



World Makers  
Foundation

Annual Report 2020



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# Our Story

In 2017 Karim Adduchi and Ann Cassano worked together on a project to engage refugee and migrant artisans on Karim's new collection 'She Has 99 Names.' Noticing the particular strengths and challenges of this group, we decided to take the project further.

The result is World Makers Foundation.

We support refugee and migrant artisans, building upon the creativity and heritage they bring with them, and provide a platform for their skills. We collaborate with local, established artists and designers, as well as with cultural institutions. We work with social designers and systemic-change practitioners, using fashion as a means to connect people and build community.



## mission

We support refugee and migrant artisans.

We believe the expertise they bring is of value when connected to the mainstream design and art and that the infusion of their heritage is a source of innovation.

As refugee-artisans have a distance to the labour market, because of their lack of language skills, knowledge of the design market, and of Dutch bureaucracy, it's hard for them to make it as entrepreneurs. Often they end up in other professions, a loss of cultural and social capital.

We support these artisans so they can exercise their true profession in their new home country. We provide expertise on migrated heritage present in our society.

We create sustainable products with new people, using new ways of working.

## values

- We adhere to deep democracy and constructive dialogue
- We believe that high quality, innovation and sustainability can go hand in hand.
- We want to connect unusual partners.
- We believe that the road to true collaboration, integration and innovation requires jarring but truthful conversations.
- We start from people's strength and creativity







# **The Social Distancing Fabric**



## context



We stopped our live community activities in March 2020.

Motivated by the lockdown we wanted to support people and provide a creative outlet, something which they could do alone from home while still being part of a collaborative effort.

In April 2020 we sent out 200 drawings on fabric, all hand-made by artist Karim Adduchi, for people to embroider at home. 200 people from all over the Netherlands, and other countries, from Belgium and UK to Morocco and Dubai participated.

We made sure to include vulnerable groups, such as asylum-seekers, migrant women, undocumented people, as well as elderly. We asked people to return the embroidered fabric with their Small Moment Story: what is the one story you would tell your grandchildren about the period of corona and lock-down?

All the embroideries will be stitched together into one gigantic Social Fabric and planned to be exhibited in spring/summer 2021 at the Amsterdam Museum.



# Artistic Concept

## how to design with lack of control

Over 160 embroideries have been returned, with stories, notes and cards. We take into account that most probably not all embroideries will be returned. This is part of the energy in the social field: the pandemic has shattered our illusion of control, control of our bodies, of our fate.

This energy we deliberately made a part of the project: the moment the fabric left our studio, we had no influence on the making process, the colors, the techniques, if it will be finished, and whether it will be returned to us. This loss of control, loss of material, is a risk we accept and is an integral part of the project.

It's the nature of fabric to rip, we accept that nature, and work with the rips. Whatever material returns to us we will work with, allowing loose ends, providing a place to loss and absence.





# The Publication

## a social document of the corona-lockdown

The embroidery, with its slow pace, functions as fibre sediments of the participants' unconscious emotional process slow and steady amalgamation of color and layers.

Next to these sediments, we've collected the stories, notes and cards of the participants on how the corona-virus and the lockdown have influenced their life. Together, these are an exceptional social document of the past period, with personal stories on loss of income, illness, loneliness, but also hope for the future such as a renewed focus on family and nature: The embroideries also include powerful perspectives on social events, such as the Black-Lives-Matter- and the Green Movement, how many small steps can lead to a result, greater than any of us could achieve by themselves.

To capture both the stitches and stories we will publish a book with the results of the Social Distancing Fabric. It's a way to share the project with people who weren't included in the making the embroideries. It's a conscious decision to have a printed book, and not a digital publication, because of the importance of touch in embroidery. The book will include photos of all embroideries, the stories by participants, and their names.





○ #1 - I signed up [for the embroidery project], but Dubai would not accept international mail during the lockdown.

*The World Makers found a solution: a local woman in Amsterdam who wanted to join, too. The idea was to connect the two of us, have a chat, and she'd embroider with our conversation, our story, our energy in mind.*

*During the call we talked about what we love about embroidery. I love fabrics, I love North African designs. I come from a family of artisans, my grandparents were carpet-weavers, I am a jewellery designer.*

*#2 - I'm a pastor in Amsterdam. I work with homeless and undocumented people, who, during the lockdown, were forced to live on the streets, since homeless shelters had closed. There was nowhere else for them to go. I had a bike with a cart, and I rode through the city, bringing them cups of coffee.*

*I love embroidery, and this was a lovely way to connect with someone across the world, in Dubai. We had a video call, and she showed me her house, the fabrics she collects, the paintings she does. In the embroidery, I wanted to show her warm colours here, like the light yellow, combined with the cool blue colours of rainy Holland. Both have a beauty all their own.*

## Small Moment Stories

by participants of  
the Social Distancing Fabric



○ The world changed when the virus came, my work as a teacher became totally different. That's why I embroidered the eyes and mouth with small stitches. You have the feeling that you can't reach your students. You see them on a screen, but you can't be there for them. It's sort of a silent scream.

○ My life was slowing down at the start of 2020 because I was diagnosed with breast cancer. A few months later, the whole world came to a standstill. My withdrawal from the world didn't feel so lonely any more, as nearly everyone was asked to stay at home. It was both strange and comforting.

The embroidery, making something beautiful together-alone, made me feel connected, and felt like a healing meditative state.

During this period, the flowers in the bollenstreek [tulip fields] where I live, blossomed as never before. The colours were so beautiful and intense. It made me feel humble as a human being, and it showed once again how powerful nature is, and that we need to take care of it. Living in harmony with nature, making beautiful things together, that's what I could do. All the colours of the flowers around me inspired my embroidery.

○ I want. You want. God does as he wants.







## The Product art through embroidery

To capture both the stitches and stories we will publish a book with the results of the Social Distancing Fabric. It's a way to share the project with people who weren't included in the making the embroideries. It's a conscious decision to have a printed book, and not a digital publication, because of the importance of touch in embroidery.

The book will include photos of all embroideries, the stories by participants, and their names.

Many people have requested to buy an embroidery kit with the faces of the Social Distancing Fabric for them to embroider and hang at home, as an embroidered painting. This will be developed in 2021.





A close-up photograph of a stack of several white fabric face mask blanks. Each mask has a pleated front and two elastic straps attached to the sides. The masks are stacked on top of each other, creating a sense of depth and repetition. The lighting is soft and even, highlighting the texture of the fabric.

# **Making Face Masks**



In the spring of 2020 World Makers collaborated with Foundation Aminah and Smockwerk to teach vulnerable women make fabric face masks. During that period patterns to sew face masks were not generally available online, and disposable masks were expensive and often sold out.

It was important that these women could protect themselves and their families by making masks. We organized online lessons and made fabric available.



We motivated them by organizing a small competition to make a beautiful mask, incorporating elements of their own culture, in exchange for a voucher. With a number of motivated seamstresses we sewed face masks for De Regenboog.

About thirty women learned how to make facial masks and ten participated in the competition. Karim Adduchi was also involved and his studio made a large number of facemasks to be donated.







Summer School

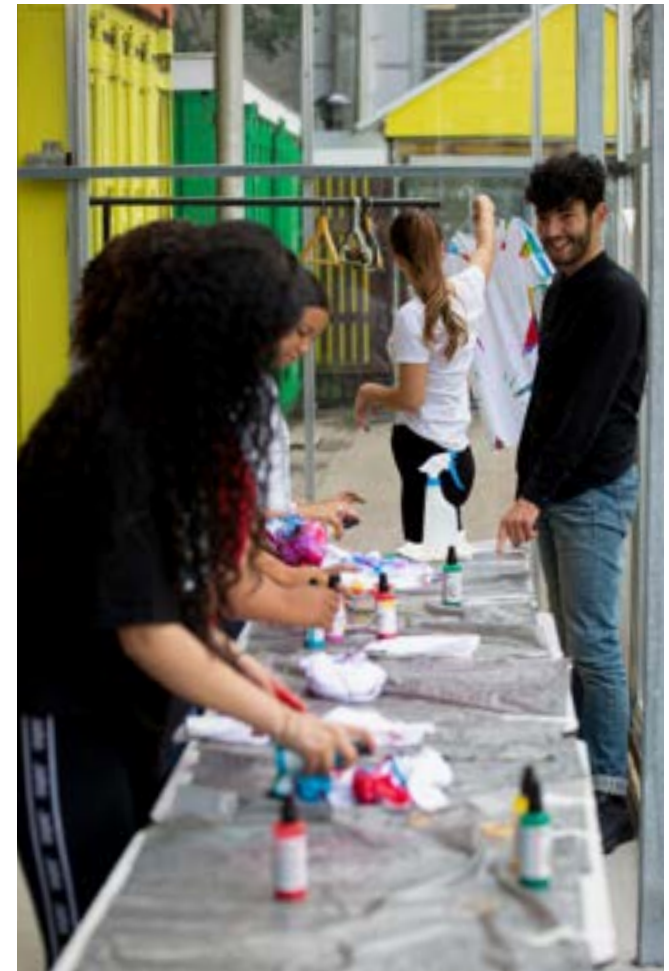




During the months of July and August 2020 we organised together with Foundation Aminah a weekly class in arts and crafts.

Involved were graphic designer Brunette van Eijseldijk who taught textile print and embroiderer Latifa Fassia who taught Fez-embroidery stitch.

About 15 women and girls participated. Karim Adduchi taught several classes in textile printing to undocumented girls.







**Enter to Transform**



In March 2020 we were invited by Newest Art Organization as sub-partner in the transnational project Enter to Transform, funded by Interreg North-West Europe.

This is a three-year project (2020-2023) to develop a hub to support refugee-entrepreneurs. The project has a transnational framework: in autumn 2021 four hubs will be rolled out in The Netherlands, France, Germany and Ireland.

In 2020 we were involved with the writing of the proposal, which was approved in summer 2020. The project was launched in September 2020. The World Makers has been allocated € 94 000 for its three-year participation, starting in 2021.

The World Makers provides expertise on systemic change, focussing on the support of refugee-artisans.



# Financial report

## Analysis 2020

### Income

<b>Subsidies from government</b>	€ 5 000
Stadsdeel Amsterdam-West	€ 5 000
<b>Subsidies from foundations</b>	€ 27 117,83
Stimuleringsfonds (80% advance)	€ 22 019
Amsterdam Fonds voor de Kunsten	€ 4 960
Stichting Eigen Huis	€ 138,83
<b>Individual donations</b>	€ 321
<b>Total income</b>	€ 32 438,83

### Costs

Materials	€ 1 710,84
Staff	€ 4 027
Financial costs	€ 239,11
<b>Total costs</b>	€ 5 976,95
<b>Net Income</b>	€ 26 461,88





In 2020 we have been granted funding from:

Amsterdam Fonds voor de Kunsten	Social Distancing Fabric	€ 4 960	
Stimuleringsfonds	Social Distancing Fabric publication	€ 28 368	(20% still to be received)
Stadsdeel Amsterdam West	Social Distancing Fabric	€ 5 000	
Stichting Gravin van Bylandt	Social Distancing Fabric publication	€ 1 000	(still to be received)
Prins Bernhard Cultuurfonds	Social Distancing Fabric publication	€ 2 480	(still to be received)
Stichting Eigen Huis	Social Distancing Fabric	€ 138,83	

**Total subsidies granted** € 41 946,83

From the subsidies above we have received 32,117.83 euro as indicated under income.

This means that we are still due 9,829 euro of funding in 2021:

- the remaining 20% of the Stimuleringsfonds: € 6 349
- the full amount from the van Bylandtstichting: € 1 000
- the full amount from the Prins Bernard Cultuurfonds: € 2 480

The incoming grants of € 9 829 plus the remaining amount on the account € 26 461,88 (in total € 36 290,88) are earmarked for the design and printing the Social Distancing Fabric publication, and the preparation of the Social Distancing Fabric (framing etc) for the exhibition in spring 2021.



# The World Makers Foundation

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Ann Cassano ○ Director  
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Julie Cassano ○ Communications  
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Graphic design by Studio Fenix

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