



## EXPOSURE

# ART, A SOURCE OF PERPETUAL RENEWAL

The Attijariwafa bank Foundation celebrates its “Arts Academy” program through an exhibition and the launch of its 6<sup>th</sup> edition

**Casablanca, 1/12/2021** - LThe Attijariwafa bank Foundation kicks off its cultural season with the traditional exhibition of its educational Arts Academy program. This exhibition held under the theme “Art, a source of perpetual renewal” entirely carried out by young sponsored students, is a strong signal from the Foundation to meet the public and reconnect with art professionals in Morocco.

### “Art, a source of perpetual renewal”

Hosted at the Actua art space at the headquarters of Attijariwafa bank from December 1st, 2021 to January 30th, 2022, “Art, a source of perpetual renewal” highlights the artistic productions of students of the Arts Academy class enrolled between 2019 and 2021. An exceptional edition that coincided with the beginning of the pandemic in 2020 and with which the Attijariwafa bank Foundation had anticipated the end of in-person workshops by shifting the program into a digital format. The Foundation has worked hand in hand with the students to enable them to embrace art as a means of self-renewal and to reflect upon the world of today and tomorrow.



The uniqueness of this edition also lies in the diversity of the subjects covered and the recommended pedagogical tools, since the Attijariwafa Bank Foundation and the professors in charge of the Arts Academy have encouraged experimentation; the students have been led to do research to better understand Covid-19 as a subject, to create works that are both artistic and educational, guided by awareness, positivity, and the aspiration for a better future.

The 2019-2021 edition also distinguished itself by its ability to take on the artistic challenge "Ibda3mendarek" (Create from home) organized by the Foundation in 2021, a first in the history of the Arts Academy. "Ibda3mendarek" allowed students to express themselves on their experiences in dealing with Covid-19 by encouraging competitiveness and raising the bar, resulting in 200 artworks ranging from painting, writing to multimedia. 12 winners were selected, and their creations will be displayed in the exhibition.

#### **Arts Academy on track for the 6th edition**

For 150 students aged between 12 and 17 years old from public schools in Casablanca, being part of the Arts Academy and among the 6th class has become a reality. These were recruited over a period of 2 years with the effective contribution of the Académie Régionale d'Education et de Formation de la Région Casa-Settat (Regional Academy of Education and Training of the Region Casablanca-Settat - AREF).

The 6th class of 2021-2023 will be challenged to work on the theme of Morocco's artistic heritage to return to the roots while continuing to challenge the creativity of the students and help them to step outside the realms of academic artistic creation. The idea is to shift to more contemporary practices (e.g. Street art), questioning art, its definition and its role in an ever-changing society.

Established since 2009, the Arts Academy is supported by the AREF. It is a testimony to Attijariwafa Bank Foundation's commitment towards a generation of youth who are eager to learn and explore Art.

#### **Practical information**

Exhibition at the Actua art space of the Attijariwafa bank Foundation

Open to the public in strict compliance with health measures: Monday - Friday / 9:00 am - 6:00 pm

Guided tours by appointment Tuesday-Wednesday-Thursday

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