



Join the conversation!

Engage, exchange, and interact with art, culture, and creativity from around the world in the heart of a fabulous UNESCO World Heritage City: Puebla, Mexico.

Presented by Subud International Cultural Association (SICA)



A
world-
class

FESTIVAL

for a world-
class city

Puebla
Mexico

August – October
2014



Conversando Con Puebla

Site Specific Works in Multiple Public Locations.

August 2 - 16, 2014

An exciting collaborative exhibition conceived by contemporary artists emerging on the international stage, *Conversando Con Puebla* enriches understanding across communities, especially those in Mexico. The project contributes to the recognition of shared aesthetic languages as well as different perspectives on cultural content. Each artist is challenged to create site-specific work that engages Puebla and its people.

Featured artists are: [Veronica Herber, New Zealand;](#)
[Aliça Bryson-Haynes, Australia;](#) [Lavasir Nordrum, Norway;](#)

In addition to artists' installations, a program of readings and presentations will be held in adjacent settings by poets such as Paul Nelson, founder of Splab and Seattle's Cascadia Poetry Festival; American Contemporary Artist and Curator, Farrah Karapetian; and cultural leaders such as Victor Margolin, Professor of Design and Art History at University of Illinois at Chicago. Interns from the Universidad de las Americas Puebla will also participate.

Award-winning German filmmaker, Heinz Cadera, will create a documentary about the *Conversando* project.



From top

Alinah Azadeh: *The Gifts 100-999*. (2010, Bristol Museum, UK).

Photo credit: Sogand Bahram, Courtesy: the shape of things.

Aliça Bryson-Haynes: *Waiting for the Bus*. (2013, Public Intervention, Sydney).

Photo credit: Aliça Bryson-Haynes. Courtesy the artist.

Farrah Karapetian: *Stacking Your Door*. (2013, LA Louver).

Photo credit: Jeff McLane. Courtesy the artist.

Veronica Herber: *Site Shift*. (2013, Sculpture by the Sea, Sydney, Australia).

Photo credit: Veronica Herber. Courtesy the artist.



SICArte 2014

Sala Jose Luis Rodriguez Alconedo, Plaza de los Artistas, Puebla, and Green Chair Gallery UK.

August 1 - September 5

A juried exhibition of work by twenty professional artists from around the world, SICArte 2014 will be both an online exhibition in UK's highly successful Green Chair Gallery as well as a physical one, featuring select works from the virtual gallery, in the Sala José Luis Rodríguez Alconedo in Puebla's historic Plaza de los Artistas. SICArte 2014 shows online from August 1–September 5, 2014 and from August 4 – 13, 2014 in Puebla.

Having a Virtual Exhibition is part of a larger Green and Social Initiative that honors people who care about each other and our environment.

Perspectivas: Seeing with New Eyes

Mall del Paseo San Francisco, Puebla

August 1 – August 16, 2014

Five outstanding photographers share what they see and how they dance with light in this amazing exhibition. It was Thoreau who said "It's not what you look at that matters, it's what you see." And Proust who said, "The real voyage of discovery consists not in seeking new lands but seeing with new eyes." This exhibition takes you on that voyage of discovery with works by Ismanah Schulze-Vorberg, Germany; Bjorn Vaughn, Indonesia; Arnold Yuri Lev, Ukraine and USA; Domonique Wiseman, Australia; and Simón Cherpitel. USA.

From top

Ismanah Shulze-Vorberg: *Evanescent Time*

Laila Dempster: *Dancers*

Bjorn Vaughn: *Zay Lady*

Sal Brownfield: *A Celebration of Healing*





Mexican Premiere!

Concert for String Sextet

Teatro Principal, Puebla

August 5, 2014

Six world-class musicians will come together for the first time to perform the Mexican première of the *Mozart-Erdélyi Sinfonia Concertante K.364 for String Sextet*. Cuarteto Latinoamericano musicians Arón Bitrán, Álvaro Bitrán and Javier Montiel join three SICA artists, Hungarian-born Csaba Erdélyi and Hamilton Cheifetz and Kenn Wagner from the United States, for this very exciting concert. This is a once-in-a-lifetime opportunity to enjoy these world-class musicians playing together.

Erdélyi has a unique relationship to this Mozart masterpiece. He was the viola soloist playing the original work in the film score of *Amadeus*, with Sir Neville Marriner conducting the Academy of St. Martin-in-the-Fields. Inspired by the intimate conversational quality of exchanges between violin and viola so reminiscent of Mozart's best chamber music, Erdélyi arranged the original score for string sextet. A CD titled, "The Mozart-Erdélyi Project" was recorded last year at the Krannert Center, University of Illinois in Urbana. SICA, a major sponsor of the CD, is proud to present its Mexican première in Puebla.



From top
Javier Montiel and Álvaro Bitrán of the Cuarteto Latinamericano (left to right)
Erdélyi, facing audience, at Concert in Krannert Center, University of Illinois, Urbana
Teatro Principal, Puebla



Mexican Premiere!

Creativity in Captivity

Teatro Principal, Puebla

August 11-12, 2014

Featuring music created by prisoners of war — on all sides— during World War II, this program makes us deeply consider what it means to be human:

"How is it possible to retain our humanity in the worst of circumstances? When everything is taken, what remains that allows us to survive not only, or not even, in body, but in spirit? What is it, in the power of creation, that activates what is most meaningful inside ourselves?"

These are the questions that inspired conductor Dahlan Foah and Honora Foah of Mythic Imagination® Institute to partner with Italian concert pianist, composer and musicologist, Dr. Francesco Lotoro, to launch Creativity in Captivity. Professor Lotoro, who has devoted his life to recovering and restoring work composed in these camps, was featured earlier this year in a BBC documentary. At the same time, the Foah's work with Creativity in Captivity — which beautifully presents the work of Lotoro, has garnered kudos from the US State Department as well as human rights organizations around the world — not to mention the artists of the world who work to better humankind.

A joint presentation of Mythic Imagination® Institute and SICA.

From top

Testaments of the Heart — that became *Creativity in Captivity*
Emory University, Atlanta Georgia. Dahlan Foah conducting.
Honora Foah directing





World Premiere!

Legend of the Half Boy

A Black Box and Shadow Puppet Theatre Presentation
Teatro Principal, Puebla

August 14, 2014 Two performances: 7 and 9:30 PM

An original theater piece commissioned by SICA, Legend of the Half Boy is inspired by an ancient folk myth, with a hint of Idries Shah, about a boy who is born as only a half boy — and the adventure of his becoming whole and how that affects the world around him. Created and directed by Puppeteers Without Borders co-founder, Erica Sapir, the production also features shadow puppetry and video projections by the award-winning British film-maker and animator, David Anderson. Additional shadow puppetry by Maya Sapir and text by David Weir. Erica Sapir has also performed to much acclaim with Jerusalem's Train Theater and, by special invitation, with the Jim Henson International Festival of Puppet Theatre in New York.

Angel of Peace, sculpture

A permanent gift to Puebla and her people.
A Public Park, Puebla, Mexico.

August 9, 2014

Peace is a major focus of SICA's work. Its global initiative, POEMS FOR PEACE, in celebration of the UN's International Peace Day, has reached over a million people worldwide for the past two years. In August, SICA will gift an original sculpture representing an Angel of Peace to the people of Puebla during the Conversations with Puebla festival. The dedication ceremony will feature selections from SICA's global Poems for Peace initiative — as it was performed last year in Wolfsburg, Germany.



Conversation Cafe:

A SICA Pop-Up Set of Events at the Puebla Convention Center

The public is invited to join in cultural conversations led by Victor Margolin, Professor of Design and Art History, University of Illinois, Chicago together with other cultural leaders and creatives of similar stature. The conversations relate to art, culture, film, creativity, education, health and wellness, and the role of art and culture in navigating across cultural barriers. The conversations will be filmed and posted subsequently on YouTube and other social media sites.



Poems for Peace ®

Zone4Peace, Puebla Convention Center, Centro

August 6, 2014

Last year, SICA's global "Poems for Peace" initiative inspired a magical evening at Subud's Central and Eastern European ("Zone 4") gathering in Wolfsburg, Germany. It was an amazing and moving celebration that honored peace with poems and music recited and sung by ordinary people in the myriad native languages and rhythms of the many countries and cultures of Zone 4. *

SICA is thrilled that Zone 4 will reprise this event in Puebla, a UNESCO World Heritage center. Not only the event, but also the process of creating it. Everyone can participate. After all, poem comes from the Greek, *poein*: to make or create.

Peace in all its multifaceted aspects will be the theme of what we make: peace within ourselves (the core place to start), peace within our family, our community and our neighboring countries. Asking forgiveness is how we begin.

May this event in Puebla give us the inner strength to take up the responsibility to carry the light of peace, compassion and understanding into the future.

Besides leaving an imprint of "creativity in peace" in Puebla, may this event also leave an imprint in all the participant's hearts, to take home to their countries to reconnect again on September 21st, the worldwide celebration of Peace Day.

*Countries in Zone 4: Austria, Bosnia & Herzegovina, Croatia, Cyprus, Czech Republic, Denmark & Faroe Islands, Finland, Germany, Greece, Hungary, Israel, Kosovo, Latvia, Lebanon, Lithuania, Moldova, Norway, Poland, Romania, Russia, Serbia, Sweden, Switzerland, Turkey, Ukraine.

"Poetry is an act of peace. Peace goes into the making of a poet as flour goes into the making of bread."

— Pablo Neruda



PEACE
ONE DAY





If you or your company is interested in customized marketing opportunities and sponsorship benefits that

- Enhance your Mexican profile in the heart of a UNESCO World Heritage Center;
- Build international partner relationships with a unique cultural organization whose constituents are in almost 90 countries;
- Open the door to new business opportunities. Two thousand people from all over the world will converge in Puebla for the Subud World Congress in Puebla, and they will also join the conversation; and
- Give you an opportunity to publicly share the best of what you are about, then please —

Join the conversation. Become a Festival Sponsor now! Review our Benefits and Opportunities for Platinum, Gold, and Silver sponsors to choose the level of sponsorship that's right for you or your organization.

**Puebla
Mexico**

SPONSORSHIP

**Opportunities
& Benefits**

**for Companies &
Individuals**

August 2014



Platinum Festival Sponsor

\$50,000 US

Your company/organization name above the title as the co-presenter in association with SICA on all signage, banners, press releases, public media, print programs, posters, catalogs for ALL SICA Festival events and activities, including:

- The World Premiere theatre event as well as the two major Mexican Premiere concert events at Teatro Principal
- Perspectivas photography exhibition in the Mall del Paseo San Francisco adjacent to the Convention Center
- Both art exhibitions, Conversando con Puebla and SICArte 2014 — in galleries and multiple public locations in the city
- Film, video, and digital media announcements, websites and recordings specific to SICA's Conversations with Puebla Festival Program

PLUS. . . Your company or organization name permanently inscribed on base of Angel of Peace statue being gifted to the City of Puebla to permanently reside in a public park for peace overlooking the City of Puebla.

Your company/organization honored and thanked from the stage at SICA events in Teatro Principal— including a special gift presentation to honor your generosity.

3 private boxes in Teatro Principal (6 seats each box) for you and your guests for all SICA events in Teatro Principal.

18 VIP invitations to opening receptions of Art and Photography events as well as for the Music and Cultural performances at Teatro Principal. Includes introductions to lead artists and directors participating in the events.

AND the thanks and gratefulness of our host city, our audiences, and SICA for helping to make all these events FREE and open to the public!



Gold Presenting Sponsor: Music

\$20,000 US

Your company/organization logo below the title as a co-presenter in association with SICA on all signage, banners, press releases, public media, print programs, posters, catalogs as well as ancillary film, video, and digital media announcements, and websites for:

- Mexican Premiere of Mozart-Erdélyi Sinfonia Concertante K.364 for String Sextet. at Teatro Principal
- Mexican Premiere of Creativity in Captivity at Teatro Principal

This includes your company and organization logo on full-page program ads as well as acknowledgement and logo on SICA websites for one year, including its Poems for Peace® site which hosts its annual Peace Day celebration that reaches over 1,000,000 people around the world.

Your company/organization honored and thanked from the stage at SICA events in Teatro Principal— including a special gift presentation to honor your generosity.

3 private boxes in Teatro Principal (6 seats each box) for you and your guests for all SICA events in Teatro Principal.

18 VIP invitations to opening receptions for Art and Photography events as well as for the Music and Cultural performances at Teatro Principal. Includes introductions to lead artists and directors participating in the events



Gold Presenting Sponsor: Art

\$20,000 US

Your company/organization logo below the title as a co-presenter in association with SICA on all signage, banners, press releases, public media, print programs, posters, catalogs as well as ancillary film, video, and digital media announcements, and websites for:

- Conversando Con Puebla, the contemporary art exhibition at multiple locations in the heart of the historic district of Puebla, including the Convention Center complex;
- SICArte 2014, the six-week long exhibition at UK's online Green Chair Gallery with its ancillary onsite exhibition at Galeria Plaza de los Artistas in Puebla. (Music and entertainment daily in this gallery in the heart of Mexican arts and craft galleries and shops.)
- Perspectivas: Seeing with New Eyes, photography exhibition in the Mall del Paseo San Francisco

This includes your company and organization logo on full-page program ads as well as logo acknowledgement and thank you on SICA websites for one year, including its Poems for Peace site which hosts its annual Peace Day celebration that reaches over 1,000,000 people around the world.

Your company/organization publicly thanked and honored at the opening reception events for both exhibitions.

2 private boxes in Teatro Principal (6 seats each box) reserved for you and your guests at all performances of Concert for String Sextet, and Creativity in Captivity as well as the Legend of the Half Boy Black Box Puppet Theatre performance at Teatro Principal

12 VIP invitations to opening receptions for both Art Exhibitions. Includes meeting artists and presenters. Complimentary invites to opening night receptions for Teatro events as well.



Silver Friend of SICA

\$5,000 US

Your name listed as a Friend of SICA for all SICA events in all print programs, catalogs, including relevant websites for cultural events and activities at the Subud World Congress in Puebla, Mexico, August 2014. This includes:

- All print programs, catalogs and some signage within the Congress venues
- Special acknowledgement on SICA website for one year.

4 VIP invitations to opening receptions of Concert for String Sextet, and Creativity in Captivity performances at Teatro Principal. Includes introductions to composers.

8 Orchestra Seats for you and your guests in Teatro Principal for each SICA event there!

Program Advertising Opportunities

Full-page Ad	\$500.00 US
½ page Ad	\$275.00 US
¼ page Ad	\$150.00 US

We welcome conversations to customize these packages in order that we may meet your specific needs.

What does your help do?

- Ensures that all Festival performances and events are FREE and open to the public.
- Underwrites half the pre-production and production expense related to installations, exhibitions, performances, concerts, films, displays — including royalties, artist fees and expenses, rehearsals, insurance, technicians and facility fees, equipment rental, printing and signage.
- Creates travel and lodging scholarships for participants needing special assistance.
- Underwrites shipping and installation charges – and possible local foundry charges – related to making and installing the Angel of Peace statue being gifted to the City of Puebla.
- Ensures that Festival production costs do not create a burden on the Subud organization or the City of Puebla who have been generous in their support of our Festival.
- Hosts receptions for the press, the public, artists and our sponsors on the various opening nights.
- Makes this a rewarding and memorable festival experience for all involved.

Sample Poster Display



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Sample Banner Display



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A world-class

FESTIVAL

for a world-class city

Puebla Mexico

August - October 2014

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*Nurturing Human Values
through Art, Culture, and Creativity*

Thank You.
We look forward to serving you.

All best,

Latifah Taormina
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About The Subud International Cultural Association (SICA)

The Subud International Cultural Association (SICA) is a nonprofit organization providing programs and services to individuals and organizations working to nurture human values through art, culture, and creativity. SICA provides information, training, networking, and support services as well as opportunities to engage and collaborate with cultural initiatives and events around the world. SICA believes the development of individual talent is critical to building love and respect among peoples everywhere. SICA, which has a constituency in almost 90 countries, is an active member of the International Coalition of NGOs for Peace jointly led by Peace One Day and Interpeace as well as Americans for the Arts. SICA was begun by members of the World Subud Association in the UK in 1983 and is currently based in Austin, Texas, USA.

www.subud-sica.org and
www.poems-for-peace.org