

spotlight

on Children & the Arts

Autumn Edition

THE MAGIC OF POETRY

by Mr Geoffroy Medinger
Brand Director, UK, Van Cleef & Arpels



On behalf of Van Cleef & Arpels, I am personally very proud to support Children & the Arts. The idea of introducing beauty and the arts in the formative years of childhood is a truly noble mission. It offers children the rare opportunity to see the world differently and to change their lives. Is there ever enough beauty in the world?

The House of Van Cleef & Arpels has forever had the same key inspirations as those of the poets; love, nature, beauty, fantasy, and stories. The first epic poems of Homer and verse tales of Ovid aimed to tell a story and the magical world of Van Cleef & Arpels, with its nymphs, mermaids, fairies and dancers, is always unfolding around us. The jewels themselves echo the form of a poem in that they always have an exquisite construction and each unique piece is ultimately subject to a personal interpretation and engagement. Very much like poetry, we always try to convey emotion through our own particular language; the language of nature, with its perfect stones, extraordinary colours and magical life-forms.

The High Jewellery collections of Van Cleef & Arpels are often based on poetic ideas, such as the *Midsummer Night's Dream* collection, inspired by Shakespeare's famous play, *L'Atlantide* from Plato's lost city of Atlantis, and *Les Jardins*, which is the evocation of a poetic dream narrated in "Poliphile's Dream", written during the Italian Renaissance. The latest collection – *California Rêverie* – is a tribute to the enchantments of nature found in the dramatic landscape of California.

It is no coincidence that the inspiration for Van Cleef & Arpels' latest watch creations is "The Poetry of Time". Here, the House has imagined, through the discovery of very sophisticated mechanisms, new philosophic ways of pondering the passing of time. Dials are painted and inlaid with symbols and nature depicting different passages of time; the Four Seasons, Jour et Nuit, Une journée à Paris, Midnight in Paris. Thus time is marked in many different ways, by day, by season, by lunar month, by year.

In 1906, the House itself was born of a love story and marriage between Alfred Van Cleef and Estelle Arpels. The uniting of their two families and the connection and joy of love with its surrounding beauty is always at the centre of the House and its creations. By joining with Children & the Arts, Van Cleef & Arpels emphasises the cherished foundations of its world and the value of human imagination in bringing the rejuvenating spirit and flame of youth to an everlasting tale of romance.

By supporting PoetryQuest – to link school pupils with their local arts venue, giving them the opportunity to explore exceptional artwork and create their own epic poetry and art in response – Van Cleef & Arpels hopes to inspire children with its fantasy world of fairies and magic, enabling them to discover that substance can indeed be created from dreams and last forever in this world. For more information visit our PoetryQuest [webpage](#).

Royal Parks Foundation Half Marathon

October 11th this year marked Children & the Arts' first entrance into the Royal Parks Foundation Half Marathon. Our team consisted of 20 volunteer fundraisers, including Children & the Arts Chief Executive Jeremy Newton.

The course, just over 13 miles, took runners through Hyde Park Corner, round Westminster, along the Embankment and down the Mall before leading them around a circuit of Hyde Park and Kensington Gardens. After lots of training the team all performed admirably in the race with Jeremy Newton running an impressive 1 hour 42 minutes.

Not only did the runners put in hours of arduous training in order to complete the course but they also put in lots of strenuous work fundraising before the event. Methods to raise money varied from cake sales to poker nights and pub quizzes. All their efforts were well rewarded however as together they've managed to raise in excess of £6,000, with the funds still rolling in. All money raised will go directly into funding Children & the Arts' work across the UK in 2010/11.

Children & the Arts would like to extend our gratitude to all those who ran the half marathon for their hard work. Now we just need volunteers for next year!

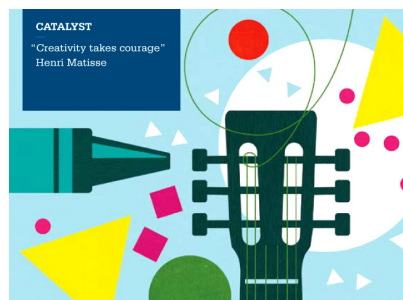


Jeremy Newton & employees of The Bridgeman Art Library who ran for Children & the Arts

CATALYST

Our Catalyst programme is, for us, a key investment in the future, prioritising support of teachers and providing them with ideas, resources and encouragement to build in the arts as a crucial element of classroom practice. Through these teachers we aim to start the transformation of the lives and aspirations of the children they teach and give future generations of children a far wider range of opportunities to experience the pleasure and inspiration that the arts can bring.

Jeremy Newton, Chief Executive,
Children & the Arts



New Catalyst materials were made possible by a grant from Sappi's 'Ideas that Matter' programme.

Over the 2009/2010 academic year Children & the Arts will run eight inspiring arts-based teacher training days. Each day will be held in a stunning cultural venue and enable teachers to work with professional artists and focus on interactive and innovative teaching ideas designed for Key Stage Two pupils. Activities will cover three art forms, ranging from poetry, visual arts, drama, storytelling, dance and music. Extremely generous funding from The Maaiké McInnes Charitable Trust means that the cost of the day is just £45 per teacher.

The next training day is being held on 27th November 2009 at the New Walk Museum & Art Gallery in Leicester. Details of all Catalyst days are on our [website](#).

CLASSIC FM ARTS & KIDS WEEK 2009

Children & the Arts' seventh annual Arts & Kids Week takes place this year from 24th October to 1st November, in association with Classic FM. During the week Classic FM use their shows to encourage as many families and children as possible to attend arts events in their local area. This year they will also be speaking to participants in our projects and some of our Ambassadors, including Jeremy Irons. To find an event in your area, or to add an event of your own, simply visit www.childrenandarts.org.uk/events or tune in to Classic FM during the week for more details 100-102 FM.

www.classicfm.com/artsandkids

CAROL CONCERT BACK BY POPULAR DEMAND!

On Friday 11th December 2009 St James's Church, Piccadilly will host Carols at St James's in aid of Children & the Arts. As in previous years the concert programme includes a number of celebrities from the world of stage and screen with Ronni Ancona, Penelope Wilton and John Sessions already confirmed. Collegium Musicum of London will lead the audience in a number of well known carols and we will be joined by children from Francis Holland Junior School Choir. A wonderful way to start the festive season!

Tickets cost £20 adults, £10 children and are available from **Emma Blanksby** on 020 3326 2238.

NEWSFLASH:

Children & the Arts Christmas cards will be available from mid-November so pre-order yours now. Cards are being sold in packs of 10 with 5 designs per pack. Each card has been designed by a child involved in one of our programmes. All profits will go towards our work with schools in 2010/2011. For more information visit our [website](#).

'Trees', designed by Owen at Cedars School, Gateshead

START SNAPSHOT: Ulster Orchestra & St Kieran's Primary School, Belfast

The Ulster Orchestra, based in Belfast, is Northern Ireland's only professional symphony orchestra. Last year as part of our Start programme Ulster Orchestra worked with four local primary schools to introduce 120 children aged 10-11 years to their work. One of those schools was St Kieran's Primary School, situated in the heart of Poleglass, one of the most socially and economically deprived areas of Belfast. 72% of the pupils at St Kieran's are eligible for free school meals. This is an exceptionally high proportion. In addition the school has the highest proportion of children on the Social Services Register in Northern Ireland.

St Kieran's believes strongly in the impact that music can have on the development of the young people in their care. When invited to take part in Start with Ulster Orchestra they took full advantage of the opportunities offered. Concert visits were preceded by workshops during which the children were introduced to the pieces that would be played and invited to talk about what to expect. The vast majority of pupils had no experience of classical music at home and through Start their first taste was both exciting and inclusive.

Without Start these children would NEVER get the opportunity to go to the Waterfront Hall let alone to listen to the Ulster Orchestra.

Music Teacher



Before their final concert visit the school choir was invited to perform for other concertgoers in the foyer of Waterfront Hall. Taking part in Start has added a new dimension to the school's work. The concerts and workshops have instilled an appreciation and enjoyment of classical music in the children and have taken them to major venues in the city that they would otherwise never have visited. To perform at the Waterfront Hall was the perfect culmination of all their experiences and hard work.

Programmes like this help to raise their self esteem. If they see that they can achieve in something it changes their attitude. You get them saying I can, rather than I can't.

Head Teacher

