

ResiliArt



United Nations
Educational, Scientific and
Cultural Organization



Participation guide for
artists and cultural
professionals

Launch: 15 April 2020

What is ResiliArt?

A global movement to support artists and creators
continue to share their creativity
in the face of COVID-19

COVID-19 has hit the cultural and creative industries hard. Behind each cancelled concert, postponed festival, delayed album launch and closed cinema, bookstore and theatre are countless artists and professionals who lost their income.

Still, cultural professionals find creative solutions. New initiatives that defy physical confinement are popping up every day. Virtual concerts, online museums, web-based festivals – they allow creativity to appear on screens around the world. **Art is resilient.**

In times of crisis, we need art more than ever. People in self-isolation singing together from balconies showed us that culture and creativity give us the power to stand united. Our favorite films, songs, paintings and sculptures give us comfort, strength, escape and courage. **Art makes us resilient.**

This is why **UNESCO calls on all artists and creatives to join the ResiliArt movement.**

Let's put a spotlight on the essential role played by artists, cultural professionals and institutions in our society. Let's celebrate talents that help us get through uncertain days. Let's develop mechanisms to help artists overcome this crisis. Let's show the world that your creativity is unstoppable.

We are ResiliArt.



How do I participate in ResiliArt?

Joining the ResiliArt movement is simple.

Join the ResiliArt debates

ResiliArt is an online debate series with key industry professionals and artists – both established and emerging – that raises awareness of the far-reaching impact of the current confinement measures as well as the importance of cultural and creative industries to economic development and social cohesion. While UNESCO, in partnership with CISAC, is the initiator of the debate series, it will be replicated around the world and focus on different priorities.

○ Join the discussion:

1. Engage in the interactive online debate on 15 April 2020 from 2pm-4pm (Paris time) by asking questions at unesco.org/resiliart-debate
2. Encourage fellow artists to follow and engage in the debates
3. Post your comments on your social media accounts using #ShareCulture and @unesco

Join the ResiliArt movement

1. Post a photo or video of you continuing to be creative despite the health crisis
2. Write or record a message of ResiliArt to help empower the artist community.
3. Tag the post with #ShareCulture and @unesco
4. Nominate a fellow artist who is ResiliArt
5. Post on your social media accounts on (or after) 15 April 2020

Your message may answer – but not limited to – one of the following questions:

- What is your way around social distancing measures to stay creative or keep art accessible?
- What is the biggest obstacle this health crisis has posed for you as a creator?
- What measures could be developed to support artists during this period?

Let's flood the screens with messages of creative resilience and **bring maximum visibility to the challenges artists and creative professionals are facing** – and overcoming – in this time of crisis!

The LAUNCH DATE is **15 April 2020**

UNESCO ResiliArt Debate

The launch date of the ResiliArt movement is 15 April 2020, the World Art Day. The first ResiliArt virtual debate on the state of the creative sector in the face of COVID-19 will be organized by UNESCO in partnership with CISAC.

On this day, all artists and creative professionals are invited to share a message of resilience on social media. We will flood the screens with messages of creative resilience and bring maximum visibility to the challenges artists and cultural professionals are facing – and overcoming – in this time of crisis. Join the discussion at the following link: unesco.org/resiliart-debate

Ultimately, we hope to kick start a **larger conversation on the cultural and creative industries**, in particular on the need to establish a better safety net and protection mechanisms for creative workers in times of crisis, made clear by COVID-19. Your voice can influence future policies for the creative sector, by raising awareness among the wider public and policymakers about the importance of the creative sector.

For any questions or inquiries, please contact UNESCO at resiliart@unesco.org

