



KALINAWA ART FOUNDATION

Question: How is the *Kalinawa Art Foundation* assisting to build the visual arts industry?

Answer: Our three primary areas of activity are encouraging continuous development and growth through the program of art show competitions, supporting opportunities for improved arts education and training, and improving the number of opportunities for wider participation by diverse Filipino cultures in a responsible way through improving understanding. In concrete terms, this means the Foundation is:

- Building a market and an audience. As the following view expresses, this aspect is essential: "Accessing markets was identified as the crucial element in securing the sustainability of a cultural enterprise. As a corollary, the most important support that can be offered to a cultural enterprise is helping it access markets." (from Yarri Kamara, "Keys to Successful Cultural Enterprise Development in Developing Countries")
- Building financial resources to support education and capacity development. The key element here is that the artistic skills already exist, but what is lacking is a comprehensive approach. "Cultural actors in developing countries exhibit a wealth of creativity in their respective fields, but often lack some key technical skills, to enable them to produce products of high enough quality to appeal to markets. The level of technical and artistic skill is also important for creativity as these skills contribute to creating an enabling environment for the creative process." (from Yarri Kamara, "Keys to Successful Cultural Enterprise Development in Developing Countries")
- Being socially responsible and thereby establishing a standard for others. In addition to incorporating the best practices in relation to the intellectual property rights of artists, sensitivity to uses of traditional knowledge, and ensuring equity and transparency in Foundation activities, we are also mindful of the provisions of the International Labor Organization Convention 169: "Any special training programmes shall be based on the economic environment, social and cultural conditions and practical needs of the peoples concerned."

Any studies made in this connection shall be carried out in co-operation with these peoples, who shall be consulted on the organisation and operation of such programmes. Where feasible, these peoples shall progressively assume responsibility for the organisation and operation of such special training programmes, if they so decide." (from Part IV, Article 22, Section 3, Convention Concerning Indigenous and Tribal Peoples in Independent Countries).