

Arts and Culture Highlights Annual Meeting 2020

21 - 24 January 2020, Davos-Klosters, Switzerland





2019 Crystal Awardee and Conductor Marin Alsop during the Opening Concert



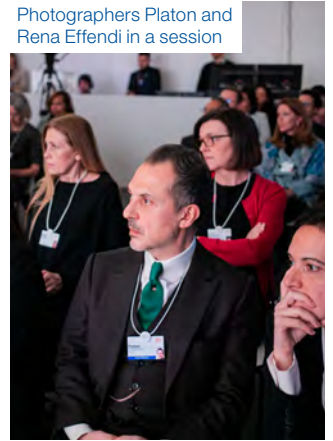
Geena Rocero and 2020 Crystal Awardee Jin Xing sitting in the seaweed pavilion (Partnering with Nature exhibition)



Hilde Schwab with 2020 Crystal Awardee Deepika Padukone



Cultural Leaders Welcome Reception



Photographers Platon and Rena Effendi in a session



Cellist Yo-Yo Ma with Christine Lagarde at one of his pop-up concerts



Thando Hopa at one of Yo-Yo Ma's pop-ups



3D printed vessels made of algae (Partnering with Nature exhibition)



More than 40 Cultural Leaders from around the world joined the 50th World Economic Forum's Annual Meeting in Davos, focused on the theme of **Stakeholders for a Cohesive and Sustainable World**.

Cultural Leaders took part in an **Arts and Culture "Festival"** with more than 20 topical performances, installations and exhibitions, integrated into the fabric of the Annual Meeting experience.

Their impact was felt in the meeting's sessions and resounded across global and social media, inspiring hope and tangible action around the most pressing environmental, social, cultural and governance issues of our time.

Here are highlights and key stories from the Cultural Leaders at Davos.

The Arts & Culture “Festival” in numbers

270 Creatives contributing to bringing the “Festival” to life during Davos

57%
Female Cultural Leaders

163.5m Reached on social media via the Cultural Leaders’ participation

3m+
Video views

29k Views of Agenda Blogs by Cultural Leaders at Davos

26+
Countries represented

23 Exhibitions, installations and performances across the “Festival”

42 Cultural Leaders at Davos, including **4** Crystal Awardees

64 Total speaking roles in sessions in the official programme

1 Launch of the New Narratives Lab Fellowship

2.3k+
Global media mentions

1.7m
Livestream views online



In supporting my work, the creation and the presentation of it, the World Economic Forum has helped me place it in front of those I most wished to impact, those whose decisions help shape our shared future.



Lynette Wallworth, Artist, 2020 Crystal Awardee

Media highlights



Global Media

[The End of Australia as We Know It](#)
(The New York Times)

[Davos 2020: Algae proposed as an alternative to plastic](#) (BBC)

[Now China's top transgender star eyes politics](#) (Reuters)

[Davos 2020: Deepika Padukone Says Depression, Like Any Other Illness Is Treatable](#) (Bloomberg Quint)

[Julia Lohmann brings seaweed pavilion to Davos as climate-change warning](#) (Deezen)

[Deepfakes: A threat to democracy or just a bit of fun?](#) (BBC)

[Kenyan Director Wanuri Kahiu Tells Davos, "Buy Tickets" to Back Women Filmmakers](#) (Hollywood Reporter)

[SA supermodel Thando Hopa to address WEF](#) (IOL)

[Música en Davos](#) (El Cinco)

[Changing its tune](#) (Monocle)

Blogs

[Why we need the power of culture to pull our planet back from the brink](#)
Yo-Yo Ma

[These LGBTQI Davos leaders shared their advice on coming out](#)
Kate Whiting

[This man travelled to Syria to rescue his 7 orphaned grandchildren](#)
Briony Harris

[To save the planet's trees, we should treat them like people](#)
Robin Pomeroy

[A Fool's Errand - an extract from Smithsonian Secretary Lonnie Bunch's book](#)

Sessions and Videos

[The Beauty of Inclusion](#)
with Thando Hopa and Angélique Kidjo

[Seeing the Other](#)
with Rena Effendi and Platon

[The Fight for Artistic Freedom](#)
with Wanuri Kahiu and Jin Xing

[Power of Narratives](#)
with Angélique Kidjo and Yo-Yo Ma

[A History of Feminism in the West](#)
with Mary Beard

[Opening Concert: An International Call for Unity and Joy](#)
with Marin Alsop

[Closing Concert: Voices of Light](#)
with Harry Jeff

[Songs of Latin America](#)
with The São Paulo Symphony Orchestra Choir

[This Australian artist says the bushfires show the devastating reality of climate change](#)
with Lynette Wallworth

[Crystal Awardee Jin Xing on Weibo](#)

[Celebrate who you are!](#)
with Thando Hopa

Top stories

1. The Arts and Culture “Festival” at the Annual Meeting

There was a **world-class Festival** taking place at the heart of the Annual Meeting, with over 20 installations, exhibitions, performances and more.

Highlights included the main exhibition **Partnering with Nature**, in collaboration with Cooper Hewitt, Smithsonian Design Museum, addressing the Forum’s major focus on sustainability. Four interactive installations encouraged participants to create with **algae**, **seaweed** and **corn husk**, to try their hand at grafting with the **Tree of 40 Fruit**, to rethink and re-explore the human relationship to nature.



Innovation is not necessarily about technology but can also be about reactivating systems that used to work and that might hold a key to a lot of these challenges.



Fernando Laposse, Product and Material Designer, Totomoxtle



After touring several Forum events in the past year, **Tree VR** returned to the Annual Meeting in light of the ongoing discussion around climate, while the collaboration with the **Natural History Museum, London** yielded the large-scale animated projection of breathtaking images from the Wildlife Photography Award, including Cruz Erdmann’s winning **bigfin reef squid**.

Other installations addressed crucial issues of our time including **Deepfaked** and the **2019 Wellcome Photography Prize** with images of breakthroughs in health.

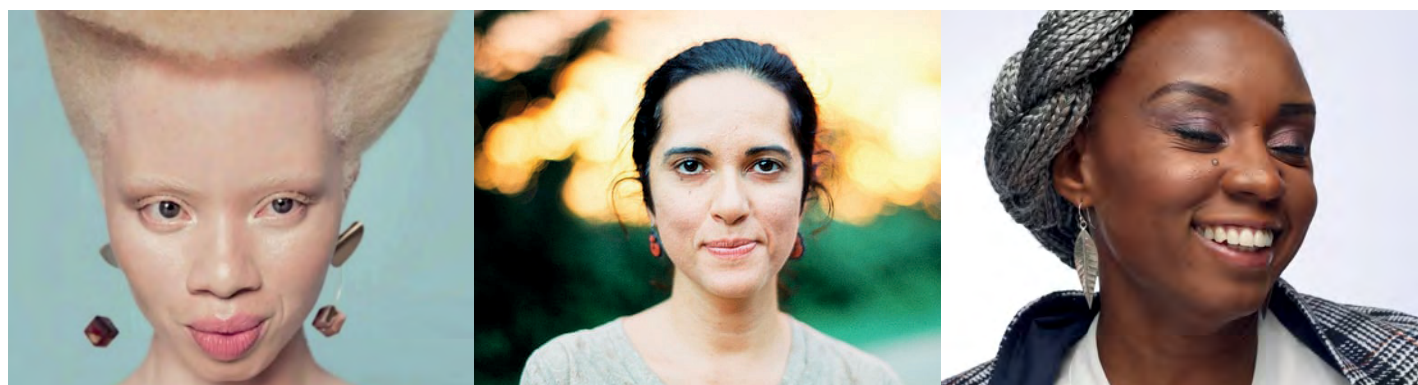
The 50th Annual Meeting opened with a message of joy, freedom and unity with Marin Alsop conducting **Beethoven’s Ode to Joy**, sung in Portuguese by **The São Paulo Symphony Orchestra Choir** and accompanied by the **European Union Youth Orchestra**. World famous cellist and Member of the World Economic Forum Board of Trustees **Yo-Yo Ma** enchanted audiences with his cello during six pop-up concerts around Davos. The **closing concert** ended with a bang with artist **Harry Jeff** mixing his extraordinary vocal range with a contemporary choir around a message of communication and respect.

2. The New Narratives Lab

The **New Narratives Lab** was launched at the Annual Meeting 2020, supported by the **Ford Foundation** and with 2020 Crystal Awardee **Lynette Wallworth** serving as its Creative Director. The New Narrative Lab is a year-long fellowship dedicated to fostering a new and diverse generation of Cultural Leaders.

At Davos, the cohort – comprised of Fellows **Thando Hopa**, **Wanuri Kahiu** and **Rena Effendi**, and Mentors **Angélique Kidjo**, **Jin Xing** and **Platon** – strengthened the foundations of the fellowship and met in a carefully curated programme. They embraced the Forum’s platform by connecting with new leadership models, sharing the stage in breath taking visual sessions, featuring in global media, and taking part in the Forum’s TikTok campaign **#allthedifference**, discussing stories related to **diversity and inclusion**.

Watch and learn more about the Fellows’ stories:



The Beauty of Inclusion

International Model Thando Hopa pushes back against the narrative around albinism and unearths the missing stories to achieve equality for all people.

Seeing the Other

Photographer Rena Effendi documents the lives of those actively ignored, such as a man’s fight to save his orphaned grandchildren from a refugee camp following the fall of the Islamic State, to celebrate the strength of the human spirit.

The Fight for Artistic Freedom

Filmmaker Wanuri Kahiu fights for freedom of expression after her country Kenya banned her movie “Rafiki”, featuring a joy-filled relationship between a lesbian couple in Kenya.

Follow the Lab’s journey at **#newnarrativeslab**



3. Disability inclusion 2.0

Making history at the Annual Meeting 2019 by bringing the **disability** inclusion topic to the main stage of Davos, disability inclusion continued to be a focus at the Annual Meeting 2020.

Several prominent Cultural Leaders joined the conversation on **closing the disability inclusion gap**, and **The Valuable 500** initiative, launched at the Annual Meeting 2019, became a **platform initiative** of the World Economic Forum. YouTube star Molly Burke shed light on **how to understand blindness**, and made a hit on **#allthedifference** campaign. A **panel** addressed disability for the first time at the Open Forum for a local audience, while the **Sensory Dinner in the Dark** was back by popular demand after a powerful launch at the Annual Meeting 2019.



Open your heart truly to yourself and don't try to be the best one. Be the unique one, be different from others.



Jin Xing, Choreographer, 2020 Crystal Awardee



4. The 26th Annual Crystal Awards

On the occasion of the **26th Annual Crystal Awards**, the Forum celebrated the leadership of artist **Theaster Gates**, choreographer **Jin Xing**, actor **Deepika Padukone** and artist **Lynette Wallworth**.

There was a strong media focus, including a **social media video** of Crystal Awardee **Jin Xing**, which received more than **2 million plays** on Weibo and the deeply moving and poetic speech by **Lynette Wallworth** on Australia's bushfires, which received nearly **a million views** on all platforms. The Davos audience was moved to tears.

Watch the Crystal Awardee's intimate conversations at Davos:

- ▶ **Theaster Gates**
- ▶ **Jin Xing**
- ▶ **Deepika Padukone**
- ▶ **Lynette Wallworth**

Jane Goodall captivates the audience at the Global Situation Space



Artists collaborate on the Partnering with Nature exhibition



Cultural Leaders Welcome Reception



Carol Becker moderates a session on music and the human spirit



Harry Yeff at the Closing Performance



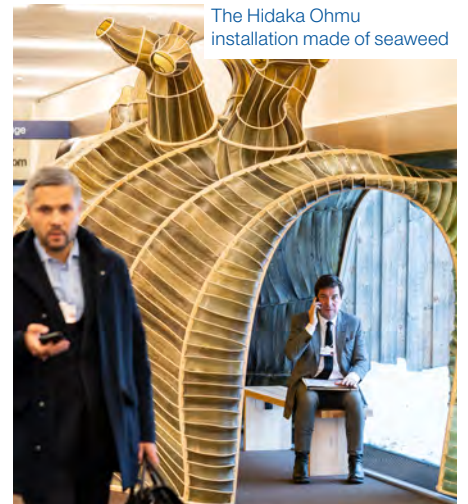
Thando Hopa and Caroline Casey connect in the Congress Centre



Wanuri Kahiu and Geena Rocero speak on LGBTI at the Open Forum



Arts and Textile Teacher Andria Zafirakou shares insights on the future of education



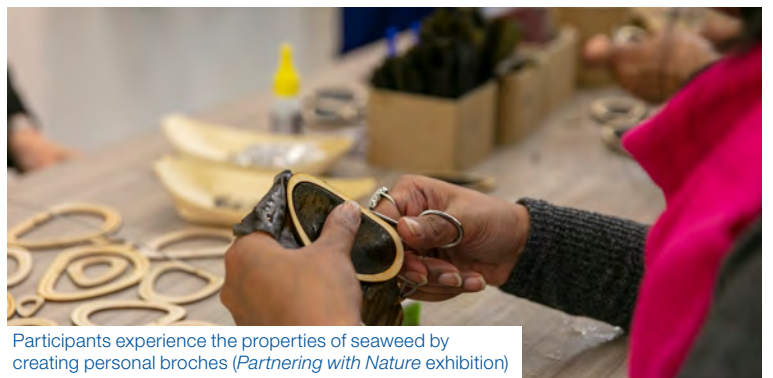
The Hidaka Ohmu installation made of seaweed



Caroline Casey and Molly Burke share a moment in the Forum's social media booth



Cellist Yo-Yo Ma plays Bach in front of a crowd of participants



Participants experience the properties of seaweed by creating personal broches (Partnering with Nature exhibition)



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OF THE WORLD

The World Economic Forum, committed to improving the state of the world, is the International Organization for Public-Private Cooperation.

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FIND OUT MORE ABOUT THE CULTURAL LEADERS NETWORK HERE:

See our web page: <https://www.weforum.org/communities/cultural-leaders>

Read our Agenda Blogs: <https://www.weforum.org/agenda/archive/arts-culture-974dd4fb-8ca3-4fb0-b4ee-509713fe506c>

Watch Annual Meeting sessions: <http://wef.ch/live> or <http://wef.ch/youtube>

Access our photo archive: <http://wef.ch/pics>

Become a Facebook fan: <https://www.facebook.com/wefculture>

Follow us on Twitter: <http://wef.ch/twitter> and <http://wef.ch/livetweet> (hashtag **#wef20** **#newnarrativeslab**)

Follow us on Weibo: <http://t.sina.com.cn/davos>

Find us on WeChat: **davos_wef**

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