



THE WORLD CULTURE FESTIVAL

CELEBRATING DIVERSITY | 151 COUNTRIES | ONE FESTIVAL

2nd & 3rd July 2011, Olympiastadion Berlin



EXCLUSIVE PARTNERSHIP OPPORTUNITIES



THE FOUNDER HIS HOLINESS SRI RAVI SHANKAR

'A disease-free body and a stress-free mind is the birthright of every Individual'

-H. H. Sri Sri Ravi Shankar

Sri Sri Ravi Shankar is an internationally renowned humanitarian who founded The Art of Living as an international, non-profit, educational and humanitarian organization in 1981.

The Art of Living Foundation is the world's largest volunteer-based non-governmental organization.

The Art of Living's educational and self-development programs offer powerful tools to eliminate stress and foster a sense of well-being.

The self-development programs and service projects are popular in over 160 countries around the world.



THE ART OF LIVING FOUNDATION & SISTER ORGANIZATIONS WORLDWIDE

- 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





“THE MORE YOU GIVE, THE MORE STRENGTH WILL COME TO YOU!” 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 in 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

THE ORGANIZATION IS VOLUNTEER DRIVEN.

SEVERAL WORLD LEADERS PARTICIPATE IN CELEBRATING LIFE AS ONE WORLD FAMILY.



*Vice-President,
United States of
America, Joe Biden*

"The Art of Living Foundation is one of India's stars. It has an incredible- actually incredible following that cuts through all religions, cultures and backgrounds, a very, very difficult thing to do in today's world."



*- United Nations
Secretary-General,
Ban Ki-Moon*

"We need more than ever the contribution of men and women of faith who defend and promote the human values that bind us together. The values you (His Holiness) champion, including non-violence, compassion and the sanctity of all life, go to the heart of what the United Nations stands for."



*Hon. Ruud Lubbers,
Former Prime
Minister, The
Netherlands*

"I have met many NGOs - representatives of indigenous people - and they have made it clear that economic development alone does not suffice. The common future of our one world family is rooted in the awareness that we have only borrowed mother earth from the generations to come. The Art of Living is not the end, but it is the beginning for everybody and everything. It is the way to harmony."



THE ART OF LIVING FOUNDATION'S PROGRAMS HAVE BEEN AT THE FOREFRONT OF PROMOTING WORLD CULTURE.

3800 South Indian musicians on one stage
(*The Art of Living Silver Jubilee, Bangalore, India, 2006*)



GUINNESS BOOK OF WORLD RECORDS:

- **2100 dancers** performed the 'Bhangra' dance
(Mehran De Rang, Ludhiana, India, 2010)
- **5,600 vegetarian Indian dishes** prepared on one platform
(Annam Brahma, Ahmedabad, India 2010)
- **261 accordionists** performed traditional Tatar songs
(Secret of Secrets, Kazan, Russia, 2010)
- **Over 2750 Indian classical vocalists** on one stage
(Antarnaad, Pune, India, 2010)
- **Over 1200 sitar players** performed on one stage
(Brahmnaad, Delhi, India, 2008)
- **1,200 female dancers** performed on one stage
(Mohiniyattam Dance, Cochin, India, 2006)





THE WORLD CULTURE FESTIVAL

THE OFFICIAL CELEBRATION OF THE
30TH ANNIVERSARY OF THE ART OF LIVING
OLYMPIASTADION BERLIN, GERMANY



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

The diverse aspects of each continent coming together in one giant celebration



The World Pavilions in the surrounding parks will showcase the beauty of a variety of world cultures using dance, music, food, literature & eminent speakers. The Festival will celebrate harmony in diversity by honouring the values and flavours of each different culture.

In the Yoga Park, visitors will experience the powerful impact of Yoga and see firsthand how it improves physical and mental health which in turns leads to inner peace.



We heartily welcome you to Berlin!



Under the patronage of the Indian Embassy



THE WORLD CULTURE FESTIVAL

STRUCTURE



THE WORLD CONTINENTS PAVILIONS

2nd July 2011: 09.00 - 17.00
21.30 - 23.00
3rd July 2011: 09.00 - 16.00

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: 09.00 - 17.00
21.30 - 23.00
3rd July 2011: 09.00 - 16.00

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: 17.00 - 22.00
3rd July 2011: 10.00 - 12.15

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

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





THE WORLD CULTURE FESTIVAL

AUDIENCE AT THE STADIUM

MAINSTREAM AUDIENCE

- Men and women between 18 and 60
- Middle and upper range income groups
- Culturally interested citizens
- Yoga practitioners and those interested in yoga
- International audience seeking to experience different cultures
- Visitors from each of the five continents

ACCOMPANYING AUDIENCE

- Children aged 8-17 and the over 60's
- These groups will accompany parents, friends and families from the main target groups
- These youngsters belong to a specific target consumer group

Total expected attendance: 70,000 people

A huge audience will also witness the event electronically



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



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 '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





THE VENUE

OLYMPIASTADION BERLIN, GERMANY

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

Rated '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 WORLD CULTURE FESTIVAL

RECEPTION COMMITTEE - EUROPE

- **Prof. Ruud Lubbers**, Former Prime Minister of the Netherlands, Co-founder of the Earth Charter Initiative
- **Mr. Jacques Santer**, Former Prime Minister of Luxemburg, Former President of the European Commission
- **Prof. Vytautas Landsbergis**, Former President of Lithuania
- **Prof. Dr. Ahmet Akgündüz**, President , Islamic University, Rotterdam
- **Mr. Nirj Deva**, Member of the European Parliament, Vice-Chair Committee on Development
- **Prof. Dr. Peter Eigen**, Founder, Transparency International
- **Ms. Monika Griefahn**, Board Member, Right Livelihood Award
- **Prof. Bernd Guggenberger**, President, Lessing University, Berlin
- **Judge Gabrielle Kirk McDonald**, Former President, International Criminal Tribunal for the former Yugoslavia - The Hague
- **Mrs. Jolanta Kwasniewska**, Former First Lady of Poland
- **Mr. Robert Korzeniowski**, Athlete, winner of 4 Olympic Gold Medals and 3 World Championships
- **Mr. Ram Labhaya Lakhina**, Founder, President The Netherlands India Chamber of Commerce and Trade (NICCT), 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)
- **Rabbi Awraham Soetendorp**, Former President of the European region of the World Union for Progressive Judaism, Dutch chair in the Solidarity Committee for Jews
- **Mr. Josef Winkler**, Member of German Parliament, Board Member Green Party
- **Prof. Dr. Gesine Schwan**, Former President, Europe University Viadrina Frankfurt/Oder, Founder, Humboldt-Viadrina School of Governance



THE WORLD CULTURE FESTIVAL

RECEPTION COMMITTEE - AMERICA, ASIA & THE MIDDLE EAST

- **Mrs. Nancy Pelosi**, former Speaker of the United States House of Representative (USA Congress)
- **Mr. Mike Quigley**, Hon. Congressman, US Congress
- **Rabbi David Rosen**, International Director of Interreligious Affairs, American Jewish Committee
- **Mrs. Jan Schakowsky**, Hon. Congresswoman, US Congress
- **Mr. Danny Davis**, Hon. Congressman, US Congress
- **Mr. Peleg Reshef**, Director, the Future Generations Division, World Jewish Congress
- **Mr. Madhu Rao**, Vice-Chairman Shangri-La Hotel Group International
- **Dr. Sanjay Pradhan**, Vice President, World Bank Institute, The World Bank
- **Mr. Sriprakash Jaiswal**, Minister for Coal, Government of India
- **Ms. Indu Jain, Chairperson**, Times of India Group; Bennett, Coleman & Co
- **Hon. Shri Praful Patel**, Minister for Heavy Industries and Public Enterprises, Government of India
- **Mr. M. Veerappa Moily**, Minister for Law and Justice, Government of India
- **Mr. Christopher Pinto**, President Iran-US Claims Tribunal
- **Dr. Thuwayba Al Barwani**, Dean, Sultan Qaboos University
- **Dr. Manuel Moray Araujo**, President, he Torcuato Di Tella University, Buenos Aires, Argentina
- **Rabbi Sergio Bergman**, Leader of Argentina's Progressive community; Founder of the Judaica Foundation, Buenos Aires, Argentina
- **Mr. Khalid AL-Omran**, Owner, Omran Corporation, Kingdom of Saudi Arabia



GRAND CELEBRATION

EVENT SCHEDULE

Saturday, 2nd July 2011: 09.00 - 23.00

Time	Programs	Venue
09.00	Inauguration of the Pavilions from around the World	Green fields around the Olympiastation
09.00 - 17.00	Pavilions from around the World and Yoga Park	Olympiastadion Berlin
17.00 - 17.10	Invocation & Vedic Chant	
17.00 - 17.15	Welcome Message	
17.15 - 17.20	German National Anthem	
17.20 - 17.28	Short presentation on 30 years of Art of Living	
17.30 - 17.45	Inaugural Speech	
17.45 - 17.50	Swiss Horns	
17.55 - 18.00	African Drums	
18.00 - 18.10	Keynote Addresses	
18.10 - 18.20	German Folk Song	
18.20 - 18.35	Keynote Addresses	
18.35 - 18.45	One World Family Dance	
18.45 - 18.55	Ancient Sanskrit Song	
18.55 - 19.05	Yoga Performance	
19.05 - 19.20	Keynote Addresses	
19.20 - 19.30	Grand Piano Concert	
19.30 - 19.50	Peace Meditation	



GRAND CELEBRATION

EVENT SCHEDULE

Saturday, 2nd July 2011: 09.00 - 23.00

Time	Programs	Venue
20.05 - 20.55	Keynote Addresses Olympiastation Berlin	
20.55 - 21.10	Cultural Performances from around the World	
21.10 - 21.20	Grand Guitar Ensemble for Peace	
21.20 - 21.30	Theme song: "All colours of the rainbow"	
19.50 - 20.05	Grand Finale	

SUNDAY, 3RD JULY 2011: 09.00- 16.00

Time	Programs	Venue
09.00 - 14.00	Pavilions from around the World	Green fields around the Olympiastation
09.00 - 10.30	Peace Prayer	Olympiastation Berlin
10.30 - 12.00	Wisdom, Music & Meditation	
12.00 - 12.15	Vote of Thanks	
12.15 - 14.00	Pavilions from around the World	Green fields around the
	Olympiastadion	

Olympiastadion Berlin will close at 14.00.

THE WORLD CULTURE FESTIVAL

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