



United Nations Educational, Scientific and Cultural Organization
Organisation des Nations Unies pour l'éducation, la science et la culture

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Subject: Workshop on the Creation of Art, Design and Technology Master Classes in the Arab States

Dear Mr Mbarak,

Following the Declaration of Principles and Plan of Action of the World Summit on the Information Society (WSIS, Geneva, 2003), UNESCO is more than ever committed to promote human resources development in the use of ICTs in all stages of education. In this respect, I am pleased to inform you that a workshop focusing on the creation of master classes on art, design and technology in the Arab States will take place in Linz, Austria, from 4 - 5 September 2004. This side-event is organized within the framework of the Ars Electronica 2004 Festival, conceived as an open platform for various disciplines in the field of digital media design, at the intersection of technology, art, science and society.

This workshop will specifically look into the modalities to develop art, design and technology teaching in the Arab States in cooperation with the Mediterranean Rim at the university level. It aims at promoting international and intercultural dialogue, exchange and cooperation in this field, still relatively limited in this geographical and cultural area.

The workshop has two main goals:

- To define the conceptual and practical aspects of art, design and technology education programmes today, be it in art, science, industry or mass communication, addressing the present and future needs of the various Arab States.
- To initiate a network of educators around this initiative, willing to contribute, through a series of master classes, to the transmission of knowledge and the sharing of experience.

Given your accomplishments and expertise in this field and your interest in the UNESCO DigiArts Programme, I sincerely hope that we may count on your participation and most valuable contribution to this workshop (see the attached draft programme). Travel expenses (limited to a return economic class air ticket) and one night hotel accommodation will be borne by UNESCO.

If, as I hope, you are willing to participate in this workshop, please contact Jaco du Toit (j.dutoit@unesco.org) or Doyun Lee (digiarts@unesco.org) for any questions you wish to address.

Yours sincerely,

Milagros del Corral
Deputy Assistant Director-General for Culture
Director
Division of Arts and Cultural Enterprise

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