

THE WORLD CULTURE FESTIVAL

2nd & 3rd July 2011, Olympiastadion Berlin



The Official Celebration of the 30th Anniversary of the Art of Living

2nd – 7th July 2011, Berlin, Germany



The Celebration will consist of **two** parts:

The **World Culture Festival** in the **Olympiastadion Berlin** is expected to bring together **more than 70,000 participants** from **151 countries** in an *unforgettable celebration of diversity*
2nd – 3rd July 2011



Participants will take home mesmerizing sights, sounds and tastes of the world's continents joining together in one place!



We heartily welcome you to the celebration!



THE ART OF LIVING



- Founded in 1981 by H. H. Sri Sri Ravi Shankar
- Operating globally in 151 COUNTRIES
- One of the LARGEST VOLUNTEER BASED NOT-FOR-PROFIT, EDUCATIONAL, & HUMANITARIAN NON-GOVERNMENTAL ORGANIZATIONS IN THE WORLD
- Engaged in STRESS-MANAGEMENT and SERVICE INITIATIVES
- Promotes SOCIAL TRANSFORMATION through PERSONAL TRANSFORMATION
- Provides stress-elimination programmes which include BREATHING TECHNIQUES, MEDITATION AND YOGA
- Leads various HUMANITARIAN PROJECTS:
 - Conflict resolution
 - Disaster relief
 - Sustainable rural development
 - Empowerment of women
 - Prisoner rehabilitation
 - Education for all
 - Environmental sustainability

“Unless we have a stress-free mind and a violence-free society, we cannot achieve world peace.” - H. H. Sri Sri Ravi Shankar

THE ART OF LIVING

30 YEARS IN THE SPIRIT OF SERVICE



- Over **100 million man-hours** invested in developing the full human potential
- Over **150,000 Stress Relief Workshops** conducted benefiting more than **5.6 million** people
- Over **500 conferences** with over **10,000 leaders** of business, politics, science, academia, art , religion participating
- **50 model villages** developed benefiting **100,000 people**
- **48,800 hygiene camps** and **23,600 medical camps** conducted benefiting **2.5 million people**
- Reached **36,557 villages** in India with the **5H** program (Health, Hygiene, Homes, Harmony in diversity, Human values)
- **1727 homes, 5870 toilets, 1046 bore-wells** and **820 bio-gas plants** built
- **100,000 rural youth** trained n the ‘Youth Leadership Training Program ‘
- Over **300,000 prison inmates** lives transformed through the ‘Prison Smart’ programs
- Over **150 ‘Free School Education Programs’** benefiting **12,639 children**
- Over **10,000** people trained in organic farming
- **10 million trees** planted around the world

NUMBERS INCREASING DAY BY DAY

THE ART OF LIVING

MESMERISING THE GLOBAL CULTURAL LANDSCAPE



GUINNESS BOOK OF WORLD RECORDS:

- **2100 dancers** performed the 'Bhangra' dance

(*Mehran De Rang*, Ludhiana, India, 2010)



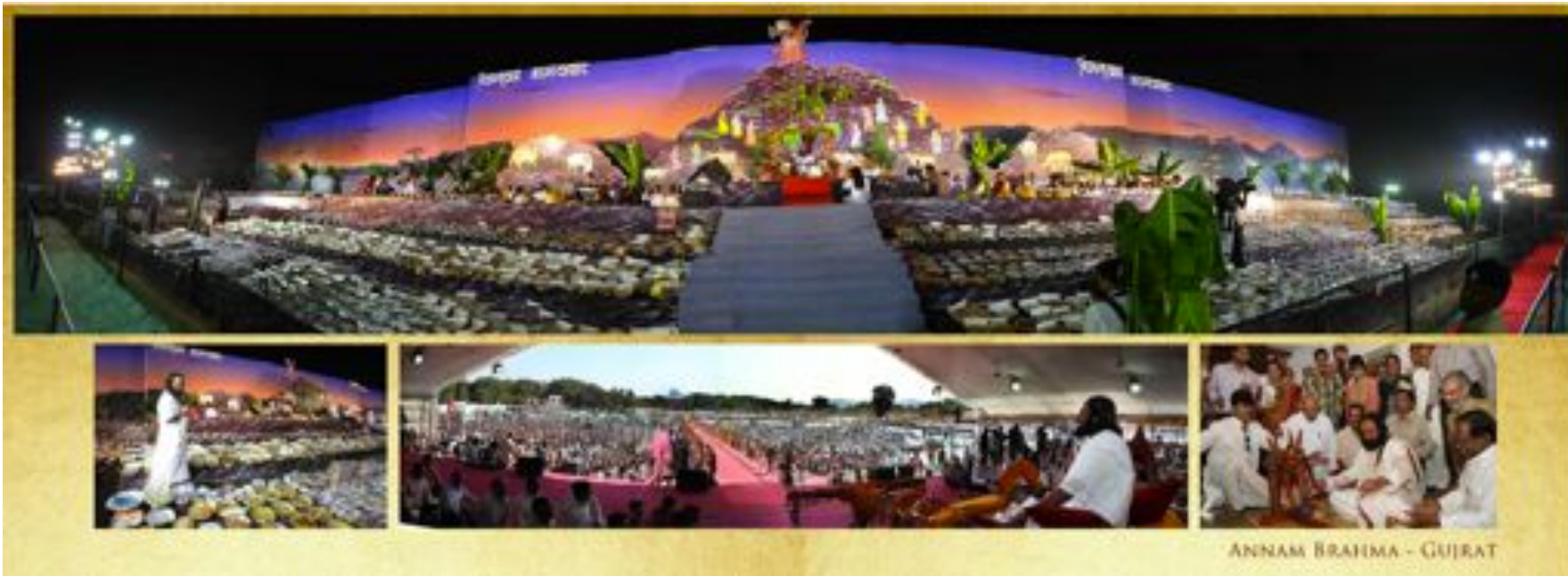
THE ART OF LIVING

MESMERISING THE GLOBAL CULTURAL LANDSCAPE



GUINNESS BOOK OF WORLD RECORDS:

- **5,600 vegetarian Indian dishes** prepared on one platform (Annam Brahma, Ahmedabad, India 2010)



THE ART OF LIVING

MESMERISING THE GLOBAL CULTURAL LANDSCAPE



GUINNESS BOOK OF WORLD RECORDS:

- **Over 2750 Indian classical vocalists** on one stage (Antarnaad, Pune, India, 2010)



THE ART OF LIVING

MESMERISING THE GLOBAL CULTURAL LANDSCAPE



GUINNESS BOOK OF WORLD RECORDS:

- **Over 1200 sitar players** performed on one stage (Brahmnaad, Delhi, India, 2008)



THE ART OF LIVING

MESMERISING THE GLOBAL CULTURAL LANDSCAPE



GUINNESS BOOK OF WORLD RECORDS:

- **1,200 female dancers** performed on one stage

(*Mohiniyattam Dance*, Cochin, India, 2006)



THE FOUNDER

HIS HOLINESS SRI SRI RAVI SHANKAR



As an ambassador of peace, Sri Sri Ravi Shankar plays a key role in conflict resolution and spreads his vision of non-violence at public forums and gatherings world-wide. Regarded as a neutral figure with a sole agenda of peace, he represents hope to people in conflict.

His work has touched the lives of millions of people around the world, going beyond the barriers of race, nationality and religion with the message of a “One World Family”.

He co-founded the **International Association for Human Values (IAHV)** in 1997 to coordinate sustainable development projects, nurture human values and coordinate conflict resolution in association with The Art of Living.

A noted humanitarian leader, Sri Sri Ravi Shankar’s programmes have provided assistance to people from a wide range of backgrounds including

- victims of natural disasters
- survivors of terror attacks and war
- children from marginalized populations
- communities in conflict



"30 years of the Art of Living: A big milestone with many achievements, inspiring us to move forward with greater speed and greater enthusiasm. The dream to make life a celebration and the world a family has materialized and become a reality.

Millions of volunteers who have worked with such enthusiasm and love will continue to inspire millions more, reach out to all those areas where we have not reached and wipe all those tears that are yet there.

The 30th anniversary is a celebration of achievement and a vision to do more service."

-H. H. Sri Sri Ravi Shankar

THE WORLD CULTURE FESTIVAL

RECEPTION COMMITTEE



- **Mr. Jacek P. Krawczyk**, Vice President, European Economic and Social Committee, Brussels
- **Mr. Ram Labhaya Lakhina**, Founder, President The Netherlands India Chamber of Commerce and Trade, Chairman Mahatma Gandhi Memorial Foundation
- **Ms. Erika Mann**, Former Member of the European Parliament
- **Dr. Mihail Mihailov**, Member of Bulgarian Parliament
- **Mr. Luis Moreno-Ocampo**, Chief Prosecutor of the International Criminal Court (ICC)
- **Mrs. Nancy Pelosi**, former Speaker of the United States House of Representative (USA Congress)
- **Mr. Christopher Pinto**, Secretary General, Iran-US Claims Tribunal
- **Dr. Sanjay Pradhan**, Vice President, World Bank Institute, The World Bank
- **Mr. Mike Quigley**, Hon. Congressman, US Congress
- **Mr. Madhu Rao**, CEO Shangri-La Hotel Group International
- **Mr. Peleg Reshef**, Director, the Future Generations Division, World Jewish Congress
- **Rabbi David Rosen**, International Director of Interreligious Affairs, American Jewish Committee
- **Mrs. Jan Schakowsky**, Hon. Congresswoman, US Congress
- **Prof. Dr. Gesine Schwan**, Former President, Europe University Viadrina Frankfurt/Oder, Founder and President, Humboldt-Viadrina School of Governance
- **Rabbi Awraham Soetendorp**, Former President of the European region of the World Union for Progressive Judaism, Dutch chair if the Solidarity Committee for Jews
- **Mr. Josef Winkler**, Member of German Parliament, Board Member Green Party

THE WORLD CULTURE FESTIVAL

RECEPTION COMMITTEE



- **Prof. Ruud Lubbers**, Former Prime Minister of the Netherlands, Co-founder of the Earth Charter Initiative
- **Mr. Jacques Santer**, Former President of the European Commission, Former Prime Minister of Luxemburg
- **Prof. Vytautas Landsbergis**, Former President of Lithuania
- **Hon. Shri Sriprakash Jaiswal**, Minister for Coal, Government of India
- **Prof. Dr. Ahmet Akgündüz**, President, Islamic University Rotterdam
- **Dr. Thuwayba Al Barwani**, Dean, Sultan Qaboos University
- **Mr. Danny Davis**, Hon. Congressman, US Congress
- **Mr. Nirj Deva**, Member of the European Parliament
- **Prof. Dr. Peter Eigen**, Founder, Transparency International
- **Mrs. Erna Hennicot-Schoepges**, Former Minister of Culture, former Rapporteur to the European Parliament for the Year of Intercultural Dialogue
- **Ms. Monika Griefahn**, Board Member, Right Livelihood Award
- **Prof. Bernd Guggenberger**, President, Lessing University, Berlin
- **Ms. Indu Jain**, Chairperson, Times of India Group; Bennett, Coleman & Co
- **Judge Gabrielle Kirk McDonald**, Former President International Criminal Tribunal for former Yugoslavia – The Hague
- **Mrs. Jolanta Kwasniewska**, Former First Lady of Poland
- **Mr. Robert Korzeniowski**, Athlete, winner of 4 golden Olympic Medals and 3 World Championships

THE VENUE

OLYMPIASTADION BERLIN, GERMANY



A **monumental piece of history** that has survived World Wars I & II

Rated a **'Five Star Stadium'** by the UEFA

Equipped with the **latest technology** in illumination & sound

VENUE HISTORY HIGHLIGHTS:

- 2006 FIFA World Cup
- Three Guinness World Record set
- 12th IAAF World Championships in 2009
- Usain Bolt's new World Records in the men's 100m and 200m on the fastest track in the world – the blue track at the Olympiastadion
- Host of various classical, pop & rock music concerts (The Rolling Stones, Madonna, Phil Collins, Depeche Mode, to name a few)



THE VENUE

OLYMPIASTADION BERLIN, GERMANY



THE VENUE

OLYMPIASTADION BERLIN, GERMANY



THE WORLD CULTURE FESTIVAL

STRUCTURE



PAVILIONS FROM AROUND THE WORLD

2nd July 2011: 10.00 – 18.00
21.30 – 23.00

3rd July 2011: 08.00 – 14.00

Situated on the green fields around the stadium, each Pavilion represents a World Continent: Africa, Asia-Pacific, Europe, North & South America
Experience their cultural heritage - Embark upon a unique journey around the world.

THE YOGA PARK

2nd July 2011: 10.00 – 18.00
21.30 – 23.00

3rd July 2011: 08.00 – 14.00

Follow Yoga's evolution from the ancient sages to its 21st Century application globally. You are invited to the biggest Yoga Festival in Europe.

THE GRAND CELEBRATION

2nd July 2011: 18.00 – 23.00

3rd July 2011: 09.00 – 12.15

An unforgettable Celebration with dance, music, dialogue & meditation.

THE WORLD CULTURE FESTIVAL

MAP



PAVILION FROM AROUND THE WORLD



From Saturday morning, 2nd July 2011

The Vegetarian Food Festival

- Purchase some of the most exotic ingredients and food from across the world - from Indian spices to Swiss chocolate
- Lectures and seminars about vegetarianism
- Ayurvedic cooking workshops



Dance & Music A Universal Language

- Enjoy music from around the world
- Learn to play ethnic musical instruments
- Whirling dervishes
- Chinese 1000 Hand Dance
- Yoga Dance
- Bollywood dance and more



Inter-Cultural Dialogue

- Inspirational insights from World Leaders
- Women's conference
- World famous Authors & Poets



YOGA PARK



Some highlights of the Yoga Park:

- The **Educational Yoga Museum** will chart the evolution of Yoga from the ancient sages to its global application in the 21st Century
- A unique opportunity to experience the **different schools of Yoga**
- Personal interaction with experienced **Yoga Trainers** from India and the rest of the world
- Free **inspirational workshops and lectures** to learn more about Yoga and its health benefits
- **Conferences** on the 'Science of Yoga' and the 'Science of Breath'
- **Exhibitions** will showcase the societal impact of Yoga e.g. in Trauma relief and Peace Work
- A chance to learn more about **Ayurveda** and **Ayurvedic products**
- **Yoga Market** - The yoga-lovers paradise, with an immense range of yoga products from books & DVDs to mats & clothing & much more

GRAND CELEBRATION



On Saturday evening, 2nd July 2011

The world will come to Berlin to witness a memorable unison of diverse cultures expressed in a grand spectacle of dance and music:

- Country Parade
- Speeches of World leaders on Intercultural Dialogue
- Performances of renowned artists from around the world
- The One World Family Dance
- 200 artists presenting the tradition of Yoga
- Grand 'Guitar Ensemble for Peace' with over 2.000 guitarists
- Concert with 30 pianists



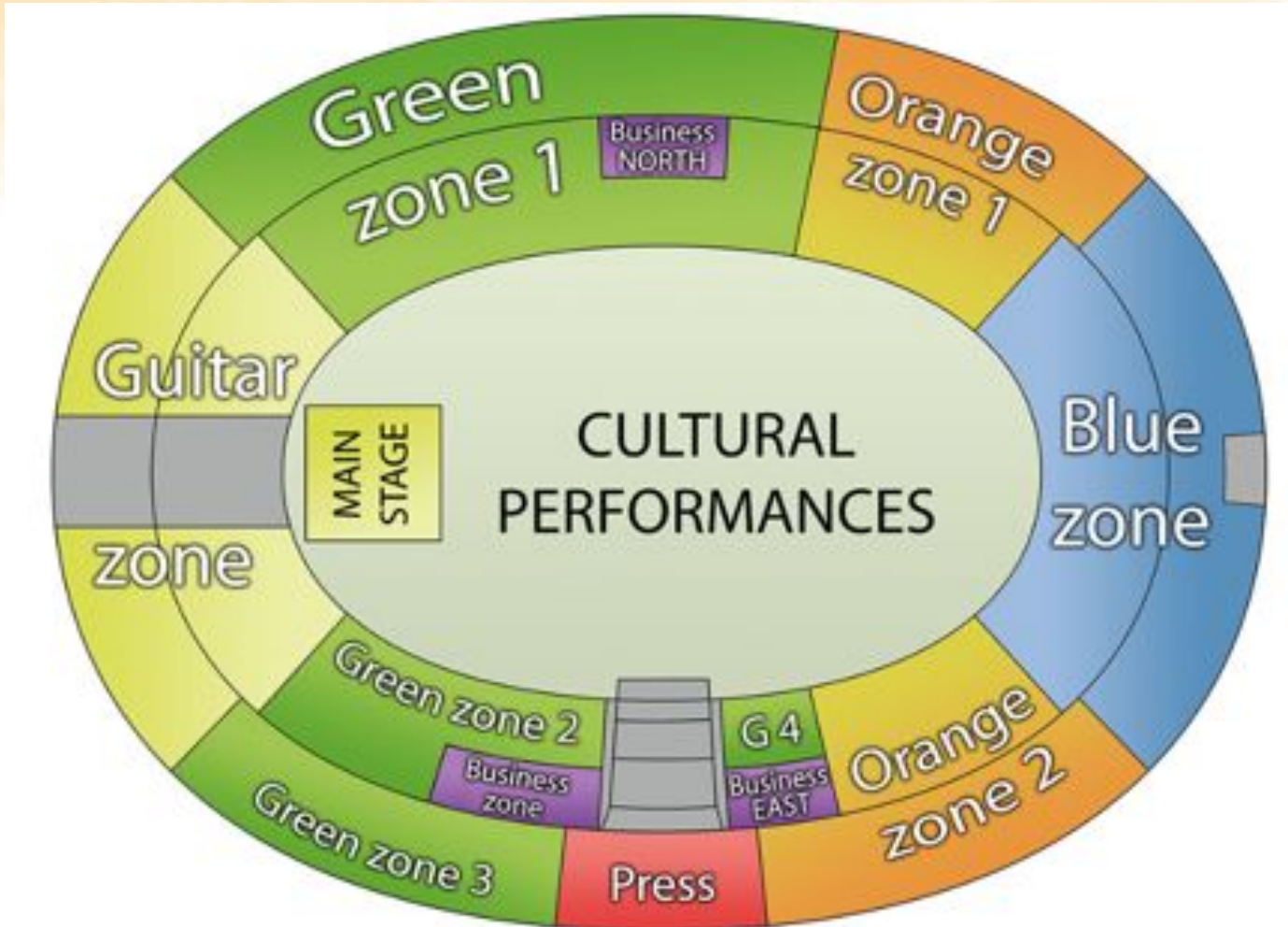
On Sunday morning, 3rd July 2011

The celebration will be completed with a wonderful

- Peace Prayer
- World Peace Meditation



STADIUM SECTORS



TICKETS & PRICING



Zone	One day ticket 2 nd or 3 rd July	Two days ticket 2 nd and 3 rd July	
Blue zone	18,- €	30,- €	Includes access to all public areas & a seat in the Blue zone
Orange zone 1	28,- €	50,- €	Includes access to all public areas & a seat in the Orange zone 1
Orange zone 2	28,- €	50,- €	Includes access to all public areas & a seat in the Orange zone 2
Green zone 1	38,- €	70,- €	Includes access to all public areas & a seat in the Green zone 1
Green zone 2	Sold out	Sold out	Includes access to all public areas & a seat in the Green zone 2
Green zone 3 & 4	Sold out	Sold out	Includes access to all public areas & a seat in the Green zone 3 & 4
Business seats	-	Please contact: info@worldculturefestival.org	Includes access to all public areas and to the VIP area. Food & Beverages included.

MESSAGES



“In an increasingly globalised world where we are faced by challenges too great for any one nation or organisation to deal with alone I take heart that so many people from across the world are taking this step forward, recognizing the need to promote greater cultural tolerance and a mutual respect that is now more than ever of such critical importance to us all.”

Mr. Nirj Deva, *Member of the European Parliament*



“I am highly impressed by the all-inclusive approach towards peace building and intercultural dialogue as the Foundation not only promotes health and wellbeing through Yoga but translates its efforts into outstanding results in the humanitarian field.” **Ms. Monika Griefahn**, *Board Member, Right Livelihood Award*

“Sri Sri Ravi Shankars Ghandian` approach of resolving conflicts through non-violence and dialogue is much needed in today’s times of domestic violence, religious intolerance and intercultural conflicts. I am pleased, that the World Culture Festival will provide a precious opportunity for the diverse cultures of this world to come together in a ecumenical spirit of belonging and connectedness!”

Mr. Josef Winkler, *Member of German Parliament, Board Member Green Party*



MESSAGES



"The Art of Living Foundation will organize in 2011 in Berlin a World Culture Festival. This is not the first time that the Art of Living Foundation will organize such kind of event but it will be the first time in Europe - and there couldn't be a better place than Berlin! It will be an event full of fun, seriousness and ideas and I am looking forward to be part of it."

Ms. Erika Mann, *Former Member of the European Parliament*



"Sri Sri Ravi Shankar and his International Art of Living Foundation do precisely the opening eyes and hearts and serving as a source of blessing and inspiration to all."

Rabbi David Rosen, *International Director of Interreligious Affairs, American Jewish Committee*

"I see it to be very timely, that the World Culture Festival, which aims to foster harmony in diversity and the dialogue between cultures, comes in a time to Berlin, in which integration of different cultures and intercultural harmony is one of the most important issues. I hearty congratulate the International Art of Living Foundation to its 30th anniversary and welcome the World Culture Festival and Sri Sri Ravi Shankar to Berlin, the historic bridge between East and West."

Prof. Gesine Schwan, *Founder Humboldt-Viadrina School of Governance*



CONTACT



For further information about the
Grand Guitar Ensemble for Peace please contact:

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www.worldculturefestival.org

See you in Berlin for an unforgettable celebration!