

# **FERMATARTS FOUNDATION**

*Dedicated to promoting peace through arts and culture*

From: Fermata Arts Foundation  
24 Brentwood Dr.  
Avon, Connecticut, 06001  
USA

Date: Month, Date, Year

Letter No: FAF\_XXXXXX-XXX (appeal #XXX, dated XX/XX/XX)

Re: Call for Partners

Dear Friend:

Please define your company's position/your individual position with respect to the UNESCO activity of the Fermata Arts Foundation. This is one of the directions of the Fermata Arts Foundation.(FAF) work within the framework of its program "Let's Build a Roof over the World" (<http://clients.e-tipi.com/unesco/projects/project.php?id=464>).

The overall mission of FAF, a non-profit organization in Connecticut, USA, is to contribute to the preservation of peace through mutual respect, understanding and cooperation. FAF aims to approach this goal through a synthesis of art, architecture, philosophy and poetry. The corporation exists to promote and encourage true intercultural dialogue through which representatives of different countries can discover shared values and spiritual commonality ([www.fermata-arts.org](http://www.fermata-arts.org))

The scope of the Fermata Arts Foundation activities includes:

- (a) developing cultural partnerships between New England cities and cities in the post-Soviet space countries, through Investment and Cultural Clubs (ICCs);
- (b) providing opportunities for individuals to experience and explore other cultures;
- (c) creating an atmosphere in which community development can be strengthened by stimulating environments through which communities will creatively learn, work, and solve problems together through reciprocal cultural and educational exchanges and projects; and
- (d) collaborating with organizations in the United States and other countries which share similar goals.

Acquiring new tools of innovation has become a necessity for business enterprises striving to adapt to changing economic conditions. The challenge is to see new things, problems and opportunities through a formation of new meanings. A new understanding of management has evolved as a multi-level system, according to Prof. N. Repenning at Massachusetts Institute of Technology (MIT) who presents to the listeners his understanding of the processes that are taking place in global industry. They are:

- “Meanings, Measurements, Maps and Models: Understanding the Mechanisms of Continuous Change”
- “Process, Practice, and Politics: Understanding the Relationship Between Documentation, Deployment and Daily Work”

T. Ishutkina, a founder and director at SCHWIPAR, Centre for Innovational Development, is working on the examination of quality concepts and their value by developing the ground for a better convergence between quality management and systems thinking in the US industries. T. Ishutkina is a doctoral student in Management Science, with a concentration in Systems Dynamics, at the University of Strathclyde, Glasgow, Scotland.

Innovative organizations always participate in the processes of formation of new meanings through the examination of quality concepts and their value in the organization's activities.

Ilya Prigogine noted during his speech at the Nobel Banquet, on December 10, 1977, that innovation process is interconnected with culture,

“Today the question of the positive contribution of science to mankind is much more controversial. In a recent interesting publication by UNESCO "La Science et la Diversité des Cultures" I found the following characteristic remark: For more than a century, the sector of scientific activity has been expanding through the cultural space, crowding it to such an extent as to threaten to force out all culture in the near future. For some, this danger is an illusion ... .. Others, who are scared by the gloomy prospect of each person and all society as a whole being transformed into obedient puppets of science, see a frightening specter of a future collapse of culture.” (Prigogine, 2005)

Considering the first part of this quote: an expansion of the sector of scientific activity - your organization may be a good example of this expansion.

If your organization can efficiently and effectively formulate, in a short period of time:

- a problem/ task through the work of different systems
- skillfully rearrange the work between different systems, to provide an excellent chance for the personnel working under its leadership to obtain excellent results -

then you will be able to find in FAF activities, functioning as one of these systems, a means to express yourself and your organization. This, in turn, will enable FAF to update its database of innovative companies and to disseminate your activities in other countries.

The second part of the quote above concerns the interrelationship between science and culture. Avoiding extreme positions, Fermata Arts Foundation offers to support any part of a wide spectrum of our activity in combination with art, architecture, philosophy and poetry. Our inclusionary approach is expressed through :

- Presence on the FAF board of directors
- Financial support
- Participation of children of your employees in one of the current FAF projects “Let's Build a Roof over the World” that was endorsed by UNESCO in 2009.

At the present time, the project is evolving (see <http://ge-fermata-arts.org/>, <http://ua-fermata-arts.org/> , <http://tj-fermata-arts.org/> ).

Currently, the project is under development in the following countries:

Kazakhstan, Kyrgyzstan, Latvia, Armenia, Azerbaijan, Belarus, Moldova, Lithuania, Estonia, Uzbekistan, Turkmenistan

- Investment and Cultural Club (ICC), established in each country ([http://fermata-arts.org/Project\\_Proposal\\_052211\\_RevA.pdf](http://fermata-arts.org/Project_Proposal_052211_RevA.pdf)), and a unified network connecting them will provide an opportunity to develop a new spectrum of communication for non-profit organizations (see Attachment 11 and Attachment 12).
- Hosting one of the Children's Art Exhibition Series
- Agreements for collaboration have been signed between FAF and universities in Latvia, Ukraine and Kazakhstan
- In March, 2012 FAF organized a visit of the Ambassador of Ukraine to the USA to the state of Connecticut.

Ambassadorial visits to New England states are under development for the following countries:

- Kyrgyzstan
- Georgia
- Turkmenistan
- Moldova
- Armenia
- Kazakhstan
- Latvia

The visit program is developed in accordance of each country's needs and priorities. Needs

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and priorities are determined through collaboration with:

- representatives of educational institutions
- representatives of cultural institutions
- business representatives
- representatives from the intelligentsia
- art representatives

The FAF Board of Directors offers you an opportunity to express your opinion about cultural space in the world through your participation in any part of the range of the Fermata Arts Foundation activities.

FAF is open for partnership and has no limitations for new partners in any part of the spectrum of our activities.

We are looking forward to hear from you.

Sincerely,



Tatyana Ishutkina  
Executive Director

Reference.

Prigogine, I. (2005). *Is the future defined?* Second edition, Institute of Computer Research, Moscow

Enclosure. List of attachments

## **LIST OF ATTACHMENTS**

1. Attachment 1. FAF Form: Elaboration of a Plan of Action for the celebration of 2010, the International Year for the Rapprochement of Cultures, submitted to UNESCO (available upon request)
  
2. Attachment 2. “Let's Build a Roof over the World”: Project Description (available upon request)
  - Attachment 2.1 “Let's Build a Roof over the World”: Project Description for a Specific Country FAF is Working with at the Present Time (available upon request)
  - Attachment 2.2 “Let's Build a Roof over the World”: Trip Plan for a Specific Country FAF is Working with at the Present Time (available upon request)
  
3. Attachment 3. “Let's Build a Roof over the World”: Project Budget (available upon request)
  - Attachment 3.1 “Let's Build a Roof over the World”: Project Budget for a Specific Country FAF is Working with at the Present Time (available upon request)
  
4. Attachment 4. Letters to the City Representatives (available upon request)

Note. FAF is in communication with the representatives of the following cities:

- Bishkek, Kyrgyzstan
- Dushanbe, Tajikistan
- Tbilisi, Georgia
- Kharkiv, Ukraine
- Mykolayiv, Ukraine
- Kiev, Ukraine
- Krivoy Rog, Ukraine
- Zhytomyr, Ukraine
- Riga, Latvia
- Jelgava, Latvia
- Balvi, Latvia

- Perm, Russia
- Nyzhny Novgorod, Russia
- Washington, DC, USA
- Hartford, CT, USA
- New Haven, CT, USA
- Farmington, CT, USA
- Groton, CT, USA
- Bridgeport, CT, USA
- New Britain, CT, USA
- Fall River, MA, USA
- Keene, NH, USA
- Brattleboro, VT, USA

5. Attachment 5. Investment and Cultural Club: FAF Memorandum (Draft) (available upon request)
6. Attachment 6. FAF Plan of Actions Developed for Boston University (available upon request)
7. Attachment 7. “Spirituality in the Work of Kandinsky: Synthesis of Arts” - FAF Example of Workshop with Children (available upon request)
8. Attachment 8. FAF Residence Program Application Form (available upon request)
9. Attachment 9. “Let’s Build a Roof over the World” Project Proposal (available upon request)
10. Attachment 10. Letters of support from the FAF and U.S. Congress representatives to the participants of the FAF's projects (available upon request)

Note. Presented to the representatives of the following countries:

- Latvia

- Bulgaria
- Italy
- Ukraine
- Russia
- Kazakhstan
- Kyrgyzstan
- Georgia

11. Attachment 11. Development of Non-profit Organization: Comparison of the facts obtained in different fields of study (available upon request)

12. Attachment 12. Strategy: Marketing of the Fermata Arts Foundation (available upon request)