

Crystal Awards Mark Opening of the World Economic Forum Annual Meeting 2014

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- Three exceptional artists and cultural leaders named as the 2014 Crystal Award recipients
- The prize recognizes the important contributions of the recipients to improve the state of the world through their art
- The theme of the 44th World Economic Forum [Annual Meeting](#) is "The Reshaping of the World: Consequences for Society, Politics and Business"
- For more information, visit <http://wef.ch/Davos>

Davos-Klosters, Switzerland, 21 January 2014 – In remarks at the opening session of the 44th World Economic Forum Annual Meeting, the Forum's Founder and Executive Chairman, Klaus Schwab, called on participants to put human values at the centre of their deliberations. "Values are important because we want to live up to the World Economic Forum's commitment to improving the state of the world," he said.

The Annual Meeting 2014 is taking place from 22 to 25 January under the theme, "The Reshaping of the World: Consequences for

Society, Politics and Business. Participating this year are over 2,500 leaders from nearly 100 countries, including 300 public figures,

1,500 business leaders and representatives from civil society, academia, the media and arts.

At the opening session, Hilde Schwab, Chairperson and Co-Founder of the Schwab Foundation for Social

Entrepreneurship, presented the 2014 Crystal Awards, which honour artists who use their "creativity to push the

limits and show us new ways of living our professional and personal lives". The arts "are probably the best

language of the heart, ” Klaus Schwab remarked.

This year, the Forum recognized three exceptional cultural leaders: the Academy Award-winning actor and

humanitarian Matt Damon, leading opera tenor Juan Diego Flórez and artist and film-maker Issin Neshat.

“ For me, ensuring that every human being has access to safe water and the dignity of a toilet – two incredibly basic

and inextricably linked requirements for survival – is one of the most urgent and pressing causes in the world

today, ” said Damon, an avid campaigner for addressing the global water and sanitation crisis. “ The good news is

that there are solutions that work. I ’ m convinced that we can overcome the global water crisis in our lifetime. ”

Flórez, who founded the Sinfonía por el Perú foundation, which created a network of orchestras and choirs to help

vulnerable youth, said that music is a powerful vehicle for change. “ Sinfonia por el Perú reminds me every day of

how music has changed not only my life but also the lives of thousands of children, offering them a new future full

of hope, ” he told participants.

Neshat, a film-maker noted for her work in the fields of gender, power and displacement, said: “ My art has

stemmed from a desire to bridge deeply personal issues with critical social, political, historical issues that concern

the world that I inhabit. ”

At this year ’ s Annual Meeting, the Forum welcomes more than 35 distinguished artists and cultural leaders,

including:

David Adjaye, Architect, Adjaye/Associates, United Kingdom

Bono, Lead Singer of U2 and Co-Founder, ONE campaign and (RED), ONE, United Kingdom

Thomas Campbell, Director and Chief Executive Officer, Metropolitan Museum of Art, USA

James Cuno, President and Chief Executive Officer, J. Paul Getty Trust, USA

Matt Damon, Actor and Co-Founder Water.org, USA; Crystal Awardee 2014

Olafur Eliasson, Artist, Studio Olafur Eliasson, Germany; Young Global Leader Alumnus

Juan Diego Flórez, Tenor and Founder, Sinfonía por el Peru, Peru; Crystal Awardee 2014

Peter B. Gabriel, Founder, Real World, United Kingdom

Goldie Hawn, Actress, Producer, Author and Founder, The Hawn Foundation, USA

Mathieu Jaton, Chief Executive Officer, Montreux Jazz Festival, Switzerland

Shirin Neshat, Artist, USA; Crystal Awardee 2014

Martin Roth, Director, Victoria and Albert Museum, United Kingdom

Elif Shafak, Writer, Turkey

Anant Singh, Producer, Videovision Entertainment, South Africa

Marc Spiegler, Director, Art Basel, Switzerland; Global Agenda Council on the Role of the Arts in Society

Notes to Editors

More information about the Annual Meeting 2014 is available at <http://wef.ch/davos2014>

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