

W-I-C
Women Influence Community
F
Forum

GENE

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Yanina Dubeykovskaya

Philosopher
Mother of three children

WIC's Founder & General Director, President of the
WCFA Association in Switzerland

Wien +4 366 479 476%
Davos +4 176 241 3224
Sofia +359 882 692 013
Moscow +7 917 578 8430
yana@forumdavos.com

WIC-F PHILOSOPHY

We are bonded by the common aim, to create a community of powerful women who will strengthen the scale of women's influence on our global future.

Talking about influence performance, we believe in quality indicators not in quantification. These are the values a woman creates, develops and implements at present for the future.

We believe that degrees of influence are not equal to rank or status in business.

We believe in 6 main ways women influence the world: as an *Entrepreneur, a Mother, a Professional, a Citizen, a Creator and a Muse.*

We believe that our philosophy and the new approach complement the already existing gender equality agenda and empower women to fully develop their unique potential

We believe in partnership with men as a context of development of families, business, communities, society.



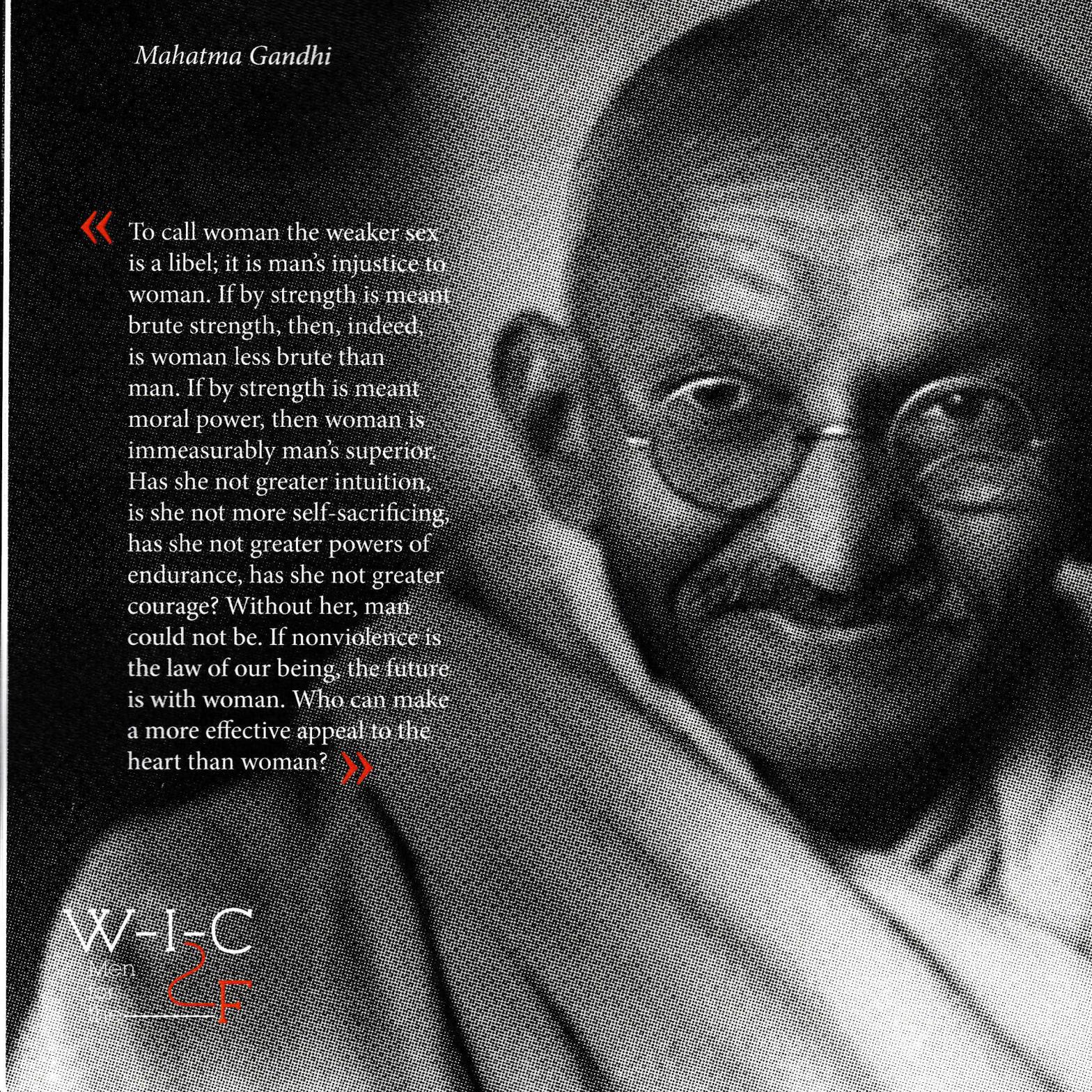
Frida Kahlo

2. CREATOR

Whatever she is – an artist or a blogger, a photographer or a choreographer, whether she composes songs, or runs a kid theater, or does nails, or writes code, or performs pokerwork on wood, she just knows she's come to this world because it was not complete, and she's here to add some missing parts. She feels the urge to create stuff, no matter if it's for money or pro bono. Just like Frida Kahlo.

Mahatma Gandhi

« To call woman the weaker sex is a libel; it is man's injustice to woman. If by strength is meant brute strength, then, indeed, is woman less brute than man. If by strength is meant moral power, then woman is immeasurably man's superior. Has she not greater intuition, is she not more self-sacrificing, has she not greater powers of endurance, has she not greater courage? Without her, man could not be. If nonviolence is the law of our being, the future is with woman. Who can make a more effective appeal to the heart than woman? »



2. Creator



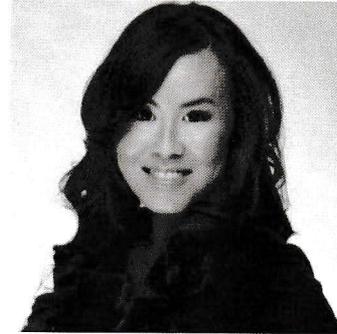
*Ana
D'Apuzzo*

*Architect, artist and
designer, Founder of
"Studio d'arte
architettura",
Switzerland*

A contemporary architect, artist and designer, currently in research of the connections between contemporary art, design, fashion and architecture in theory and practice, through various media traditional, advanced: digital, oil on canvas, acrylic, watercolor, pastel, ink, through combination of the techniques and disciplines. She opened her Studio d'arte e architettura in energizing artistic place Ascona. This space is her experimental, creative window, art saloon for creatives and art lovers where she organizes themed exhibitions and interdisciplinary events.

Through her work she explores the versatility of mediums, she plays with colour, patterns, shapes and textures, creating captivating characters that shine through her canvases. Crown of this approach is series of lectures and workshops she held in past four years at Japanese art, design, fashion and architecture universities to motivate and inspire their students. Subject is always human body, architecture, art and fashion around it. Her painting style is very innovative, never seen before and her unique fashion collection is inspired with her paintings and 3D technologies.

Finalist of the '40 Under 40' Award 2017 for young creatives in Hong Kong, she is invited to share knowledge in various universities and public talks and realize art, architecture and design exhibitions from 2013 till 2020 in various cities in Japan.



*Serena
Poon*

*Celebrity Chef, Wellness
Expert and Entrepreneur,
USA*

Based out of Los Angeles, California, USA, Serena Poon is a successful entrepreneur established in the culinary, health and wellness community. Doubling as a classically-trained chef and nutritionist to her clientele, she is known for curating healing and wellness programs using integrative health, holistic nutrition and culinary alchemy. After graduating from the University of California, Berkeley, she went onto pursue an education in the culinary arts at the esteemed Le Cordon Bleu, graduating at the top of her class.

Serena began her culinary career working for Hugh Hefner and Playboy Enterprises at the Playboy Mansion in Holmby Hills. She took that exposure into the world of fine dining and started her own personal chef and private catering business. What began as a career in fine dining with an emphasis on specialized dietary needs, developed into a flourishing health and wellness lifestyle brand. Over the years, Serena has established herself as a top high-profile personal chef and nutritional consultant in Los Angeles and has built a strong clientele strictly by referral. From the likes of Jerry Bruckheimer to Sean "P. Diddy" Combs to Steve Bing, her clients span the globe and her travels expose her to new methods and sources of nutrition to add to her customized techniques.