

UNESCO'S Academy of Young Women 2017

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Newsletter

UNESCO'S ACADEMY
OF YOUNG WOMEN

**The Fight Against
xenophobia
extremism and
aggression**

Bucharest Romania
2017 August 23 / 29

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United Nations
Educational, Scientific and
Cultural Organization

Comisia Națională a României
pentru UNESCO

Romanian National Commission
for UNESCO

CARMEN EMANUELA POPA
#againstviolence

Designer Carmen Emanuela Popa

Visual Partner

UNESCO's Academy of Young Women 2017

Romanian designer **Carmen Emanuela Popa** is an emerging artist, known for her avant - garde, conceptualist works, based on philosophical theories, with a strong emotional impact, true visual metaphors dedicated to man and humanity.

The collaboration with **The Romanian National Commission for UNESCO** is based on common principles regarding the theoretical approach to social issues of the utmost stringency throughout the world and, in particular, of women in the context of modernity.

56 Route is a visual partner of the international project **UNESCO's Academy of Young Women, The Fight Against Xenophobia, Extremism and Aggression**. With a strong, manifest speech, the project supports the young woman who is still the victim of discrimination and violence , under the most diverse forms.

The **56 Route** collection is an eulogy for contemporary man, who, with signs of practical and theoretical use of symbols, risks moving away from his original - affective condition, his divine - human component, which makes him special in the field of the people's experiences and actions.

The lack of identity, which is modeled on a mental structure, acquired in time, due to extreme cultural variations, causes disturbances of perception of the peers and of the external environment, of the proximal environment, giving rise to xenophobic manifestations, extremist ideologies, ultimately, to uncontrolled forms of psychic and emotional violence, aggressing one of the most sensitive notes of the human being, namely affective affability.

People can not live guided only by conventional signs, they will feel the need for this affectionate *guiding apparatus*, they will taste the metaphor as the rarest form of nutrition, they will make further efforts to tonify emotion and to learn the *science of beauty*.

To enlighten when he discovers a beauty that remains by itself the same. For if a man deserves life, this happens from the moment he contemplates this absolute beauty.

The **56 Route Exhibition**, signed by the designer **Carmen Emanuela Popa**, will be inaugurated with the official opening of the **UNESCO's Academy of Young Women** at the **Romanian Cultural Institute** in Bucharest on 23 August 2017 and will include a series of 14 clothing items, with the status of contemporary art object, and a series of alternative video projections.



Designer Carmen Emanuela Popa

Exhibition at Romanian Cultural Institute

UNESCO's Academy of Young Women 2017

With impressive international reviews, designer **Carmen Emanuela Popa** brings to the forefront the human being, idealizing in sophisticated costumes, and approaching stylistic contrast dualities, placing the vulnerable emotional condition of the ordinary man in the context of a flamboyant opulence of today's society.

She was compared to British designer Alexander McQueen by the French press in a video-review of the *Woman N* collection at **Mercedes Benz Fashion Week, Russia**, a collection that has been remarkably well placed in the top of presentations in the history of this event, by the American publication HuffingtonPost.

Her first collection, which appeared on an international podium, the *Contemporary Unknown Soldier*, was awarded with the **Best Catwalk prize at the Athens Xclusive Designers Week**, and was then the subject of a Paris based march for Peace, on the *International Day of Peace*.

It is a concept that refers to the moment of maturity, when man no longer seeks aesthetic constants, but only a natural settlement in a pacifist context, with the world and with herself.



Comisia Națională a României pentru UNESCO

Romanian National Commission for UNESCO

EXHIBITION
UNESCOS' S Academy of Young Women

The Fight Against Xenophobia, Extremism and Aggression

56 ROUTE



Bucharest / 2017 August 23

CARMEN EMANUELA POPA
#againstviolence

56 ROUTE

Turning to the right is the urge of a society, whose *Paradise*, in its only known / unknown form, remains an imaginary landscape. People can not live irreversibly guided by conventional signs, they will feel the need for an emotional guidance device, an *affective GPS*, they will taste the metaphor as the rarest form of nutrition, will make extra efforts to tonify the emotion, and to assume the contemplation of *absolute beauty*, which, in its discursive rhetoric, consists of some of the concerns and the poem of a pacifist essence of this world.



WORLD
Review
For Humanity

CARMEN EMANUELA POPA



Designer Carmen Emanuela Popa

Exhibition *Contemporary Unknown Soldier*

UNESCO's Academy of Young Women 2017



The *Contemporary Unknown Soldier* is an eulogy dedicated to the solitude of the contemporary man, who carries multiple battles to earn his living, to live safely and to enforce virtues, one of the highest forms of self - expression.

Man is an anonymous and unique song in the immaterial light of a Sunday. The *unknown soldier* of today, you can often meet him, as a simply passerby or in the parallel metro with an abusive speed, being the non - edged hero, who defends the *Poetry* of this world.

The *Contemporary Unknown Soldier* will be exhibited this year at the closing ceremony of *UNESCO's S Academy of Young Women, The Fight Against Xenophobia, Extremism and Aggression*, to be held at the headquarters of the **National Commission of Romania for UNESCO** on 29 August 2017.

Carmen Emanuela Popa is a graduate of the Faculty of Decorative Arts and Design of the **National University of Arts**, Bucharest, with a Master in Fashion Design / Fashion and Costume Designs / UNAB. At present, she is a PhD student at the same university, in the field of Visual Arts, Fashion Department.

Her works have appeared in publications such as *British Vogue*, *Tatler UK*, *Huffington Post*, *ParismodesTV*, *ITAR-TASS Agency* in the specialized press in Russia, Ukraine, Greece, Romania.

Module #3: PR and Organizational Communication



THE FACILITATORS

Laura Petrache and **Yannick Le Guern** are the founders of the first European Migrant Sustainable Integration Lab and B1-AKT Leading Sustainable Strategies and Paragon Communication, a successful consulting agency which aims to challenge what we know about effective management and communication.

Laura has more than 15 years experience as a leading intercultural expert, while Yannick was the first to introduce the concept of responsible, social and sustainable entrepreneurship in France through his oversight of the Business Incubator of the Chamber of Commerce and Industry in Paris. With their extensive experience in risk-taking, public policy implementation, and strategic management, Yannick and Laura are a perfect example of global sustainable leaders, visionary entrepreneurs and change makers.



THE MODULE

PR and Organizational Communication will focus on effective dialogue as a primary instrument in promoting understanding, social inclusion and cohesion. The module aims to encourage the creation of sustainable communities, networks and projects which oppose xenophobia, violence, discrimination, or any type of aggression based on one's identity.



UNESCO'S Academy of Young Women
The fight against xenophobia, extremism and aggression

Bucharest Romania August 23 / 29



What does “sustainability” mean in the context of gender-based discrimination?



TOWARDS A DEFINITION OF “SUSTAINABILITY”

Introduced firstly as a concept related to the biological world and the environment, “*sustainability*” was first defined in 1987 as “*development that meets the needs of the present without compromising the ability of future generations to meet their own needs*”.¹ Although being later criticized for being too unclear about the stakeholders, this definition still emphasizes the importance of a viable continuation between the present and the future. It is thus especially imperative to consider gender equality together with and in the context of sustainable development, as the empowerment of women accomplished through feasible, long-lasting actions.

A GENDERED, SUSTAINABLE SOCIETY

In finding the linkage between gender and sustainability, it is perhaps adequate to begin from the existing patterns of unequal production, consumption and distribution of both resources and opportunities. In addition to being unsustainable for the environment and



long-term economic growth, this uneven system also plays a part in the perpetuation of the gender inequality. Indeed, Melissa Leach, in *Gender Equality and Sustainable Development*, argues that the unfair political, economic and environmental relations of today’s world rely on and reproduce gender inequalities, exploiting women’s labour and provision of unpaid care, and often their bodies too. It is this precarious phenomenon of social reproduction that a sustainable society would end.

¹Zabihollah Rezaee, *Business Sustainability: Performance, Compliance, Accountability And Integrated Reporting* (Sheffield: Greenleaf Publishing, 2015).

²Melissa Leach, *Gender Equality And Sustainable Development* (Abingdon: Routledge, 2015).

7 STEPS TOWARDS GENDER SUSTAINIBILITY



- 1 Establish high-level corporate leadership for gender equality.**
- 2 Treat all women and men fairly at work – respect and support human rights and nondiscrimination.**
- 3 Ensure the health, safety and well-being of all women and men workers.**
- 4 Promote education, training and professional development for women.**
- 5 Implement enterprise development, supply chain and marketing practices that empower women.**
- 6 Promote equality through community initiatives and advocacy.**
- 7 Measure and publicly report on progress to achieve gender equality.**

Dr. Daniela Popescu,
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Carmen Emanuela Popa,
designer/ visual artist

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