

## PRESS RELEASE

### **Banca Intesa organized children's visual arts workshop "Visa Olympics of Imagination"**

#### **Valuable prize for the best author – a trip to the Olympic Games in Peking**

**Belgrade (9 March 2008)** – In the cooperation with Visa International Company, Banca Intesa, in its premises, organized "Visa Olympics of Imagination", an international visual arts competition for children aged 10 to 14, thus giving its support to this international project, as well as the opportunity that our young ones show their talents, like their counterparts worldwide. Visa Olympics of Imagination was first organized in 1994, and this year, for the first time, it is being held in Serbia as well.

The children of Banca Intesa's employees, as well as the children of media representatives had the opportunity to participate in this visual arts competition, expressing their creativity and developing competitive spirit. The participants' task was to create drawings based on the theme of equality in the world, under the slogan: "*Show how the Olympic games join different cultures and thus encompass the motto of the games in Peking – One world, one dream!*"

During the two-hour long workshop, the children were animated by a famous actor Ivan Jevtović, also the PR of the project, and in mastering the art techniques they were assisted by our artists and University and Secondary school of Design teachers Ms Vera Večanski and Ms Katarina Banuševac.

"Young Artist", who wins in Serbia, will be one of the thirty children from 18 participating countries that will have the opportunity to be present at the Olympic Games in Peking with one parent or a guardian as the guests of Visa International company from 7–12 August 2008. During their stay at the Olympic Games, they will be present at a number of sports and cultural activities, as well as research and sightsee the numerous monuments in Peking. The winners' works will be exhibited in the form of flags in many places in Peking itself during the Olympic Games and will also be present on screens, postcards and other materials.

The winners from other countries participating in this project will be from Brazil, Canada, Chile, China, Columbia, Croatia, Hong Kong, Japan, Kazahstan, Kenya, Mauritius, Mexico, Morocco, Russia, South Africa, Ukraine and the UK.

“Visa Olympics of Imagination” project on the global level is run by Visa Company as the official partner of the Olympic and Paralympic games in Peking 2008, and in Serbia was supported by the Ministry of Education and Ministry of Sports as well as by the Embassy of China and non-governmental organization “Prijatelji dece Srbije” (Friends of the children of Serbia).

The works will be evaluated according to their originality, imagination, artistic quality and the fact how successfully the work itself communicates with the theme “*Show how the Olympic games join different cultures and thus encompass the motto of the games in Peking – One world, one dream !*” The jury in Serbia consists of five reputable members. The president of the jury is Ms Vesna Petrović Urošević from the organization “Prijatelji dece Srbije” and the other members of the jury are Mr Žolt Kovač, teacher of drawing and painting on Polytechnic faculty; Mr Lin Yonghong, Cultural Advisor at the Embassy of China; Mr Vladimir Đorđević, the representative of Visa International company for Serbia and Montenegro and Mr Ivan Jevtović, PR of the project.