

# THE CHILDREN'S PLAY

for freedom, happiness and sensitivity for all children



Art & Cultural Education

Inspired by Pieter Bruegels painting „Children’s play“

and based on article 31 of The Convention on the Rights of the Child

*„Let us work together to develop a human rights culture, to bestow on future generations, as well as security and peace in all countries to promote freedom. Human rights education is much more than a school lesson or theme for a day, it is a process to people that the foundations of a life in safety and with dignity to.“*

former Ghanaian UN Secretary General Kofi Annan

## **Outlines**

# **The Children's Play Project**

**A work of creativity and inspiration in a genuine collaboration between real live people - children and artists.**

**A project about the Convention on the Rights of the Child.**

**A project about the Human Rights.**

**A project about the importance of playing.**

**A project for the future of our children.**

## **About**

# **The importance of playing**

According to Stephen Nachmanovitch, the play is the root and foundation of creativity in the arts and sciences also as in daily life.

Improvisation, composition, writing, painting, theatre, invention, all creative acts are forms of playing, the starting place of creativity in the human growth cycle, and one of the primal life functions.

Playing has long been recognized as a critical aspect of childhood and child development.

To play is a key to culture and society values for our children and our global future.

Play is explicitly recognized in Article 31 of The Convention on the Rights of the Child (adopted by the General Assembly of the United Nations, November 29, 1989), which states:

- 1.** Parties recognize the right of the child to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts.
- 2.** Parties shall respect and promote the right of the child to participate fully in cultural and artistic life and shall encourage the provision of appropriate and equal opportunities for cultural, artistic, recreational and leisure activities.

**Let their playing be their learning, and their learning be their playing.**

## Description & Vision

### “The Children’s Play”

A painting by Bruegel the older dated 1560 that shows a market place where 200 children are playing different games.

Inspired by this painting and the Constitution of Article 31 of the children’s rights, we chose this very old painting and a very old vision to give new expression. Art is a voice that lasts for centuries, which shows us the impressive power of this painting by Bruegel. Nowadays we have more possibilities and are able to carry this important work in the service of humanity.

Since 2007, we are committed to the dissemination of human rights issues, our goal is to achieve their largest distribution possible



“children’s play” by Pieter Bruegel, 1560

## Realization of

### The Children’s Play

Being artists, politically minded people and humanists, cultural education is our concern. Cultural education is the most natural form of joint activity and thus an essential pillar of any society.

The Children’s Play Project is such a joint activity. A collaboration between children and artists with the result of staged photographic work, which gives reflections of today’s societies and cultures realized within an educational procedure.

A major aspect to the project is a four to six weeks creative, playful, theatrical, performing workshop with the children - inspiring one another. Our interpretation of play and culture, as illustrated by the example of the historic painting, takes place as an entertaining children’s day.

“The Children’s Play,” inspired by Bruegel’s painting, was first implemented in 2011 in a village square on the Cap Verde Islands, a multi-cultural crossroads of Africa and Latin America. Our partner for the launch of the project is Delta Cultura Cabo Verde, a football school, a learning and training centre for children and young people. In the course of implementation, we also included children of the orphanage ICCA / Asomada and the football school Chao Bom.

The project is going to be realized with different partner organisations in further four to six different culture areas.

Technically “the children’s play” photographs are realized with the new technology of Gigapixel photography, which gives them a detailed quality (even in very large scale presentations) like the historic painting.



## The Aim of The Children's Play

The goal is to complete the production of the project 2014, which will not however exclude public relations activities in advance. For example an initial presentation as an exhibition will take place this summer in the Photomuseum Burghausen in Germany.

Apart from the exhibitions in gallery and museum venues and related cultural reporting, the placement of the project, especially at public places is focused on great visibility. Even **the use of The Children's Play as a healthy, positive, future-orientated advertising subject seems to embody an aspect of artistic value in this case.**

Children are the hope of all societies. It depends on them whether the needed social and political change of their countries will be possible in the future. **If advertising attaches here, it would be a large contribution to the realization of a value proposition that we urgently need in the current global situation.**

*(for example: Fiat/Lancia supports the 9th World Summit of Nobel Peace Prize Laureates focusing the viewer on the plight of Nobel Peace Laureate Aung San Suu Kyi, who was imprisoned in Burma. Another ad produced by Fiat/Lancia was shoot within the 11th annual summit in Hiroshima to celebrate Aung San Suu Kyi's release.)*

*„To look into some aspects of the future, we do not need projections by supercomputers. Much can be seen in how we care for our children today.*

*Tomorrow's world may be influenced by science and technology, but more than Anything, it is already taking shape in the bodies and minds of our children.”*

Kofi Annan

## Outputs of The Children's Play

### Immediate Output

Through artistic four-weeks-**workshops** given to children, we emphasise their right to play. We show them that **art is a tool of expression**. Especially during childhood and adolescence the fundamentals for a self-determined life are built. In this period these crucial processes are taking place, which are essential for the children as citizens of tomorrow to take part in the constructive build-up and rebuilding of society.

### Mid Term Output

A stage is build – or rebuild – in our partner's area, and remains after our departure at a children disposal, reminding them of their right to play.

Local partners are offered a large audience for their organisation, through our website, international exhibitions, and TV reports(\*). They can also create a network and share their educational and also fund raising experiences.

(\* )As an example, the RTC (Radio Television Caboverde) made a report of the Children's Play in Cabo Verde, and it was broadcast on TV news in the evening.

### Long Term Output

**A children's book of all "the children's play" photographs.**

**A pedagogical art book to spread awareness and education of child rights.**

**A small contribution to the future of our children.**



## Partnership possibilities & outputs

### The Children's Play

Any kind of cooperation with our partners is feasible and should be made jointly to a individual and meaningful way. For a long-term project as “the children play”, it is desirable to build a long-term cooperation.

*“Never doubt that a small group of committed people can change the world; indeed it is the only thing that ever has!”*

Margaret Mead, Anthropologist

### Perspectives for our partner(s):

- branding of the project by our partner
- presentation of our partner at exhibitions in museum & gallery venues
- presentation of our partner in public places focusing on great visibility within the project
- focusing on co-operations for presentations in the surrounding fields of “play - orientated” major events like the 25th Anniversary of the UN Convention on the Rights of the Child in 2014, the Football European Cup 2012, the Olympic Games 2012, the Football World Cup 2014 and others
- presentation of our partner on our web space and presentation of project at our partners web space
- medial presentation of our partner in all kinds and possibilities
- presentation of our partner in all publications released by our organisation
- presentation of our partner in all other publications and press releases if permitted
- presentation of our partner in the children's book
- branding of the children's book by our partner
- possibilities of separate and individual use of pictures for our partner
- positioning of our partner for a future orientated positive cause
- advertising campaigns using “the children's play”

## Past projects

„180 degrees east west“, photographer project and book on the Muslim culture and immigration issues in Austria and Europe, 2005-2006

„the seven deadly sins“, photographic interpretation of the meaning of the Catholic deadly sins for modern Western society, 2003-2008

„the human rights project“, world's first continuous visual interpretation of the 30 articles of the Universal Declaration of Human Rights, implemented with the Ithuba Skills College Johannesburg South Africa, 2009-2010

„the children's play“, 2009-2014

## Partners

Our past activities were supported and promoted by numerous public and private organizations as:

Kunshistorisches Museum Wien, Auction by Sotheby's Austria in favour to the Ithuba College Johannesburg, Ithuba Capital Bank, Investcon Austria, Xion IT, Global Equity & Partners, MuseumsQuartier Wien, Wiener Verkehrsbetriebe, this human world film festival, City of Vienna, Vienna Cultural Department, Wien Work, Amnesty International, Interspot Film, Canon Austria, Aids Hilfe, Petercam, United Nations, Austrian Foreign Ministry, City of Brussels, la Communauté française de Belgique, International Vlaanderen, Wallonie-Bruxelles International, La Ligue des Droits de l'Homme Belgique, la Fondation Roi Baudouin, la Fédération Royale des Notaires, Dexia Insurance Belgium, Ministry of International Relations and Cooperation of South Africa

The exhibition of thehumanrightsproject.org in Vienna was held under the auspices of the City's Mayor, MICHAEL HÄUPL and international exhibitions of the project are supported by MICHAEL SPINDELEGGGER, Austrian Federal Minister for European and International Affairs and KAREL SCHWARZENBERG, Foreign Minister of the Czech Republic

a cultural & educational project by  
thehumanrightsproject.org Austria & asbl HUMAN R Belgium  
non-profit associations  
in co-operation with local partners

“the children’s play” is based on an idea by Lukas Maximilian Hüller  
“the children’s play project” was developed  
by Lukas M. Hüller and Juliane Rezman Hauser  
“the children’s play workshops” are directed by Laurent Van Wetter  
“the children’s play” is artistically realized by Lukas M. Hüller,  
Juliane Rezman Hauser and Laurent Van Wetter  
in co-operation with the local partners and invited artists  
the photographs copyrights of “the children’s play” belong to the photographer  
and are released to thehumanrightsproject.org Austria  
& asbl HUMAN R Belgium non-profit associations for self-supporting  
purposes and charity sales and auctions in favour of social, educational and  
healthcare child projects.



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