



#IMAGINETAVILLE

PRESS RELEASE

The Attijariwafa bank Foundation launches the national visual arts contest #Imagnetaville

Casablanca, 07 July 2022 - Building on the success of the #Anfadary contest, held in 2020 to support the Moroccan arts community, which was undergoing a health lockdown, the Attijariwafa Bank Foundation is pleased to announce the launch of #ImagineTaVille, a national multidisciplinary visual arts contest. This contest will be launched on the Foundation's Facebook page: <https://www.facebook.com/FondationAttijariwafabank/videos/511886284046531/>, from July 1st to September 15th, 2022. This outdoor-oriented contest invites participants to imagine their city of tomorrow. The participants will be able to propose their own imaginary or real vision of a city in the form of an artistic creation, to contribute to reinventing the public space, to be inspired by its architectural heritage, by using 3 techniques: photography, visual arts and «street art».

The Attijariwafa bank Foundation's guiding principle is to highlight the vitality and abundance of the Moroccan and African arts scene in general, particularly by encouraging the most prominent contemporary artistic practices among young people: street art/urban art (graffiti, digital graffiti, etc.), digital arts (digital painting, electronic drawing, light painting, video art, 2D/3D animation, fiction, virtual reality, performance, etc.) and contemporary photography (especially street photography). In a cross-functional vision, the mix between these practices will also be encouraged.

#Imagnetaville is open to all visual arts enthusiasts, young professional artists, students, as well as Attijariwafa bank group employees.

6 winners will be distinguished, and will also receive support for the production of their creations and an exhibition at the Actua art space of the Attijariwafa bank Foundation in Casablanca.

The candidates will be evaluated by a panel of experts from the fields of visual arts, heritage and cultural policies, composed of Ms. Hayat Zirari, anthropologist, professor-researcher at Hassan II University, Faculty of Literature and Humanities of Casablanca, Mr. Abderrahim KASSOU, Director of the University of Casablanca, and Mr. Moussa, Director of the University of Morocco. Abderrahim KASSOU, architect, urban planner and former President of the Casamémoire association and Mr. Abdelmajid SEDDATI, video art and film professor at the Faculties of Literature of Ben M'sik and Ain Chok and artistic director of the International Video Art Festival of Casablanca.

Throughout the duration of the contest and with the guidance of renowned experts, the Attijariwafa bank Foundation will publish videos, tutorials, interviews and relevant information on the theme of the «City of Tomorrow» on its social media.

Candidates from all regions of the Kingdom are invited to stay tuned to the news and the terms of participation of the contest on the page : <https://www.facebook.com/FondationAttijariwafabank/videos/511886284046531/>

Submission deadline: 15 September 2022 at midnight.

For more information: actua.fondationawb@attijariwafa.com

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