

INTERNATIONAL  
CHILD ART  
FOUNDATION



# World Children's Festival

Held every four years since 1999 as the “Olympics” of children’s imagination and co-creation, the World Children’s Festival (WCF) provides a transformative experience that inspires children to collaboratively reconfigure a future that is brighter for all.

The WCF celebrates creativity, diversity and unity.

The 5<sup>th</sup> WCF is scheduled to be held in June 2015 on The National Mall in Washington, D.C. The educational programming of the 3-day festival is based on *STEAMS Education*<sup>SM</sup>, our pioneering approach to integrate Arts and Sports into STEM disciplines of Science, Technology, Engineering and Mathematics for children’s holistic development.

## background

Some of the world's most creative and artistically talented children are selected by schools through the Arts Olympiad, a global program that commences in classrooms worldwide with structured lesson plans.

The Arts Olympiad winners come together on The National Mall in Washington, D.C. for three days of fun and learning. The educational programming is designed to nurture creativity, develop empathy, instill healthy lifestyles, boost self-esteem, and imbue leadership skills. Since the very first WCF in 1999, the three-day event on the National Mall has proven to be a transformative experience in the children's lives.

- The 2011 WCF website: [www.WorldChildrensFestival.org](http://www.WorldChildrensFestival.org)
- A YouTube clip on 2011 WCF: <http://tinyurl.com/ICAF-WCF2011>

Since 1997 the International Child Art Foundation has served American children as their national arts and creativity organization and the world's children as their international arts and creativity institution. Today, the ICAF is the world leader in children's art programs, child art exhibitions, and educational festivals.

**brief**

Create a logo/master identity for the “World Children’s Festival” to be used quadrennially starting with the 2015 WCF.

It should resonate with the children, their teachers and parents, and corporate sponsors.

**key message:**

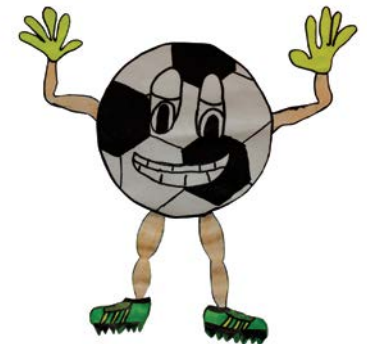
Celebrating Creativity, Diversity, and Unity.

**target audience:**

A global audience of children, parents, teachers and supporters.

**ICAF digital file – for your reference**

A digital file is available to the creatives will include the ICAF logos, selected child art, and icons derived from children’s art like the ones shown below:



previous festival logo



THE NATIONAL MALL ■ WASHINGTON DC ■ JUNE 17 - 19 2011

## requirements and usage

### requirements:

- A logo/identity for WCF
- The logo/identity should work in full colour, but also in 1 colour (black and grey)
- The typography and logo should be easily adapted to 3D for marketing and merchandising
- The logo/identity must appeal to American audiences and a universal appeal as well
- The logo/identity should be celebratory, because the WCF is one unique celebration of children and their creativity
- English language required

### usage:

- On the homepage of the 2015 WCF website which will replace the current site at [www.WorldChildrensFestival.org](http://www.WorldChildrensFestival.org)
- On large banners on the National Mall in Washington, D.C. during the 3-day WCF in June 2015
- In the ChildArt magazine issues pertaining to the festival
- On iPhone apps
- On [www.Facebook.com/ICAF.org](http://www.Facebook.com/ICAF.org) and other ICAF social media accounts
- On t-shirts and other merchandise items such as bags, calendars, cards

**deliverables**

A logo/brand identity including 3 visuals of how this identity would look in the real world

150 word description of how the brand identity fits the brief

150 word description of how this brand would evolve

**main contact**

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