



Exhibition

**THE I OF THE OTHER**  
The Academy of Arts 2017-2019



**The Attijariwafa bank Foundation Celebrates the 10<sup>th</sup> Anniversary of the Academy of Arts with «The I of the Other» Exhibition and the Launch of the 4<sup>th</sup> Graduating Class**

**Casablanca, October 26, 2019** - For its new cultural session, the Attijariwafa bank Foundation organizes at the Actua art space, a double ceremony, articulated around the exhibition of the students of the 2017-2019 class and the launch of the 4<sup>th</sup> graduating class of the Academy of Arts. A ceremony now traditional since it is at its 4<sup>th</sup> session for 10 years in partnership with the Casablanca-Settat Regional Academy of Education and Training.

10 years of commitment to a young people eager to learn and explore art over which the Academy of Arts has gone from the idea of bringing together a group of learners in ephemeral workshops to reach the stage of maturity with a constant number of enrollments (100 students per class), 3 permanently-contracted teachers and a solid educational program ranging from the introduction to art and its history to contemporary practices (Installation, video, performance, etc.).

**Otherness and living together, the watchwords of the exhibition «The I of the Other»**

Seeing their artwork exhibited in the Actua art space of the Attijariwafa bank Foundation, is a dream come true for students ageing between 10 and 17 years old of this 3<sup>rd</sup> class of 2017-2019 at the Academy of Arts. A consecration from two years of training and artistic explorations led by the Foundation and placed under the leadership of experienced teachers Abderrahmane Banana for painting, Abdelmajid Seddati for writing and Aaziz Chafik for multimedia.

All productions were thought and created by the participants. In an open-plan set-up entirely produced by the Foundation, which fuses several expressions, paintings, installations, writings, sculptures, videos and performances, the exhibition tries to create hope in an art and culture that aspires to a fruitful cosmopolitanism, and to a full and healthy coexistence in a common space, reaffirming the Foundation's faith in the future and its confidence in youth.

**New class, new artistic explorations under the theme «Risk as a Vector of Creativity»**

Since the Arts Academy program has been successful since its launch in 2009, the Attijariwafa bank Foundation will launch the fourth class of for the academic years 2019 to 2021. This new theme will be the opportunity to challenge the creativity of learners and to go beyond the ordinary framework of artistic creation by leaning more towards contemporary practices (Street-art) questioning art, its definition and its role in a society in perpetual change (eg. Banksy ...).

PRESS RELEASE







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# THE I OF THE OTHER

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Art and artistic creation are levers that foster the notion of living together. That is all the sense of the action led by the Arts & Culture Pole of the Attijariwafa bank Foundation, which has been working, for more than 40 years, for greater access to art by the general public, by focusing particularly on the artistic education of young people. It is in this wake that the Attijariwafa bank Foundation took the initiative to create the «Academy of Arts», in partnership with the Casablanca-Settat Regional Academy of Education and Training (AREF), with a view to contributing to the cultural development of students in public institutions.

Since its launch in 2009, the Academy of Arts is defined and seen as a citizen initiative in three artistic disciplines: plastic expression, writing and multimedia, over a period of two years. One hundred middle and high school students for each class, benefit from this educational program that allows them to awaken their artistic fiber and thereby engage them in a citizen and a responsible way.

With the exhibition «**The I of the Other**» and the launch of the 4<sup>th</sup> graduating class, this double ceremony confirms the commitment of the Attijariwafa bank Foundation to the arts and artists and reaffirms its faith in culture as a vector of development.

### To note:

The Attijariwafa bank Foundation provides guided tours for school groups and associations by prior appointment. Contact: [a.achir@attijariwafa.com](mailto:a.achir@attijariwafa.com)

**October 26 to December 30, 2019**

**Monday - Friday / 9:00 am - 6:00 pm**

**Art Space Actua / 60 rue d'Alger - Casablanca**

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