopting the SDGs** at the core of our mission. We bring together east and west, north and south communicating through a global language...ART.

We invite **global sustainability and impact organizations** to join us to play a role in pushing forward the agenda of SDG through Art. We want to work together to bring **equality, women empowerment** and open dialogue on **culture** and how art plays a role of bringing those worlds together.



FORUM GOALS



WAF will adopt an issue linked to the UN's Sustainable Development Goals around **SDG# 16: Peace, Justice & Strong Institutions**. We empower artists and the audience to discuss how we can play a role in empowerment, equality, fair living and engage together personally and professionally.

We want to bring artists together from all over the world to spread the message of how **art plays an essential role** in raising awareness about world issues and allows the conversation to take place towards a **sustainable future** that we are all part of. By choosing a cause we invite artists from all over the world to collaborate and **present 1 artwork** that represents **sustainability** in their eyes.

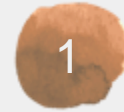
As we continue to evolve the theme and shape of the World Art Forum, there will be multiple communication touch points and activities that will help **instigate change** and **action for a sustainable future**.

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS

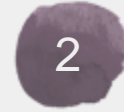




WHAT WE ARE WORKING ON



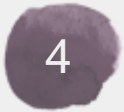
VIP OPENING



GLOBAL ART EXHIBITION



ART TALKS



ART EXPERIENCES



AWARDS





SHERANDA WORLD ART

SHERANDA World Art is an art organization founded by well-respected, award-winning art experts who combined their passions and experience in art curation, organizing international art exhibitions such as Euro Arab Art project to bring the first of its kind international travelling art event WAF World Art Forum that works with global artists, sustainability partners and art specialists to tackle SDGs. SHERANDA organizes Art Campaigns that support the Environment, Women Empowerment the Creative Economy and Equality.

Our team of art experts have a mission to internationally support Art as a partner in Development with a special focus on Egypt, bringing together global artists in a shared space where we can learn from each other's experiences, shedding light on life's issues that impact us all whether directly or indirectly.





Randa Fouad, President & Cofounder of SHERANDA World Art is a renowned award-winning artist born into an artistic family. As an Egyptian Contemporary Artist, Ms. Fouad has solid experience in development and media holding positions in London Times, several UN Agencies and was the advisor to several Ministers of Environment in Egypt. With over 25 years of hands-on experience, Ms. Fouad played an instrumental role in raising awareness among different audiences on the MDGs and SDGs.

Her artistic journey came to life over 10 years ago when she set herself on a path of combining art with sustainability and its effect on shaping the dialogue on Egypt's diversity of civilizations. With multiple solo exhibitions and over 20 group exhibitions, Randa Fouad is a celebrated contemporary artist responsible for the creation of The Egyptian National Initiative on the Role of Art in combating religious and gender discrimination.

Randa Fouad is considered an Egyptian Art Ambassador abroad and was awarded the International Women of Heart Award in 2021 from the Women of Heart British Foundation for her efforts in merging art with social issues. Ms. Fouad is also a visiting professor at the Arab Beirut University lecturing on Art as a Partner in Development.





Shereen Badr is the CEO and Co-founder of SHERANDA World Art Company that organizes international art events and forums. Shereen is also the dedicated founder of the Euro-Arab Artoday Project and Co-founder of WAF: World Art Forum.

Shereen has several years of international curating experience, starting her curating career as an independent curator. She has curated over 20 art exhibitions, symposiums, art fairs and art events in Egypt and Europe. In 2017, she established the cultural project Euro-Arab Artoday that aims to support the cultural interaction between Arab and European people through collaborative events, workshops, exhibitions and training courses.

In addition, Shereen has 15 years of experience working as an art educator in an international organization. She has taught art to students from 10 to 16 years of age and organized many physical and virtual exhibitions for juniors in Egypt and Europe.



Jupiter Commz

Jupiter Commz is a comprehensive communications firm that specializes in providing strategic communications and solid counsel to its partners building on years of expertise of its multicultural, bold and innovative professional team.

Jupiter Commz is helping promote the message of unity and sustainable future through art. With their marketing knowledge and monitoring of the latest market trends, Jupiter Commz conceptualize, innovate, and communicate in an authentic voice, that enhances clients' reputation and PR efforts.

They organize turnkey B2B events, Public Relations and Communications solutions from strategy development through to on the ground execution keeping in mind business objectives and the importance of integrated solutions.

Partners



SNEAK PEAK

The World Art Forum in its first round will be in the land of civilization and culture, Egypt. Choosing Egypt as the inaugural location strengthens our vision and mission of bringing together east and west, global artists and galleries.

The suggested format of the inaugural forum will be under the auspices of the **Egyptian government** in partnership with impact entities such as the **UNESCO and Ministry of Culture and Antiquities**. Over **5 days**, guests are invited to take a **journey around the globe** being exposed to an art space the has representation from Europe, Asia, the United States, and the Middle East.



16 Jan 2022



JW Marriott, Egypt



5 days- 12
Hours
5 Art Talks
2000+ Visitors



Over 20
International
Galleries

Participating Galleries & Organizations

Atelier Montez -
Italy - Germany -
USA

ISSA : International
Sculpture Symposium
Alliance - China

Makan Art
Gallery
Bahrain

ACCES: Art & Cross
Culture Exchange
Society France

Indian Royal
Academy of Art
& Culture

New Jorg
Gallery
Belgium

Guests of Honor

Honoring us with their presence and guidance during the World Art Fair are two of Egypt's legendary artists from the Golden Age of Egyptian Contemporary Art.

They are world renowned artist who have had multiple solo exhibitions and have been acknowledged and awarded for their contribution to the development of the art scene in Egypt.

Artist Wissam Fahmy

Artist Ahmed Nawar

- VIP OPENING:

Inaugural VIP opening (Invitation only) with pass around catering and ribbon cutting

- Government Entities
- Diplomats and Culture Attaches
- Impact foundations and NGOs
- Society elite and influential businessmen
- Art society, curators, and auction houses

- AWARDS:

There will be two award categories at the end of the forum:

- Impact Award (voted on by a judging panel of local and international art specialists)
- Vote for Equality (voted by the audience)

FORUM ACTIVITIES

EXHIBITION

Over 150 art pieces and sculptures

Access to world galleries and international artists

Sale of exclusive artwork

ART TALKS

5 renowned speakers

Open to public

Media coverage and snapshots

ART EXPERIENCE

Interactive art experience placing audience among art

“You are the masterpiece”
Photobooth concept

Imprinting Sustainability
Ask guests to color and sign within a sustainable mural

OUR TEAM



Randa Fouad

President & Head of Partnerships



Shereen Badr

CEO & Head of Art
Program &
Curators



Salah Hammad

Art Advisor &
Chairman of
Selection Committee



Salah El Din Aloui

GM
Resources & Finance



Nadine Rizk

Project Manager



Maha About Fetouh

Head of Marketing



OUR TEAM



Mohamed Ali

Head of Finance



Ahmed Helmy

Coordinator - Art
Gallery Relations



Ahmed Badr

Coordinator - Art
Gallery Relations



Nermine Wanas

Coordinator - Art
Gallery Relations



Mennatallah
Mohamed

Public Relations



Hanan Omar

Media Relations



Maher Fouad

Production
Manager



JOIN US

Exhibiting Artist



We welcome galleries and artists from all over the world to join us in this message of unity towards a sustainable future. As an exhibiting artist you get the following:

- A space to exhibit your latest art pieces and offer them for sale. The exhibit space is available at a competitive price of **200Euro per 1mtr panel**. There are special discounts on bigger booth spaces:
 - 10 Mtr booth
 - 15 Mtr booth
 - 20 Mtr booth
 - Solo 3 Mtr Stand
- Complimentary canvas stretching (provided size and artwork are shared 1 month before event)
- Facilitated customs (cost of shipping & customs borne by artist)



THANKS!

Do you have any questions?

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