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#### MESSAGE

in honour of the 30th General Assembly  
of the International Association of  
Art Critics

On behalf of the Director-General of Unesco, I am happy to have this opportunity to extend my warmest greetings to the 30th General Assembly of the International Association of Art Critics and to convey my congratulations to its organizers and distinguished guests.

Since 1951, when official relations were established between the IAAC and Unesco, you have steadily added to your achievements, given proof of your intellectual vigour and concern for international co-operation by your contributions to such Unesco endeavours as the problems of documentation in the field of contemporary art, art and the environment and, now, on this occasion, the encouragement and promotion of artistic creation which your Congress will examine under the broad heading of "Art Today - Public and Private Initiative".

As you undoubtedly know, the stimulation of artistic creativity - of the individual; of communities of men and women in and between their towns, cities and regions; of international and intercontinental communities of artists, both by means of amateur and professional, public and private initiatives - has been designated by the General Conference of Unesco as an objective to be rigorously pursued during the coming bienniums.

Unesco is most grateful for the co-operation of the IAAC in this effort. It is indeed more than co-operation, as both your Agenda and working papers were drafted and submitted to you after consultation and in collaboration

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with the Secretariat of Unesco. Unesco cannot discharge its responsibilities in the field of cultural development satisfactorily unless it has the active support and assistance of the international artistic community. You have provided us with such support and assistance and I trust this Assembly will gain the international recognition it so rightly deserves and that, in the years to come, there will be even more fruitful co-operation between the IAAC and Unesco.

Unesco is expecting much of the present Congress. During the course of your debates you will hear many interventions of a significant import to the question at hand. Unesco would like to ask you to translate those interventions into concrete proposals, into a work plan that could be co-ordinated with that of Unesco and that we can implement and bring to a successful conclusion together. To be specific, I am thinking of the contribution we can make together to the studies requested by the General Conference on the Status of the Artist and on the Role of the Arts in Society. On the one hand, what can we contribute to current knowledge of the conditions, factors and social effects of artistic creation that would, once discovered - or even rediscovered - give a new impetus to public and private sponsorship and promotion of the arts, and a greater and more sympathetic understanding on the part of men and women everywhere of the relevance of artistic creativity to their individual and national well-being and development? On the other hand, once having acquired a broad knowledge of the objectives to be attained by this effort, what practical models, if any, relevant to the different socio-political systems and realities of the world, can we bring to the attention of Member States as norms for public and private assistance to the arts and artists? How should we go about this double task?

The answers to these questions will define the scope and prospects of our future collaboration and I thank you in advance for the attention which will be given them in the coming week. I have no doubt that we will all have reason to congratulate ourselves at the end of this Assembly.

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Finally, I should like to congratulate the Government and Federal Authorities of Switzerland for their insight as to the importance and relevance of this Assembly to the international community and to thank them for having offered to host it. By this act, Switzerland has once again provided testimony to its dedication to the cause of mutual understanding and international co-operation.

*Janusz Ziolkowski*

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Director  
Division of Cultural Development