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Dear Presidents,
Dear Executive Committee Members,
Dear National Committees from all over the world,

As you know our 18th General Assembly was held in Pilsen, Czech Republic, October 14-18, 2015 and I have been elected as the President until 2019. Our other members elected to the World Executive Committee are: **Anne Pourny** (France, Vice-President), **Marta Mabel Perez** (Puerto Rico, Treasurer), **Cho Kang Hoon** (South-Korea, Coordinator for Asia-Pacific), **Pavol Kral** (Slovakia, Coordinator for Europe), **Dolores Ortiz** (Mexico, Coordinator for Latin America), **Franklyn King Glover** (Ghana, Coordinator for African Countries), **Katarina Jönsson Norling** (Sweden), **Maria Moroz** (Poland), **Christos Symeonides** (Cyprus), **Ryoji Ikeda** (Japan).

It was an honor for all of you for your great and generous support. Please find attached (and here below also) our press release about our General Assembly. Please distribute it through mail to your foreign and English speaking friends and art critics and please translate it into your own language so that you can share this information with all your members. Please also place this Press Bulletin about the GA to your website.

ALSO: Please also distribute this press release of the Pilsen General Assembly to the press, all media, as much as you can local as well as national (Even international where ever you can) Because as you are going to read here below, communication is going to be one of our main assets in these four years, not just for WAD, but for all the activities and general presence of IAA, anywhere in the world.

How we are going to work during this new period

Dear Presidents and National Executive Committee Members,
As the social media and internet are more and more a very important tool of communication in our times, we are going to do a great effort to stay in touch and use all the new technological means to increase our communication and the whole image of IAA.

As we know, UNESCO-IAA/AIAP and the representing National Committee is not always known by everybody in every member country. We have to do some extensive effort to change this situation. IAA/AIAP and your National Committee have to be present as much as possible in the national art scene. That means going to as many openings as you can, establish all possible open links in order to bureaucratic problems of your members as well as censorship if there are any in your country. Also, as much as you can, visit the galleries, leave your card and establish strong professional relations.

Being positive spirited, problem solver and caring for, as many members as you can, will raise interest, curiosity and respect for your organization. We must prove a solidarity and team effort that should incite all other artists to want to become a member of our larger international family. Nobody in your country should say, "*What is IAA?*" or "*Who does it serve to, why does it exist?*". That's why we have also asked you to stay in very close touch with the medias, press, TVs, radios, websites, online media etc.

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THE USE OF WEB

Please make good use of the internet and before anything your website of IAA. Please keep your flow of images alive and publish them on your website. Those can be important exhibitions, problems, polemics, or any other relevant information regarding artist in your country or in general. Always send those content to IAA Centre Office Martine Pasquet as well as to my general coordinator Oyku Eras and my new email during my presidency is

iaa.aiapworldpresident@yahoo.com

This email which will only be used for IAA/AIAP-UPSD and the other national committees of our organization and nothing else.

Please publish my personal email address in your website.

Please use always our historical data and weight related to UNESCO since 1948 (as reminded also in the press release) in your relation with the state officials or with foundations or corporations. We must take our weight and ourselves and image very seriously. "If we don't take ourselves, seriously, who else will?" as the old saying states!

Also, as all credits and images of any State, Corporation or brand moves, we must do everything possible to increase the visibility the credit and the respect towards IAA. Each of us is here to make it better.

"Anything that deserves to be done deserves to be done very well". Because as all of you are important artists and intellectuals of your country, you are spending time for this International Association and it has to be as much worth it as possible.

You are all welcome to write me also your ideas, your suggestions and we can brain storm together about any subject that might lead to a more efficient IAA.

WAD

I will write you a different letter regarding WAD, soon. At this point let me only tell you that the earlier you make your WAD plans, the better it will be.

That's all for now. Our next President's Office Bulletin will be most likely about WAD.

Thank you again for the support you have given to all our Executive Committee Members and to my Presidency.

Look forward to hear from you, my communications with you will always stay open and please accept my warmest regards,

Bedri Baykam

UNESCO-IAA/AIAP
World President