

Global Happiness Festival MIL APAC & CCCACD



Statement by the International Jury of the First World Festival (Global Happiness Festival) *

For the situation in which today's age man is caught **"HAPPINESS"** has become a little gem. Every year, a very detailed study is conducted on the measurement of happiness in most countries of the world. In addition to academics, governments and organizations have also found a growing interest in how people feel about their lives. If studies on happiness and vitality had been done in the last century, they would have been often done by psychologists and sociologists. In the past few decades, economists and media experts have become more interested in the topics of happiness than other experts. To the extent that one can speak of a concept called « HAPPINESS industry » or mediatizing the Happiness as two features of happiness in contemporary times.


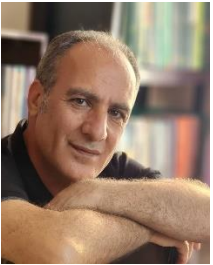






But in the meantime, artists, perhaps better than academic experts and psychologists, can learn about the types of happiness, the difference between genuine happiness and non-objective, the relationship of happiness to good will, well-being state, euphoria and excitement speak examples of mental happiness and objective happiness. Because art, from the perspective of representational theory, provides important information from within society that is much more valuable than information within academic papers and government research that is always subject to political bias. In a simple definition, it can be stated that "art" is the use of abilities and imagination to create beautiful works, with art one can share experiences and feelings with others. The relationship between art is very important. It can be claimed that art is the medium itself, and media is nothing but art.

Global Happiness Festival, which was proposed by Dr. Alireza Bastani, the Asia-Pacific representative at the (UNESCO MIL) and his International Teammates in close cooperation with the Cultural Coordination Center of Asia Cooperation Dialogue (CCCACD) under the management of Dr. Jafari Malek and the participation of 435 artists from 17 countries of the world. It was an appropriate opportunity for some children and young citizens of different countries of Asia-Pacific to showcase their HAPPINESS in the form of a work of art. In this festival, paying attention to the technical dimensions and aesthetic form of the works reached the festival was not the first priority. Rather, what was important to the jury was to pay attention to how much the artists and creators of these works paid attention to the expression of Happiness and Happiness in their works have they done. The festival's judges - who are themselves prominent artists from Asia - made great points during the arbitration sessions. The first point was that most artists had defined the subject of happiness in the social and family context of everyday life. The second point was the presence of elements of

nature in most works. The strong presence of nature in the works of art suggests that happiness is related to nature. Perhaps they wanted to indirectly tell us that the reason for the unhappiness of many citizens in the world is to distance them from nature and to dissolve and digest them in the gears of machine and industrial life. Some of these works were so creative that they showed deep insights from the inside of the artist's thought and spirit. All the works to this festival are valuable. But because of the competition that had to be played between creative and more creative works, the jury of 435 works reached the festival in each discipline .they chose a work as the first place to receive a trophy and a certificate of honor. In addition,works that ranked second and third were recognized as worthy of receiving the certificate of Honor.

We are interested after introducing the selected and displaying these works .Artists and critics themselves have taken the time to write about the feelings that come from these works and to publish on their social networking site and page .those who see the works enjoy reading and watching them as much as the judges.

We hope that the UNESCO Media and Information Literacy will take appropriate measures and incentives for the next year, which will be held in the second round of the festival, so that more artists can create works of art and participation A world to encourage the development of media literacy.

 <p><i>Seyed Hamid Sharifi</i> Figure</p>	 <p><i>Dr. Kamal Shafiei</i> Figure</p>	 <p><i>Dr. Ali Reza Tabesh</i> Figure</p>	 <p><i>Mrs. Marzieh Boroumand</i> Figure</p>	 <p><i>Dr. Davood Zameni</i> Figure</p>
 <p><i>Ms. Bhuvi Gupta</i></p>	 <p><i>Dr. Sajni Vaidya</i></p>	 <p><i>Ms. Vidya Heble</i></p>	 <p><i>Gaukhar Omarkhanova</i></p>	
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