

# Are Artists Important for Global Development?

*Emmy-winning filmmaker Lisa Russell launches new initiative to unite creative professionals with UN/NGO agencies.*

NEW YORK, NY, USA, October 16, 2014 /EINPresswire.com/ -- Emmy-award winning filmmaker and global advocate, Lisa Russell, (who has 10+ years producing films and creative projects for UN/NGO agencies) is working with a roster of internationally renowned artists and international development professionals to bring creativity, storytelling and innovation to elevate pressing humanitarian issues. Through her initiative, artists will gain the resources to build an international career, while UN/NGO agencies will learn how to tap into the talent and influence of the nearly 300 million individuals worldwide who work in the "creative class."

On October 22, 2014, "I Sell the Shadow" will have its official launch at the new Madiba Harlem at MIST, a unique culinary and entertainment destination in West Harlem. The event includes live performances by award-winning beatboxers, poets, dancers, singers and DJs as well as a VIP networking opportunity with UN/NGO officials.

The launch is supported by an esteemed honorary host committee which includes Sahr Ngaujah (Tony-award nominee for FELA!), Nicola Sheperd (UN Focal Point

on Youth), Chernor Bah (Global Education Advocate, UN Education First), Christian Delsol (Media Specialist, UNFPA), Toni Blackman (Emcee/Educator), Chesney Snow (Beatboxer/Actor), Michael Cirelli (Executive Director, Urban Word NYC), Syed Mahmood Kazmi (Youth and Human Rights Activist) and Johanne Brierre (Co-Founder, Trendy Tripping).

Important Dates



Beatboxers perform for UN Week Event



Poet performs for UN Week Event

"I Sell the Shadow" Official Launch: Oct 22, 2014 6:30-10:00pm

"I Sell the Shadow" Weekend Workshop for Artists: Nov 8/9, 2014 (Artists Early Bird Registration Ends 11/1.)

About "I Sell the Shadow"

"I Sell the Shadow" is a new initiative by Emmy-winning filmmaker Lisa Russell of Governess Films, Inc. which is intended to create a new paradigm of "creative advocacy" by fostering meaningful and sustainable partnerships between artists/creative professionals and



Poet performs for UN Secretary General Ban ki-Moon

UN/NGO agencies for global social progress. The initiative provides workshops, events/performances and partnership opportunities and will be utilizing new media platforms to connect artists and innovators from around the world with various international agencies.

For more information, visit [www.iselltheshadow.org](http://www.iselltheshadow.org) or call 917-554-4126.

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