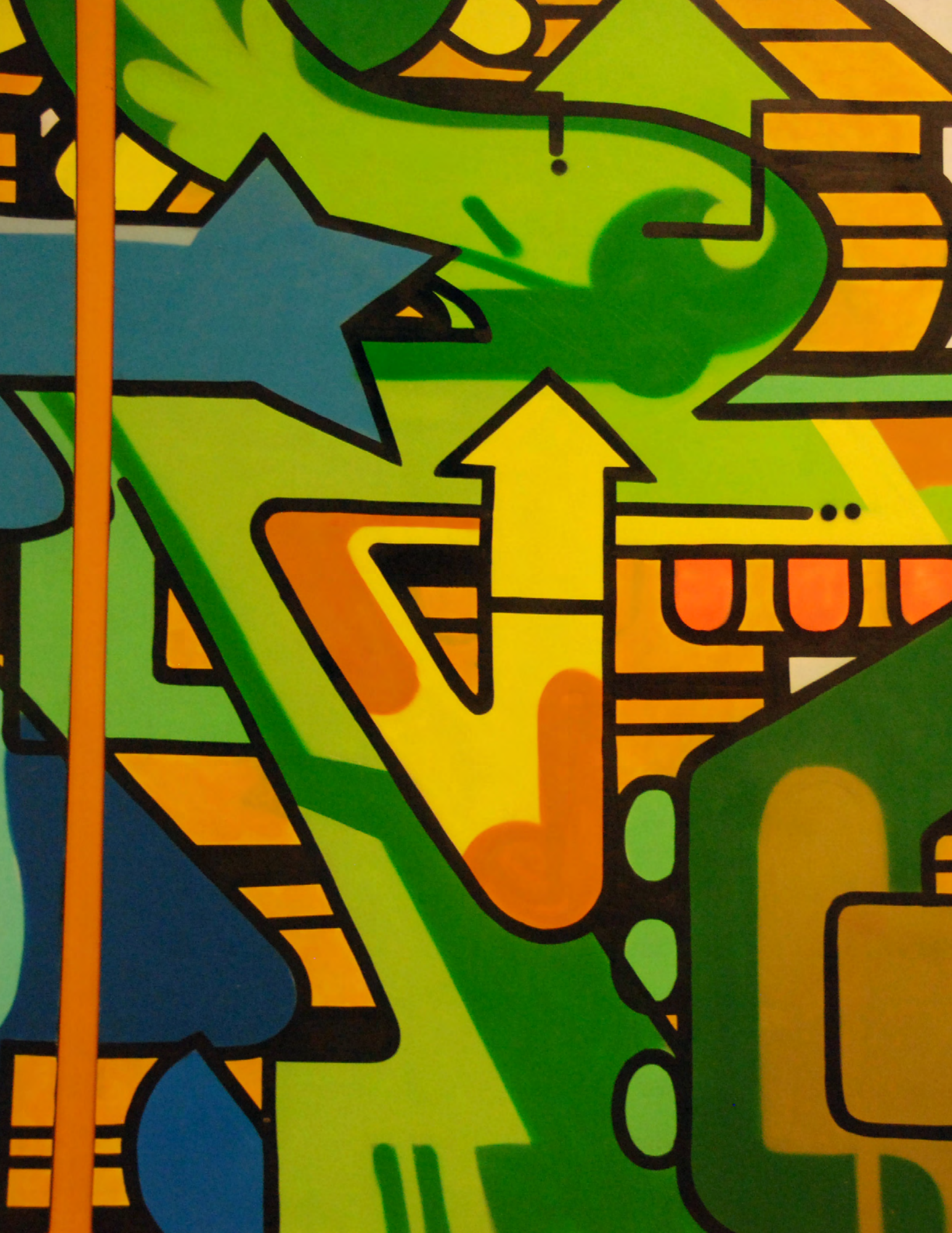


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Introduction



During 2013 the IDB Cultural Center raised its international profile by dramatically increasing strategic partnerships and advancing the cultural and creative industries agenda.

Cultural Development Program grants were distributed to 45 partners in 25 nations and an electronic application system was introduced to facilitate the proposal process. Cultural events held at the IDB's headquarters in Washington, DC were significantly expanded to include sponsorships of events held at other arts organizations, including concerts, conferences and film festivals in IDB member countries, attracting over 20,000 visitors. The Art Gallery presented pre-Columbian antiquities that had never before traveled outside Guatemala in an exhibition made possible through an internal IDB partnership with the Country Department for Central America, that also included a training component for museum conservators in that nation. A selection of folk art from the IDB art collection was exhibited at Reagan National Airport for the enjoyment of thousands of travelers.

The Cultural and Creative Economy team produced and marketed its first book, *The Orange Economy: An Infinite Opportunity* (IDB, 2013) and partnered with the OAS and the British Council to produce a report on the economic impact of creative industries in the Americas, the first of its kind. After two decades as the only multilateral financial institution with an active Cultural Center, the IDB has taken its place in the vanguard of the international development debate on the role culture and the creative industries as an integral component of social and economic development in the region.



2013 at a Glance



CULTURAL DEVELOPMENT PROGRAM

- 45 institutional partners in 25 countries
- 867 applications received, 443 pre-selected by Country Offices
- Participation in the UNESCO International Congress in Hangzhou, China

INTER-AMERICAN CONCERT, LECTURE AND FILM SERIES

- Concerts – 15 (6 at IDB)
- Lectures and Book Events – 13 (12 at IDB)
- Film – 11 (10 at IDB)
- Special Events – 10 (3 at IDB)
- Pórtico Bookstore Events – 20

ART COLLECTION

- 1731 artworks in the Collection

EXHIBITIONS

- Heavenly Jade of the Maya
- Perceptive Strokes: Women Artists from Panama
- The Marvelous Real: Colombia through the Vision of its Artists
- GOLS for Development

CULTURAL AND CREATIVE ECONOMY LAB

- Book release: *The Orange Economy*

SOCIAL MEDIA

- Facebook – 2,000
- Twitter – 4,000
- App downloads – 11,000



Celebrating cultural identity in Argentina

Arts workshop in Areguá, Paraguay



Garífuna percussion workshops in Barranco, Belize

Cultural Development Program



The Cultural Development Program promotes cultural development in Latin America and the Caribbean by financing innovative training projects to restore artistic traditions and preserve cultural heritage. In 2013 it supported training programs related to new technologies, creative industries, tourism and heritage, among others.

One of the strengths of this program is community engagement and commitment by the beneficiary institutions. As a grant condition the institution must finance a portion of the project's cost with local funding, setting a cooperation precedent.

The IDB Country Offices promote the annual call for proposals and then collect and preselect projects based on viability. The best proposals are sent to the IDB Cultural Center Selection Committee. One indicator of the program's penetration in the Region is the number of proposals received. This year 867 proposals were screened in 25 countries, of which 443 were pre-selected, and 45 were awarded funding.

In May, the IDB Cultural Center was invited to participate in the International Congress "Culture: Key to Sustainable Development" held in Hangzhou, China, May 15 - 17, 2013. This was the first International Congress specifically focusing on the linkages between culture and development organized by UNESCO since the Stockholm Conference in 1998. As such, the Congress provided the very first global forum to discuss the role of culture in sustainable development in view of the post-2015 development framework, with participation of major international stakeholders.



UNESCO International Congress on Culture in Hangzhou, China



Training in the arts workshop in Chile

CULTURAL PARTNERS IN 2013

ARGENTINA

Asociación Civil Proyectos Culturales para el Desarrollo

Strengthening Local Identities. Poetry Festival at School, Northwest Argentina

Fundación EXACTA - Centro Hipermediático Experimental Latinoamericano-cheLA

Fronteras de la Mirada: training of trainers in media arts to reinforce children and youth rights in the District 4 of Buenos Aires and Isla Maciel – Partido de Avellaneda

BAHAMAS

The College of the Bahamas
Bahamian Women in Music

BELIZE

Humana People to People
Promotion of Traditional Garifuna Drumming and Dancing in Barranco

BOLIVIA

Educación y Futuro EDYFU. Centro La Libélula

Dance in Tarija

Instituto Superior Ecueménico Andino de Teología ISEAT

Artistic Training in Qalauma: Graphic Design Workshop - Project Liber'arte - Qalauma Center

BRAZIL

Instituto de Desenvolvimento ambiental Raimundo Irineu Serra (IDARIS)

Jardim da Natureza Crafts Workshop

Associação de Moradores 28 de Agosto

Women Embroiderers: Tailoring Our Stories

Associação Indígena Tulukai

Rescue of Wauja traditional basketry. Piyulaga village, Xingu Indigenous Park, Matto Grosso

CHILE

Corporación Cultural de Puerto Montt

Workshops and training to rescue ancestral knowledge for artisans in Llanquihue

Rayo Azul Twister

Rhythm and Passion: comprehensive school of arts, Conchalí

Fundación Ona

Handmade artisan textiles of the Aymara communities in the province of Parinacota

COLOMBIA

Fundación Centro Cultural y Turístico

Casa del Patrimonio de Taganga

Ancestral and artistic handmade techniques, Taganga community

Fundación Raíces Vivas

Revitalization of the artistic Ticuna masks production, Puerto Nariño, Amazonas

COSTA RICA

Asociación Ecolé Experiencia Proyecto Jirondai

New Voices, Old Words

Fundación Skené

Audiovisual production training. Student Festival of Arts

ECUADOR

Anima Mundi Asociación de Investigadores Libres

Andean Intercultural Band with cane and bamboo instruments

Universidad Tecnológica Equinoccial. Facultad de Turismo, Hotelería y Gastronomía

Ancestral knowledge and tourism to safeguard indigenous culture in the Quilotoa community, Cotopaxi

EL SALVADOR

Asociación Intersectorial para el Desarrollo Económico y el Progreso Social CIDEP

Reinforcing the cultural identity of the communities living around the archaeological site of Tehuacan, Tecoloco, San Vicente

Fundación Llort

Arts and culture in the 13 de enero Zacamil community

GUATEMALA

Academy of Dramatic Art. Universidad Popular de la República de Guatemala

School Theater - TeatroEduca

Railways of Guatemala

Library and Cultural Center FEGUA

GUYANA

The Tina Insanally Foundation Inc.

Training Guyanese musicians to teach music

HONDURAS

Universidad Nacional de Agricultura

Nationwide training for cultural managers



Professional training for Haitian musicians



Mexico: Workshops on the practical use of traditional herbs in Puebla

HAITI

Caracoli

Training of Follow Jah musicians band, Petion Ville

Institut Français en Haïti (IFH)

Films for everyone

JAMAICA

Manchester Parish Development Committee

The Mile Gully Heritage Loop cultural education workshops

MEXICO

Terra Peninsular Asociación Civil

Strengthening indigenous craft production of the Kumiai and Papai communities, Baja California

Encuentro para el Camino Asociación Civil

Dance mask recovery, Mixta Region, Puebla

Centro Nacional para el Desarrollo Integral CENADIN

Traditional herbal culture rescue, Municipio de Chiconcuautla

NICARAGUA

Espacio para la Investigación y Reflexión Artística EspIra

Art and ecology workshops

Asociación Nicaragüense de Escritoras ANIDE

Creative writing workshops – Female Writers Conference

PANAMA

Centro de la Mujer Panameña CEMP

Afropanamenian Arts and Culture Festival

PARAGUAY

Madre Tierra-Tierra Sin Mal

Intercultural development research

Fundación El Cántaro

BioEscuela of arts and crafts, Areguá

PERU

Universidad de Piura

Recovery of cultural traditions and training of trainers for communities around the archaeological site of Narihualá, Catacaos, Piura

Instituto de Gestión de Cuencas Hidrográficas IGCH

Ancestral knowledge for educational institutions in the rural community of Olleros, Ayabaca, Piura

DOMINICAN REPUBLIC

Red Cultural

Dance campaign and manufacturing of traditional instruments, Sábana del Espíritu Santo

SURINAME

VIDS Vereniging van Inheemse Dorpshoofden in Suriname

Promotional research of traditional land use and knowledge in Para East

SAV Stichting Agrarische Vrouwen

Transfer and preservation of the Arowak traditional ecological knowledge and cultural heritage of Marijke village, Marowijne

TRINIDAD & TOBAGO

Citizens for Conservation

Belmont Freetown community cultural heritage conservation and tourism project

Trinidad Theatre Workshop

Center for the Arts

URUGUAY

Asociación A-CLAUQUE

Teatro La Sala Performing Arts Studio

VENEZUELA

Fundación Schola Cantorum de Caracas

Choral singing: a social inclusion proposal

Fundación Instituto de Investigación para el Desarrollo de la Educación y el Arte IDEAS

Puppets for the transmission of values. Teaching the teachers training program in puppetry and theater, Trujillo, Pampan y Pampanito



Orientation in archaeology for Peruvian guides in Piura



Training in microenterprise in El Salvador



Gaby Moreno, Guatemala

Seven Boxes, Paraguay

Filmfest DC
The Washington, DC International Film Festival
AT THE IDB CULTURAL CENTER

7 CAJAS

IDB CULTURAL CENTER AND FILMFEST DC PRESENT DC DEBUT OF
7 CAJAS (7 BOXES, PARAGUAY, 2012, 100 MINS.)

IT'S FRIDAY NIGHT IN ASUNCIÓN, PARAGUAY AND THE TEMPERATURE IS SWELTERING. VÍCTOR, A 17-YEAR-OLD DELIVERY BOY COVETS A FANCY TV SET IN THE INFAMOUS MERCADO 4. HE'S OFFERED A CHANCE TO DELIVER SEVEN BOXES WITH UNKNOWN CONTENTS IN EXCHANGE FOR QUICK MONEY. BUT WHAT SOUNDS LIKE AN EASY JOB SOON GETS COMPLICATED.

TUESDAY, APRIL 18, 2013 AT 8:30 P.M.

Enrique V. Iglesias Auditorium, Inter-American Development Bank, 1330 New York Avenue NW, Metro Center. Free and open to all. Photo ID required. Unreserved general admission, 380 seats. (202) 623-3558 [@BIDCultura](http://iadb.org/cultural)

Nominated for
2012 GOYA AWARD
Spanish Academy of
Cinematic Arts and Sciences

IDB **C** CULTURAL CENTER



L'Acadco dancers from Jamaica

Inter-American Concert, Lecture and Film Series

This series is a forum for the exchange of ideas and a showcase for outstanding talent from the IDB member countries. Featuring established as well as upcoming figures in the arts, sciences and humanities, the series builds alliances with official and private organizations to advance the IDB's social development agenda. Authors present new books, topical issues are debated, independent filmmakers introduce new films and musicians perform classical, folk and jazz to delight audiences attending free of charge.

CONCERTS - 15 (6 AT IDB)

- José Artigas Youth Symphony Orchestra of the SODRE at OAS, Uruguay
- Cimarrón at Artisphere, Colombia
- Tempest Trio, Israel, debut
- Gaby Moreno, Guatemala, debut
- Orchestra of Recycled Instruments, Paraguay, debut
- Orchestra of Recycled Instruments at Kennedy Center
- National Selection of Tango Ensemble with Ariel Ardit, Argentina
- Guitar Duo Andalucía, Ecuador
 - at Frostburg State University, MD
 - at Maryland Hall for the Creative Arts, MD
 - at Prince George's Community College, MD
 - at Salisbury University, MD
 - at Avalon Theater, MD
- La Marraqueta, Chile
- Sofia Rei at Artisphere, Argentina



The Carnival of Barranquilla, Colombia with the Baranoa Band



National Selection of Tango Ensemble, Argentina



Marie Arana, Peru, presents her book on Simón Bolívar



UK scholar Matthew Parker (right) presents his book on the Panama Canal



Maurizio Viroli, Italy, lecture on Machiavelli

LECTURES AND BOOK EVENTS - 13 (12 AT IDB)

- Dr. Francisco Estrada-Belli, Italy
- Dr. Monica Kupfer, Panama
- Matthew Parker, UK
- Moisés Naím, Venezuela
- Marie Arana, Peru
- Claudia Palacios, Colombia
- Avi Tuschman, US
- Luis González Palma at OAS, Guatemala
- Dr. Maurizio Viroly, Italy
- Martin Sandler, US
- John Howkins, UK
- Juan Gabriel Vázquez, Colombia, at the Library of Congress
- Nélida Piñon, Cátedra Enrique V. Iglesias, Brazil

FILMS - 11 (10 AT IDB)

- Mayas: The Flight through Time, Mexico
- Made in Mexico, Mexico, debut
- Real Women Have Curves, US
- Seven Boxes, Paraguay
- Inocente, US
- Wild Wealth, US
- Mercedes Sosa, Argentina, debut
- Red Princesses, Costa Rica, debut
- 180 Degrees, Mexico, debut
- Kids World Film Festival, 7 short films
- Human Scale, Denmark, debut

SPECIAL EVENTS - 10 (3 AT IDB)

- Pisco Day, Peru
- Expedition to Creativity Forum, Mexico
- Dialogue of Civilizations, Guatemala
- A Place With No Rest exhibition opening at OAS, Guatemala
- Mariana Cayón at Festival Argentino USA
- Carnaval Folk Dancers and Baranoa Band of Barranquilla, Colombia
- Art After Dark event at OAS
- L'Acadco Caribbean Dance Force
- L'Acadco Caribbean Dance Force at the Kennedy Center
- Latin Beat Film Festival in five cities in Japan

ENRIQUE V. IGLESIAS CHAIR FOR CULTURE AND DEVELOPMENT

The IDB invited renowned Brazilian artist and writer Nélida Piñón to present the second lecture of the Enrique V. Iglesias Chair for Culture and Development, which was created to highlight the greatest humanists and cultural promoters in the region. The event took place in Washington, DC on December 5, 2013 at Bank headquarters.

The Chair Committee comprises IDB President Luis Alberto Moreno, Ibero-American Secretary General Enrique V. Iglesias, Costa Rica's Minister of Culture Manuel Obregón and well-known curator of the Houston Museum of Fine Arts Mari Carmen Ramírez, and has exalted the role of the Chair as a space for reflection on the role of culture in regional development.

Nélida Piñón is considered one of the most renowned exponents of contemporary Brazilian literature. Parallel to her career as a writer and journalist, Piñón has headed a large number of cultural institutions including the Creative Writing Laboratory of the Federal University of Rio de Janeiro (1970), the Cultural Division of the Department of Culture of the State of Rio de Janeiro and the Association of Friends of the Casa de la Cultura "Laura Alvim" (1987). She also served as vice president of the Writers Guild of Rio de Janeiro. Since 1989 she has been a member of the Brazilian Academy of Letters, which she also presided from 1996 to 1997, becoming the first woman in the world presiding over a national literary academy.



Nélida Piñón, Enrique V. Iglesias Chair 2013

ANTONIO ORTIZ MENA AWARD

The Antonio Ortiz Mena Award is named after the second President of the Bank who presided over the institution from 1971 to 1988. It is awarded annually to up to four (4) staff members who have made an outstanding contribution to the work of the Bank.

In 2013 Anne Vena, the coordinator of the Concert, Lecture and Film Series was nominated in the category of financial savings and exceptional service and/or special contribution:

"Partnership with cultural entities in the US and abroad to design and implement a program of cultural activities that successfully positioned the Bank in the cultural arena. Anne quadrupled the number of activities and exposure to the Bank with the same budget from year before."

This was the third time a staff member from the Cultural Center has been recognized with this award.

PARTNERSHIPS - 36

Internal:

- Country Department Caribbean (CCB)
 - Country Department Central America, Mexico, Panama and Dominican Republic (CID)
 - Executive Director for Colombia and Peru
 - Executive Director for Mexico and Dominican Republic
 - IDB Office in Asia
 - IDB Office in Paraguay
 - IDB Young Connection
 - Infrastructure and Environment Sector (INE)
 - Multilateral Investment Fund (MIF)
 - Social Sector (SCL)
-

External:

- Artisphere, Rosslyn, Virginia
 - Avalon Theater, MD
 - DC Environmental Film Festival
 - Downtown DC Business Improvement District (BID)
 - Filmfest DC
 - Embassy of Chile
 - Embassy of Colombia
 - Embassy of Ecuador
 - Embassy of Guatemala
 - Embassy of Paraguay
 - Embassy of Peru
 - Embassy of Uruguay
 - Frostburg State University, Maryland
 - Kennedy Center Millennium Stage
 - Library of Congress Hispanic Division
 - Maryland Hall for the Creative Arts, MD
 - Mexican Cultural Institute
 - Ministry of Culture, Argentina
 - Ministry of Economy, Mexico
 - Motion Picture Association of America
 - OAS Art Museum of the Americas
 - Prince George's Community College, MD
 - Salisbury University, MD
 - Smithsonian Latino Center
 - Women in Film and Video
 - World Artists Experience
-

PÓRTICO BOOKSTORE EVENTS - 20

- Juan Carlos Iragorri, Colombia
- Mercedes Roffé, Argentina
- Xánath Caraza, Mexico
- Roberto Brodsky and Gonzalo Baeza, Chile
- Homero Aridjis, Mexico
- Curdella Forbes, Jamaica
- Grace Virtue, Jamaica
- Milagros Terán, Nicaragua
- Daniel Fonseca, Argentina
- Margaret Bernal, Jamaica
- José Luis Sanz, Spain and Carlos Martínez, El Salvador
- Edith Graciela Sanabria, Bolivia
- Friedrich Mack, Germany
- Asdrubal Hernández, Venezuela
- José Luis Sanz, Spain
- Marcela Turati, Mexico
- Judith Santopietro, Mexico
- Sergio Waissman, Argentina
- Helen Umañan, Argentina
- Luis A. Ambroggio, Argentina



The Orchestra of Recycled Instruments from Paraguay performs at the Kennedy Center, Washington, DC



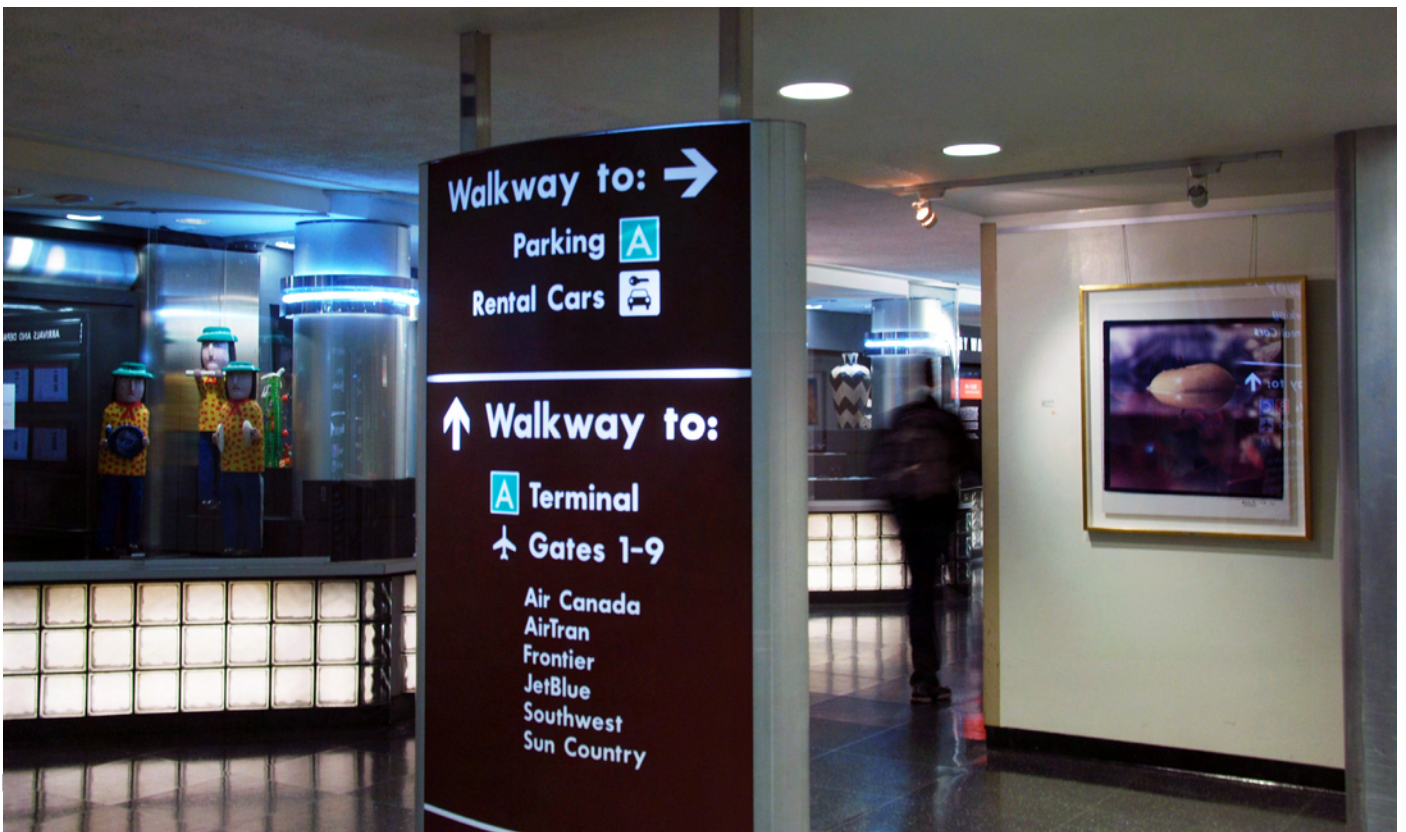
DC- based graffiti artist, Juan Pineda (Guatemala) created new paintings to decorate the new offices of External Relations

IDB Art Collection

The IDB Art Collection comprises 1,731 works of art by leading artists from the IDB member nations. They are on display in the public and private areas of the Bank, encouraging art appreciation while emphasizing the importance of artists in the creative economy.



Salidor, 1989
Antonio Seguí
Argentina
acrylic and collage on wood



IDB Cultural Center exhibition held at Reagan National Airport. Photo: Debra Corrie

Exhibitions Program

HEAVENLY JADE OF THE MAYA IN GUATEMALA

December 19, 2012 – February 18, 2013

The exhibition celebrated the change cycle in the Maya calendar by gathering a number of magnificent jewels and objects made from jade recently discovered in archaeological expeditions.

For the first time, the greatest amount of jade found in an offering at the Cival archaeological site was shown outside of Guatemala, accompanied by a group of clay figurines portraying a Maya royal court from the Waka' El Peru site.

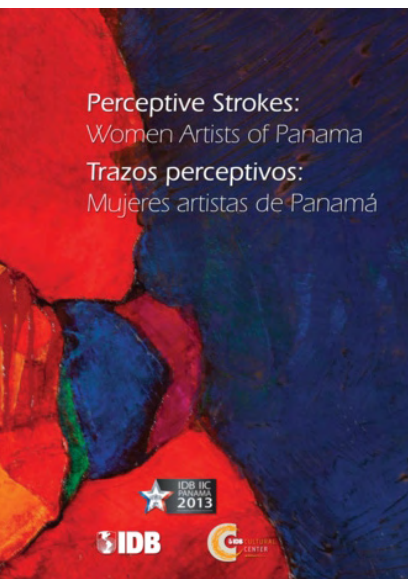
After the exhibition in Washington, DC, the IDB Cultural Center was proud to coordinate the return of the show for an exhibition at the National Museum of Archaeology and Ethnology of Guatemala.



As part of the entire project, the exhibition on the Maya continues in Guatemala



Archaeologist Dr. Francisco Estrada-Belli explains his discoveries of Mayan jade



C PERCEPTIVE STROKES: WOMEN ARTISTS FROM PANAMA

March 7 - June 1, 2013

The exhibition honored the Republic of Panama as the host country of the IDB Annual Meeting and highlighted the history of modern and contemporary art by Panamanian women, including paintings, photographs, sculptures, and video art from the 1920s to the present. The artworks revealed the ways in which a varied group of female artists have experienced and represented significant geopolitical events in the nation's history. Their interpretations also showed the position of women in Panamanian society, and their views of themselves through their own and others' eyes.

Among the artists were: Susana Arias, Beatriz (Trixie) Briceño, Fabiola Buritica, Coqui Calderón, María Raquel Cochez, Donna Conlon, Isabel De Obaldía, Sandra Eleta, Ana Elena Garuz, Teresa Icaza, Iraidia Icaza, Amelia Lyons de Alfaro, Lezlie Milson, Rachelle Mozman, Roser Muntañola de Oduber, Amalia Rossi de Jeanine, Olga Sánchez, Olga Sinclair, Victoria Suescum, Amalia Tapia, Alicia Viteri, and Emily Zhukov.

The pieces on display were on loan from the Museum of Contemporary Art and private collections in Panama, as well as from the OAS Art Museum of the Americas.



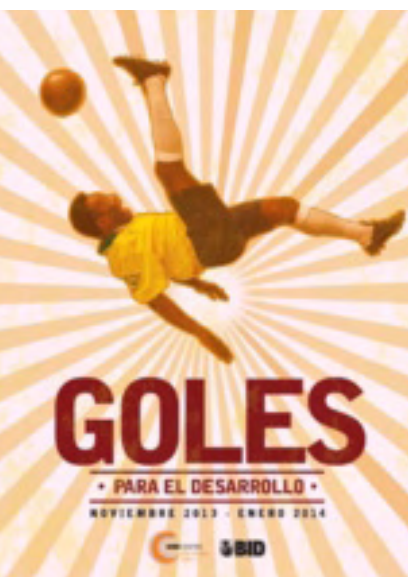
C THE MARVELOUS REAL: COLOMBIA THROUGH THE VISION OF ITS ARTISTS

July 8 - September 27, 2013

"The Marvelous Real" was a visual tour that highlighted the complexities, challenges and singularities of Colombia through the eyes of several of its most important artists.

The exhibition artworks were selected and organized chronologically according to the different periods in which the artists worked. The visual journey began with pre-Columbian replicas, continued with the reinvention of the territory from the 15th to the 19th centuries, the 20th century and through the early 1950s with the beginning of contemporary art, the social transformations of the 1960s, the decentralization of art in the 1970s, and concluded with works from the end of the century.

The exhibit featured 36 pieces by 24 artists including Edgar Negret, Fanny Sanín, Enrique Grau, David Manzur and Eduardo Ramírez Villamizar, among others.



C GOALS FOR DEVELOPMENT

November 2013-January 2014

"Goals" was a digital and photographic exhibition that narrated the impact of sport as a vehicle for social development, taking as an example the life of Pelé, King of Soccer, in parallel with several projects on sports for development implemented in Latin America and the Caribbean.

Brazilian photographer José Dias Herrera was featured in this exhibition, which comprised 19 photographs and two videos from the personal archives of Pelé and from IDB mission archives. The IDB Cultural Center partnered with Legends 10, Pelé's representatives in the United States.

To include sports in the development agenda is essential because it promotes a healthier society, stimulates social cohesion, facilitates teamwork, instills discipline, and most importantly, creates community, particularly in regions that are isolated or stripped of opportunities to generate sustainable change. More than an exhibit, "GOALS for Development" was a realistic account of development and social mobility through sports and culture, to inspire us to create an increasingly equitable socioeconomic playing field.



Cultural and Creative Economy Lab

The Cultural and Creative Economy Lab (CCLAB) is a space for the development of collaborative and innovative projects for the advancement of culture and creativity as agents of social and economic development. Work at the lab is focused on three interrelated areas:

- Collection, analysis and dissemination of statistics
- Identification of best practices and promotion of innovative concepts
- Multidisciplinary generation of ideas to stimulate political engagement

For the development of these three areas, throughout 2013 the CCLAB elaborated the following products and activities:

1. **REPORT:** “The Economic Impact of the Creative Industries in the Americas” – a joint effort with the Organization of American States and the British Council, is a mapping commissioned by Oxford Economics to collect all available statistics in reports and databases for the 35 OAS member countries and 10 benchmark countries from around the world.
2. **MANUAL:** *The Orange Economy: An Infinite Opportunity* – is a highly visual and innovative book based on the latest concepts about the importance of the cultural and creative economy and the opportunities generated by its sustained development. The book draws heavily on the findings of the above-mentioned report and presents analysis tools as well as a set of recommendations for the development of the creative economy called “The 7i.”
3. **LECTURE AND BOOK EVENT:** “The Creative Economy: An Orange Opportunity” was a way to nurture the debate and bring together the top thinkers in the realm of culture and creativity in the economy. On November 14, 2013 we invited the celebrated British author John A. Howkins to present the third revision of his seminal work, *The Creative Economy: How People Make Money from Ideas*, in connection with the official release of the PDF version of the Bank’s own *The Orange Economy*.
4. **SEMINAR:** “The Creative and Cultural Industries and the Future of Latin America’s Economy” – delivered in Washington, DC, was a joint effort with the Center for Latin American and Latino Studies (CLALS) of the American University to harness and disseminate the latest advances in the implementation of information systems for the cultural and creative activities across the Americas, with a particular focus on culture satellite accounts.



5. **SEMINAR:** “The Orange Economy: Developing the Industries of Creativity” was delivered in Bogota, Colombia as a joint effort with the Santillana Foundation and the Sergio Arboleda University. With the participation of IDB President Luis Alberto Moreno, Colombian President Juan Manuel Santos, Colombian ex-President Belisario Betancur, the PRISA Group President Manuel Polanco and Sergio Arboleda University Rector Rodrigo Noguera, as well as a cohort of other high level public officials, academics and industry leaders, it was an opportunity to discuss the challenges of social and economic development based on cultural and creative industries.
6. **INTERNATIONAL PROMOTION:** Invited by the Cultural Secretariat of the Mexican state of Jalisco, “The Orange Economy: An Infinite Opportunity” was presented in the most important book fair for the Spanish language publishing industry, the Guadalajara International Book Fair (FIL Guadalajara) on December 3, 2013.

OBJETIVES 2014

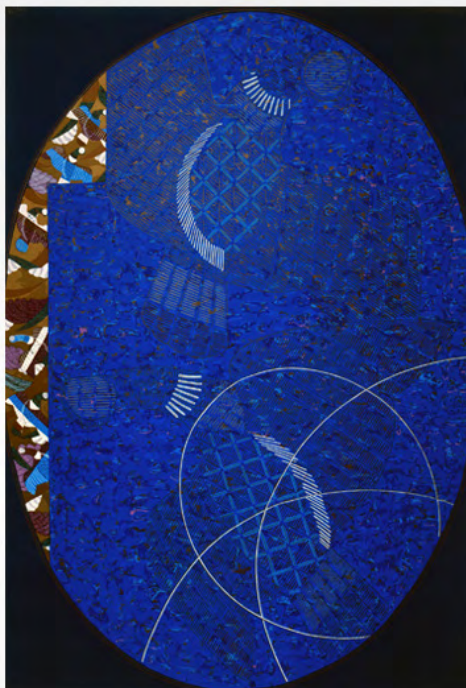
There are ongoing projects and activities for the continued development of the Bank's capability to have an active role in the debate about the cultural and creative economy of Latin America and the Caribbean:

1. **CULTURAL INFORMATION SYSTEM OF THE AMERICAS (SICLA):** a coordinated effort with the ministries of culture and equivalent agencies of the region, the SICLA compiles and organizes LAC's cultural infrastructure and heritage information, allowing for a personalized generation of data analysis against socio-economic national indicators and development indexes. The SICLA will be launched in the second semester of 2014.
2. **KNOWLEDGE TRANSFER:** The dissemination of key concepts and statistics of the cultural and creative economy will be consolidated across LAC during 2014. It will be achieved through active participation in workshops, seminars and virtual environments, for which innovative audiovisual tools of communication will be developed. To solidify and position the concept of Culture + Development within the Bank's community, our activities will include TEDx Salon presentations as preparation for a TEDx Conference in 2015, promotional and educational animated videos and outreach activities in Washington, DC.

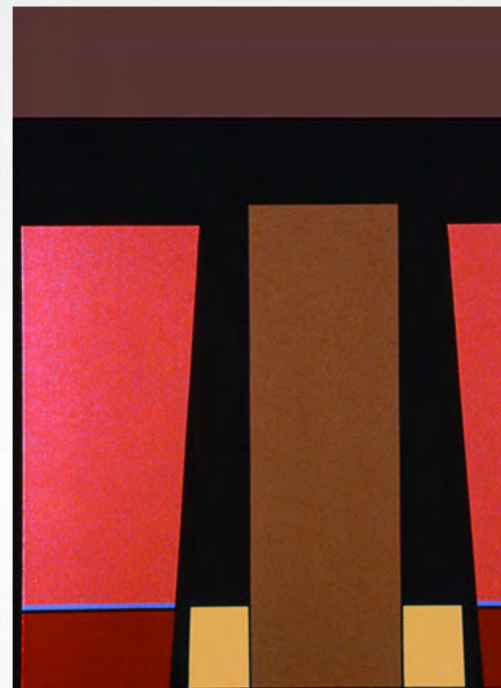
Inter-American Development Bank



Figurina (1982)
by Julio Zachrisson
Inter-American Development Bank



Composição I (2006)
by Kazuo Wakabayashi
Inter-American Development Bank

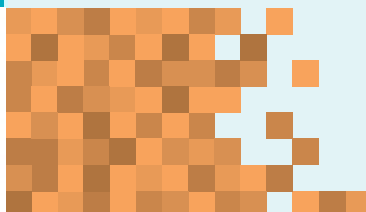


Acrylic No.7 (1993)
by Fanny Sanin
Inter-American Development Bank

CULTURAL INSTITUTE | powered by Google

Googleartproject.com
Search "Inter-American Development Bank"

11,000 visitors



@BIDCultura

4,000 followers



/BIDCultura

2,000 followers

IDB art iTunes

Search IDB Art in the app store
from your iPad

Social and New Media

Our social networks have become one of our most important channels of communication. The Twitter account reached 4,000 followers and our Facebook account reached 2,000 in less than a year. The Google Art Project, rebranded as the Google Cultural Institute (a virtual museum which gathers 250 museums and galleries around the world), combined with the Cultural Center's iPad app (the first specialized in Latin American Art in the App Store) surpassed 11,000 visits.

Through social media, we have not only shared information about our products, but also relevant data on the art and culture in Latin America. We have also joined the conversation with renowned people of influence like Brazilian soccer player Pelé, Argentinean analyst Andrés Oppenheimer, Venezuelan journalist Moisés Naím and American economist Richard Florida, to name a few.

The IDB Cultural Center's presence in the international and local media set a new record compared to last year, surpassing 700 appearances in newspapers, websites and blogs.



Anne Vena receives the 2013 Antonio Ortiz Mena Award



IDB Cultural Center team in 2013

IDB CULTURAL CENTER

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Washington, DC 20577

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Manager, Office of External Relations

Iván Duque Márquez
Chief, Division of Cultural, Solidarity and Creativity Affairs

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