



KALINAWA ART FOUNDATION

Question: Why is the goal of the *Kalinawa Art Foundation* to build the visual arts industry, instead of just providing support for artists?

Answer: There are four different but related responses:

- Much of the support for the visual arts in general is based on grants and/or donations, but there is no expectation of sustainability of such support in this at this time. By orienting to building an industry, we will encourage greater sustainability for the activity and wider participation in the entire value chain, thereby creating greater prospects for livelihoods and more possibilities for the future.
- The creation of the art, while the most important, is but one activity. The visual arts need to be made visible, and an audience built. This involves a whole series of other activities, such as education, marketing, curating, networking and partnership building, that are important to the sustainability of the activity. "Market development is the most crucial element for the success and sustainability of cultural enterprises. Finding a market allows actors across the value chain of a cultural product to earn a living from creative activity and permits cultural enterprises to assure an income stream and long-term viability without the aid of donor funds."(from Yarri Kamara, *Keys to Successful Cultural Enterprise Development in Developing Countries*)
- By building an industry, we can encourage the development at the ground level of certain principles important to all communities of interest: equity, transparency and respect. By establishing these norms through application of existing processes such as Free and Informed Prior Consent, respect for intellectual property rights of individual artists and communities, as well as building reliable information on the art and artists, the industry will be built on the concept of social responsibility.
- In the Philippines, there is acknowledgement of the above three points. "One might also look at the arts, in particular, as an economic activity that provides income to artists and value to consumers who directly or indirectly pay for them. There are organizations that seek to strengthen desired values and attitudes, to encourage artistic creativity and public appreciation of creative work, to increase cultural literacy, or to increase the rewards of a cultural or artistic career." (Jaime Laya, "Management and Culture")