

# INTERNATIONAL CULTURAL PROGRAM MAKE A FOREST

2011 United Nations Year of Forests inspired worldwide initiative

'Make a Forest' is an initiative of cultural entrepreneurs Anne van der Zwaag and Joanna van der Zanden. This initiative aims to raise awareness on environmentally sustainable forest management by creating a link between nature and culture. Imagine a cultural forest as diverse as a real forest, what will it look like? Cultural organizations and educational institutions around the world are invited alongside local artists, architects and designers to help create this virtual forest. It will take shape in 2011, the year declared by the United Nations as the Year of Forests. The platform [makeaforest.org](http://makeaforest.org) will become the meeting place of all activities. This is where the development of the unique forest can be followed, from Nairobi to Seoul, Amsterdam to Santa Cruz de la Sierra and all other partaking cities.



Christien Meindertsma

## **Forests as a source of inspiration for art**

Initiators Anne van der Zwaag and Joanna van der Zanden both have a background in the arts and previous experience in the organization of larger cultural projects. They see the Year of the Forests as a reason to connect local cultural institutions and artists to a socially relevant and international theme. "Forests contribute to our collective imagination. The International Year of Forests celebrates the meaning of forests to people. With Make a Forest, we want to increase awareness of the

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natural, cultural and symbolic value of our forests,” states van der Zwaag enthusiastically. Van der Zanden adds, “A tree in Suriname or Bolivia has a different meaning than in the Netherlands or England, but worldwide everyone is still responsible for sustainable forest management. It is exactly that diversity in meaning, which Make a Forest aims to make more visible. We don’t plant trees, but we sow understanding. Many organizations have joined in a short period of time, and we expect that number to grow fast.”

## Treeprojects

All over the world institutions organize treeprojects, discussions and lectures on the topic. Treeprojects have already been designed by 2012 Architects, Dutch designer Christien Meindertsma and visual artist Ryan Gentry from New Zealand. At this moment trees are created in Leiden, Exeter and Zagreb among many other destinations in the world.

Help us Make a Forest or watch the forest grow on [www.makeaforest.org](http://www.makeaforest.org)



2012Architecten

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