

Airborne Inspiration Concept - towards Expo 2020

EXPO 2020
DUBAI, UAE



INSPIRE DUBAI SOUL

Expo 2020 Resonance Platform

Social Movement in Arts, Leadership, and Sustainability

by **MIHA POGACNIK**
VIOLINIST, VISIONARY  LEADERSHIP EXPERT

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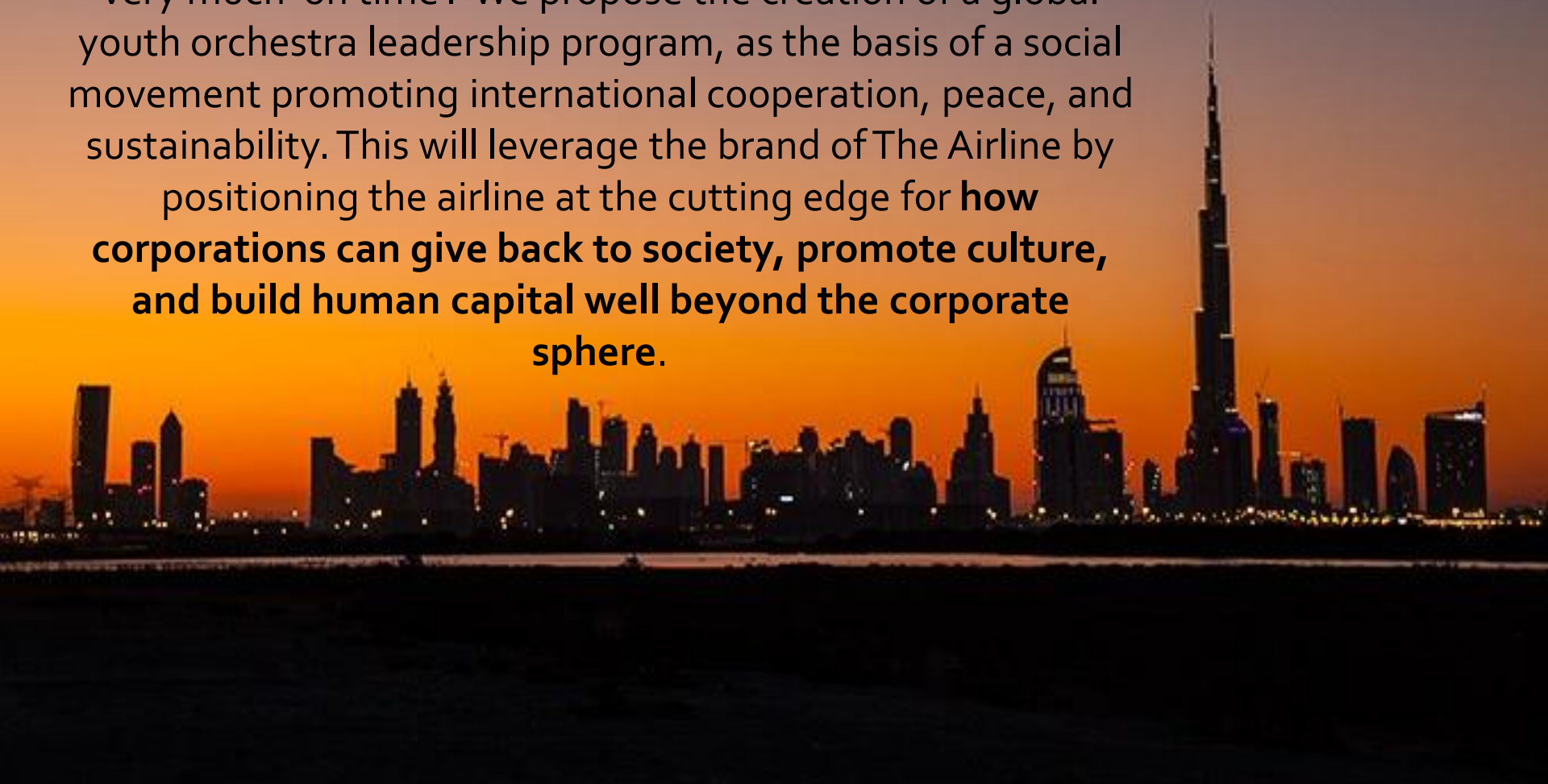
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INSPIRING DUBAI SOUL RESONANCE PLATFORM

After take off, airplanes must land, but music's realm stays among the heavens.

Inspired by the structural harmony with air fleets operate on a global scale, we are excited to present an idea which is very much 'on time'. We propose the creation of a global youth orchestra leadership program, as the basis of a social movement promoting international cooperation, peace, and sustainability. This will leverage the brand of The Airline by positioning the airline at the cutting edge for **how corporations can give back to society, promote culture, and build human capital well beyond the corporate sphere.**



Why a Global Youth Orchestra? Why now?

- The crises of the 21st century require bold and innovative solutions. Leaders in the new global landscape will be challenged to maintain growth and prosperity, while developing the tools necessary to address complex issues at local, regional, and global levels.
- The orchestra is an exemplary model of an ideal society and organizational effectiveness; all voices must be perfectly balanced, fine-tuned, and precisely in time. As a universal language, music overcomes ethnic, social, and cultural differences, while emphasizing teamwork and excellence.
- Several contemporary youth orchestras have achieved world-renowned success as social movements, models of international co-operation, and innovative ways to face cultural and ethnic divides. These include: El Sistema in Venezuela; Jeunesse Musicales World Orchestra; the West-Eastern Divan; and the Youth Orchestra of the Americas, among others.

The youth is the future. By meeting in the atmosphere of great art and music, they gain a chance to become creative leaders in an increasingly competitive and globalized world.

Music and art have been universally respected for centuries, and an understanding of the structure within art is a potent field for leadership training. Examples of what art offers insight into include creative problem solving, polyphonic functioning, shared purpose, teamwork, value, context, models for analytical thought, psychology, transcending cultural and social boundaries, communication, humanity, sustainability, and even increased profitability. Art and commerce are arguably the original global cultures, and their fusion is quite natural though often under-utilized. Within this framework, the project will also emphasize local and regional traditions, and ongoing participation of local youth.



This initiative is brought to you by **Miha Pogacnik**, cultural ambassador of Slovenia, world-class violinist, and visionary in the fields of business management inspiration and sustainable solutions.

www.mihavision.com



MIHA POGACNIK

VIOLINIST, VISIONARY  LEADERSHIP EXPERT

Miha's impressive biography includes having played **thousands of concerts**, producing over 200 intercultural festivals in areas in crisis, and **working with leadership for over 150 global brand companies**. He lectured to Ban Ki-Moon at the UN Climate Summit in Copenhagen, December 2009, recently at "Summer Davos" in Tianjin, China, and also to members of the IMF and WHO in Washington DC, Manila, and Geneva. His virtuosic, interdisciplinary lectures which have won the highest praise world-wide emphasize value-added growth, corporate responsibility, and effective crisis management.



The **INSPIRE DUBAI SOUL Expo 2020 Resonance Platform** is designed for both short-term impact, with great long-term potential built-in!



The Airline will experience the fruits of global growth in the 21st century right in the very heart of its corporate headquarters.

GLOBAL YOUTH ORCHESTRA – The Concept

- Candidates ages 18-28 will be selected on basis of musical excellence, capacity for leadership skills, and ability to represent their own culture. A 'video essay' should be submitted by each candidate along with a recorded audition of them playing their instrument. Select videos can be developed into promotional material, as they will likely correspond to the image that air transportation companies are aiming to project.
- For roughly one week, 1-2 selected participants from each country will convene in Dubai for an intensive workshop. This will be conducted under the guidance of Miha Pogacnik, a highly qualified music director, a team of professional music teachers, and distinguished entrepreneurial leadership trainers.
- Rehearsals will take place in the open atmosphere of the Airlines headquarters, infusing energy and inspiration into the workspace.

GLOBAL YOUTH ORCHESTRA – The Concept

- A series of concerts and workshops will be performed in the atriums of several of the most beautiful and famous buildings under the working title 'Cultural Caravan through the Skyscrapers of Dubai'. An audience consisting of business associates of Airline from the Gulf region who have offices in these buildings will be invited to sit among the musicians and experience the evolutionary process in action.
- A documentary film can be produced conjunctively, to be used for promotion and providing ample material for diverse marketing spots. This will help The Airline to amplify its image as a 'Globally Orchestrated Company'; projecting a youthful global image, elegance, and exceptional experience, from take-off to landing.
- A final gala concert will be performed in the headquarters of The Airline company from the Gulf region and business, political and cultural leadership from Dubai will be invited to sit among the young players to experience the musical process “from within”!
- A documentary film can be produced conjunctively, to be used for promotion and providing ample material for diverse marketing spots. This will help Airline to amplify its image as a 'Globally Orchestrated Company'; projecting a youthful global image, elegance, and exceptional experience, from take-off to landing.
- **Every aspect of this project will be designed as a marketing tool and for internal communications development.**



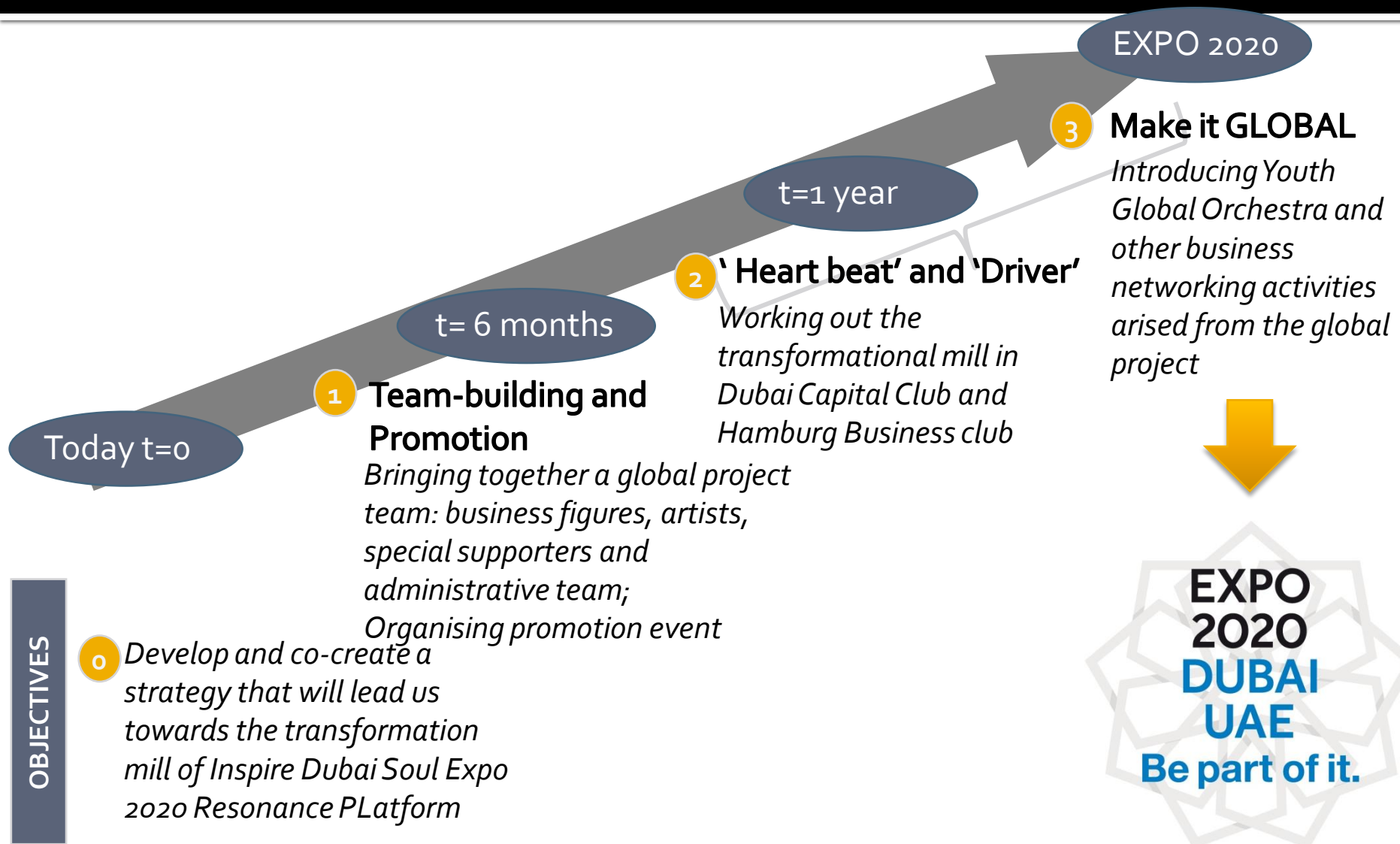
At the final gala the business, political and cultural leadership from Dubai will be invited to sit among the young players to experience the musical process “from within” !

LONG-TERM POTENTIAL

Once this project is launched and has achieved initial success, many possibilities will remain open for continuation with this orchestra and these methods. These include, but are not limited to:

- Ongoing collaboration with existing educational and cultural institutions in Dubai
- The development of inspirational dimensions of management, and leadership development for the airline and their corporate partners
- Orchestra tours to select cities worldwide
- Integrated marketing and publicity campaigns
- The development of community and youth involvement

The LIFE-LINE of the project



BUDGET

- Financing should be connected to marketing, PR, and other relevant departments. Potential sponsorship and involvement could also come from other partner companies who wish to be associated with the Airline's brand commitment to culture, social initiatives, and global community.
- Young musicians can be flown into Dubai from their respective countries by the airline, minimizing transportation costs. This leaves only housing in Dubai and a small per-diem.
- Once all are in agreement in principle on this vision, a concrete proposal for the fees and operational expenses of Miha Pogacnik's team will be presented.