



Media Update

20 December 2016

United Nations

Press Release

Art pieces on "zero hunger" exhibited in Peshawar

Peshawar- An exhibition highlighting the works of young artists from five arts schools of Pakistan was opened at Nishtar hall in Peshawar on Tuesday. The exhibition comprised of pieces that had qualified in the "We the Peoples, We the Arts" competition; an initiative aimed at promoting the cause of zero hunger through visual art. It was organized by the Swiss Agency for Development and Cooperation (SDC) and the Embassy of Switzerland in partnership with the United Nations Information Centre and the Department of Tourism and Culture Khyber Pakhtunkhwa, to mark the 50th year of SDC's cooperation with Pakistan.

For the competition, students from the National College of Arts Rawalpindi, Department of Art and Design at the University of Peshawar, National College of Arts (NCA) Lahore, Indus Valley School of Art and Architecture, and the Department of Visual Studies at the University of Karachi were invited to develop sculptures, miniature paintings and paintings on the theme of "zero hunger" Sustainable Development Goal #2.

A jury comprising Swiss and international art experts, the Embassy of Switzerland and the United Nations selected a winner for each category. A total of 64 art pieces were received for this competition out of which 23 were selection for the final exhibition, which aims to provide Pakistani students a unique opportunity to gain visibility at the international level. From Peshawar, Khalid Shah Shinwari and Zakir Ali won the first round; they submitted powerful paintings portraying the impact of hunger.

Tooba Ashraf (NCA Lahore) was declared winner in the 'painting' division. Haseeb Ullah Zafar (NCA Lahore) made the winning sculpture while Gina Gul (Karachi University) won the award for the miniature painting.

Speaking at the opening of exhibition, the Ambassador of Switzerland to Pakistan Marc P. George said, “This initiative reflects the Swiss Government’s commitment and support to our partners to jointly overcome the global challenge of hunger and poverty around the world.”

The head of SDC Stefanie Burri said, “Switzerland, through this art competition, aims to bring in limelight the creative, artistic and innovative skills of the Pakistani youth. For this purpose we have invited Swiss and international art experts to the jury of this competition.”

"This provides important exposure to the talented young artists by facilitating their access to the international, especially the Swiss, art and culture markets and networks. We hope that the young artists will make use of the opportunities, experiences, recognition, financial support and professional contacts that this competition will provide," she added.

Vittorio Cammarota, Director United Nations Information Centre said, “We are happy to present the work of young Pakistani artists who are helping to promote the theme of zero hunger as we aim to end all forms of hunger and malnutrition by 2030.”

“Young people are innovative and creative problem solvers, and they are the key to helping communities and improving the long-term well being of all citizens. We must continue to encourage initiatives that engage and empower youth, as they are a source of social cohesion that will help Pakistan navigate difficult times and achieve a better future for all,” he added.

Managing Director, Tourism Corporation Khyber Pakhtunkhwa said our presence in today's event shows our commitment that we are united with the United Nation as well as SDC, in combating the menace of Hunger universally as our world is confronting multiple global crisis which cannot be effectively addressed, without coordinated efforts. The threats are global and so are the solutions.

In 2016, the SDC marks 50 years of cooperation in Pakistan. Switzerland and Pakistan signed their first agreement on technical and scientific cooperation in 1966. For the last 50 years, the SDC has contributed to alleviating poverty in Pakistan and empowering people by strengthening governance, and enhancing rural development and livelihoods.



Under the new Country Strategy 2017-2020, SDC will focus its engagement in the areas of water governance and local state building in Khyber Pakhtunkhwa province and Federally Administered Tribal Areas.

The SDC is Switzerland's international cooperation agency within the Federal Department of Foreign Affairs and is responsible for the overall coordination of development cooperation and humanitarian aid delivered by the Swiss Confederation.

The Sustainable Development Goals were adopted by the UN member countries to end poverty, protect the planet, and ensure prosperity for all by 2030.

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Notes to the Editor:

Background:

This year, the Embassy of Switzerland is celebrating the 50th year of its cooperation with Pakistan through the Swiss Agency for Development and Cooperation (SDC). To mark this occasion, the SDC joined forces with United Nations Information Centre to promote Sustainable Development Goals (SDGs) in Pakistan through visual arts. Young artists studying at five art schools of Pakistan participated in a competition to highlight the SDG on “zero hunger” in categories of sculpture, painting and miniature painting. A jury comprising Swiss and international art experts, the Embassy of Switzerland and the United Nations selected a winner for each category. All entries have been judged using the same criteria: creativity, composition, theme and technique. The SDGs were set by the UN member countries to end poverty, protect the planet, and ensure prosperity for all over the next 15 years.

The winning art pieces

Winner: Miniature Painting

Construct or deconstruct

Source

Gina Gul

22

Department of Visual Studies, University of Karachi

Using oil paints and acrylics, my piece shows factories and buildings that are causing destruction in the environment. Factories are rising instead of natural habitats. Like my painting has two different views, the situation can also be turned around.

Winner: Painting

Enlightenment

Tooba Ashraf

22

National College of Arts, Lahore

Time and time again, the cry for “ilm” can be heard reverberating throughout Pakistan, yet the groans of empty stomachs and painful cries for bread seem to be unheard. It is foolish to constantly try to enforce education and zero hunger in a state where even the most basic human need is considered luxury. The growl of an empty stomach drowns out other issues and reduces man to a state of an animal. It is crucial for us to first and foremost eliminate all forms of hunger from this world to achieve a healthy population which can be effectively educated and become more productive than ever possible before.

Winner: Sculpture

Unwanted scraps

Haseeb Ullah Zafar

22

National College of Arts, Lahore

Little bits and pieces fuse together to make something monumental, something solid, something concrete. If putrid flesh did not decay and vanish from the street but instead sat forever in front of our eyes, a constant reminder of our careless indulgence, the world would be a bit different. Would we maybe be a bit more cautious of picking up another knife, slitting yet another throat? The world in my view is in need of a mother, one who will not let anyone get up without finishing their meals, vegetables and all. One who won't stand for scraps being thrown under the table, because someone, somewhere needs every little bit. My work is about waste and how it builds up in to something so much more than itself.

