



مُنظمة العالم الإسلامي للتربية والعلوم والثقافة  
ISLAMIC WORLD EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION  
ORGANISATION DU MONDE ISLAMIQUE POUR L'ÉDUCATION, LES SCIENCES ET LA CULTURE

# FUTURE IMAGINED

*by Young Artists*

In partnership with UNICEF Morocco

Concept Note

10<sup>th</sup> March  
2022

ICESCO Headquarters

By the Strategic Foresight Center of ICESCO



**FUTURE  
IMAGINED**  
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CON



-TEXT



Art has consistently proven throughout history to be an extremely potent and effective agent in shaping society and communities. Artists serve an essential role as change agents, influencers and inspirational voices. Their artworks tend to not only help us reflect on our past, but to inspire us to imagine different futures.

Indeed, given that there exists no singular vision of the future, it becomes inevitable for societies to draw on a multitude of perspectives, experiences, and interests in order to collectively envision what lies ahead. The future is dependent on each person's voice.

Young artists can portray the future in either a surreal or realistic way and thereby have

the potential to shape the future. Hence the need to encourage a society that relies on its artists. The key to building a sustainable artistic future is to make young artists a focus today.

The “[Future Designed by Young Artists](#)” project, organized by ICESCO in partnership with UNICEF and Villa des Arts, is intended to support a diverse group of young artists to explore their perceptions of the future in order to become proactive agents of change. This workshop is intended to be a catalyst for young artists to unleash their full potential and to begin to visualize the futures on their horizon. They have the power to shape the future and they must be empowered to do so.

Young artists have different and creative ways of looking at their surroundings. They have the potential to shape and create a more brilliant future, chiefly after the Covid-19 pandemic. Their creativity is the key for a better future, which equals better technology, quality education, and environmental sustainability, among many other things.

There are many aspects of the future in which young artists can voice their thoughts. There exists a strong link between art, technology and the future. Artists, especially those of the younger generation, lean strongly on technology as it inspires them and facilitates their work. In fact, young artists are dealing with artificial intelligence, robots, human evolution, and global connection as part of their reflections on the capabilities of technology, which is and will continue to contribute to its improvement. On the other hand, technology is also inspired by art, which draws people to it.

Young artists' creativity helps in promoting lifelong learning opportunities that will enhance the quality of education in the long term. For example, having different teaching styles and more enjoyable learning activities using music, drawing, movies, and documentary films.

In addition, as young artists place greater importance on nature and the environment as their source of inspiration, they will

raise awareness of its importance and inspire people to recognize that it is our most precious treasure, which we must preserve for ourselves and for future generations.

Young artists also have a unique way of portraying their ideas and concerns, which require a deep understanding for their messages to be truly conveyed. This allows more scope for freedom of speech and expression in a highly sophisticated and ethical way, leading to more open-minded and expressive individuals in the future.

ICESCO as an international organization that places youth at the core of its interests, is committed more than ever to the idea that young artists' creativity and imagination must be well tapped in order to achieve the future we all seek. Their views, aspirations and expectations must be taken into consideration as they have the potential to bring about enormous changes.

Youth are the promise of tomorrow, and the asset that can change the world. By investing in youth, ICESCO aims to make social, economic, and environmental gains. The abilities of these youth must be harnessed to the fullest extent if the world is to thrive.

ICESCO firmly holds the belief that today's artists are tomorrow's proactive agents of change, innovators, entrepreneurs, and peace builders. That is why

the organization strives to fully support young artists in the Islamic world region to capitalize on the education, potential, intelligence, creativity, and modern perspectives and ideas they already have, to enhance them and harness them for the good of their society and communities.

Considering what the world is undergoing nowadays with the COVID-19 crisis, it stands to reason that this generation, the youth, is better prepared to deal with any sudden challenges or obstacles that may arise in the future. In addition, youth are in the best position to cope with the rapidly changing technological landscape because they were born and raised in a fast-learning environment. They can adapt easily, work under stressful conditions, and still achieve excellent outcomes. Thus, in order to prepare for the future, ICESCO, through its Strategic Foresight Center, strives to invest in youth, as it is the best investment that will ensure continued success.

**This workshop “Future Designed by Young Artists” will also be part of the celebrations organized on the sidelines of “Rabat capital of culture of the Islamic World 2022”. As ICESCO strongly believes in the power of youth not only in building the future, but also in projecting cultural prospects in different art forms. The artistic deliverables of the workshops are going to be exhibited at ICESCO as a form of support to the youthful artistic voices in the Islamic World and beyond.**



ICESCO firmly is convinced that youth's imagination and creativity are the keys to a better future. Their imagination can prepare us for what lies ahead in the future, while their creativity can be used in many fields of study, such as foresight, which assists in decision-making and problem-solving more effectively.

ICESCO considers that before investing in youth, it is necessary to believe in them, to support them and to motivate them to give the best of themselves.

The project **“Future Designed by Young Artists”** comes under an ambitious project launched by the Strategic Foresight Center of ICESCO entitled **“Future Imagined by Youth”**. After the workshops, an exhibition will be organized to display all the artistic pieces of work at **ICESCO's headquarters.**



OB



-JECTIVES



The aim of this project is to understand the young artists' perspectives, hopes, and imaginations for the future. It will focus on five major objectives that will be tackled through discussion and different workshops.



- 1 **Recognize** the desires and fears of young artists regarding the future.
- 2 **Create** debates based on the young artists' vision for the future.
- 3 **Analyze** the young artists' ideas and beliefs about the future and try to understand the reasons behind them.
- 4 **Create** and stimulate better futures through innovative and non-linear thinking methods,
- 5 **Support** young artists' perspectives and push them to build the future they hope for.
- 6 **Study** the future of art and artists.



## METHODO



# -LOGY

As mentioned before, this project is going to be competed through two main stages:



## Designing workshops

## Gathering insights to conduct the study of “The Future Designed by Young Artists”



▼  
**WORK**



**-SHOPS**



## GAME 1: DON'T/DO THIS



It is a thought experiment game that makes the gamers **get out of their comfort zone**. It has boundaries that push them to think beyond the usual solutions and send them in different directions, which results in ending up with unexpected and extraordinary ideas.

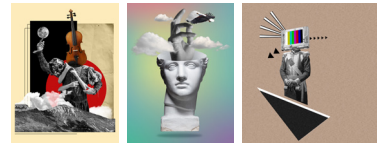
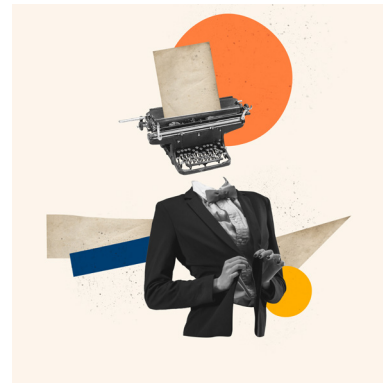
The gamers should **take 3 "Do" cards** that define a unique imaginary project. *They need to come up with a solution for this project.*

But they also get 3 "Don't" cards, which give them a set of rules.

## GAME 2: MUSEUM ARTS CARDS

This game helps to understand and categorize the hidden messages in any artwork. It contains many cards that has different activities in order to help the gamers to establish a connection with an artwork themselves, despite any given information.

They can choose any activity they like, and they can do this in each museum, anywhere in the world.



## GAME 3: THE EXQUISITE CORPSE



The Exquisite Corpse is a group game in which one player grab a sheet of paper and start drawing without showing it to the other players. Afterward, they fold the paper (or cover it up) so that the next drawer can only see a couple of guiding lines for what the previous person has done. Then, they repeat this until everyone has drawn. Unfold to reveal the entire drawing.



## EXPECTED



## OUTCOMES



- **Get involved**, to feel the different possible futures from several artistic perspectives,
- **Build** a network among artists of innovation and creativity,
- **Create** a place to explore with a dynamic blend of experiences for everyone.
- **Organize** workshops, and an art exhibition,
- **Portray Rabat:** Capital of Cultural as a an artistic festive and meeting venue for Artists



## DELIVERABLES

This workshop is going to have several deliverables, as following:

- Artistic exhibitions
- Immersive Workshops
- Art Gallery
- Presentation of Report



The “*Future Designed by Young Artists*” is an opportunity to highlight the constant support of ICESCO, as an international Organization, through its Strategic Foresight Center on the awareness of our collective responsibility towards building a sustainable, innovative and prosperous future.



## INSTITUTIONS



**FUTURE IMAGINED**  
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## TO MOBILIZE

- National School of Architecture (ENA Rabat)
- National School of Architecture (ENA FEZ)
- National School of Architecture (ENA Marrakech)
- National Institute of Fine Arts of Tetouan (INBA Tetouan)
- National Superior School of Art and Design of Casablanca (ENSAD Casablanca)
- School of Architecture of Rabat (UIR RABAT)
- Superior School of Fine Arts (Casablanca)
- Superior School of Design and Visual Arts (ESDAV Casablanca)
- Higher Institute of Dramatic Art and Cultural Animation Rabat (ISADAC Rabat)
- Professional School of Audiovisual and Graphic Design (EPAG Rabat)
- School of Architecture of Casablanca (Casablanca)
- Collège LaSalle (Rabat)
- Superior School of Visual Arts of Marrakech (ESAV Marrakech)
- Technical School of Plastic Art (Casablanca)
- Art'Com Sup Rabat



### Thursday 10<sup>th</sup> March 2022 (10 am, GMT+1 )

10:00 am - 10:10 am	<b>Opening remarks</b> <b>HE. Dr. Salim M. AlMalik</b> Director General of the Islamic World Educational, Scientific and Cultural Organization (ICESCO)
10:10 am - 10:15 am	<b>Dr. Kais Hammami</b> Director of the Strategic Foresight Center of the Islamic World Educational, Scientific and Cultural Organization (ICESCO)
10:15 am - 10:20 am	UNICEF Morocco Representative
10:15 am - 10:20 am	Villa des Arts Representative
10:20 am - 10:25 am	KAS Representative

### Testimonies of Artists about the Future

10:25 am - 10:50 am	Different artists around the world sharing their own work -TBD-
10:50 am - 11:15 am	<b>Coffee Break</b>

### Workshops Starting

11:15 am - 2:00 pm	Workshops
2:00 pm - 2:30 pm	Presentation of results
2:30 pm	<b>Cocktail</b>





JOIN US !



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