

## Press Release

### A Street Art Jungle Sets-Up at the United Nations

*For the second edition of the Street Art for Mankind exhibition, the UN opens its door to street artists to raise awareness on child slavery.*

**New York, October 26<sup>th</sup>, 2018** - After the success of the 2017 “#AtThisAge” exhibition at the United Nations, Street Art for Mankind is back to make a stand on child slavery with another very creative exhibition, named “UN-JI”. **This interactive and polysensorial exhibition** immerses visitors in a “Street Art Jungle” where, assigned the identity of a child, they have to find their path to become change makers. Along their journey, visitors discover the reality of child slavery through 30 street art paintings made by 17 prominent international street artists. They unlock clues using their five senses and the augmented reality app “Behind The Wall” to find who they are. This immersive journey aims at inspiring visitors through art to open their eyes on the reality of child slavery and to “be the change we want to see in the world”!

The huge street art pieces, ranging from 40ft to 8ft wide, highlight the fundamental rights of all children to be free, to play and to receive an education - staging the reality of child slavery today. Through smaller canvases, SAM also counts real stories of children entrapped in child slavery, to have visitors reflect on their environment and on their consumer behaviors. All paintings presented are for sale and funds will benefit the raid and rescue program of the Nobel Peace Prize Laureate Kailash Satyarthi to free children.

International street artists from Argentina, Brazil, Canada, Chile, England, France, Italy, Mexico, Poland, Portugal, Spain, Switzerland, Denmark and USA have participated to build the UN-JI exhibition. The line-up of street artists featured includes: Bruno Smoky, Binho Ribeiro, Btoy, Hyuro, Ijin, Jo di Bona, Kinmx, Leza One, Loic Ercolessi, LEO, Mr Cenz, Mister Thoms, MTO, PHD, Remote, Shalak Attack, Victor Ash and Waleska Nomura.

#### **MORE ABOUT THE EXPERIENCE:**

**The olfactory experience**, prepared in collaboration with the Society of Scent (SoS), was developed in their laboratory, with fun and passion, by eminent scent makers. It is also a first step to the reveal in 2019 of another major collaboration between SAM and SoS in the field of child slavery...

**The Augmented Reality app**, “Behind The Wall”, will be available for free on Play Store and App Store starting Nov. 3rd. The App created under Vuforia technology, will enable people to scan paintings/murals, read or listen to the stories behind each painting, hear the artists talk about their art, and make creative selfies to spread the word. Behind the Wall activates paintings and murals. It work like an audio guide, creating Art walks that people can follow in the streets, at exhibitions and even when looking at paintings online.

#### **UN-JI EXHIBITION PREMIERE:**

**The UN-JI exhibition opens with a Premiere on Monday, November 12<sup>th</sup>, at 6:00pm at the United Nations Headquarters in NYC. From 6:00 to 7:00pm, Speeches will be delivered by the Permanent Mission of France to the UN, Ambassador Francois Delattre, ILO Special Representative to the UN, survivors Rocky Peter & Melanie Thompson and SAM co-founders. From 7:00pm to 9:00pm, a cocktail & guided tours of the exhibition will be organized in the presence of UN-Ji street artists.**

#### **MURALS FOR FREEDOM**

Prior to the UN exhibition the artists will be painting UN-JI children stories on murals of the Lower Manhattan, to spread the word. This will mark the official launch of SAM’s “Freedom Murals” across the world. The map of the murals and Street Art walks are featured in the app. “Behind The Walls”. Mural locations include 145 Water Street, Cliff Street (Ryan Maguire’s), Bridge Street (White Horse Tavern), Ryder Alley (Thurcon), Mayden Lane (La Parisienne)... The walls will all be activated by augmented reality creating an art work in the Lower Manhattan.

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**About Street Art for Mankind (SAM):** SAM is a 501c(3), non-profit organization working with prominent street artists from all around the world to raise awareness on child slavery through the power of art. SAM curates and produces innovative festivals, live performances, exhibitions, murals and art classes in NY and across the world. All art pieces created are for sale, and their proceeds help fund raid & rescue programs to free children from slavery.

### **About the Partners that made the exhibition & Freedom Murals possible:**

**Missions & Institutions:** Permanent Mission of France to the UN, Permanent Missions of Argentina to the UN, Permanent Mission of Canada to the UN, Permanent Mission of United Kingdom to the UN, Permanent Mission of Brazil to the UN, the International Labor Organization and UNICEF.

**Corporations & Non-profits:** Scelles Foundation, Delta, Air France, BNP Paribas, Chngé, Society of scents, PTC, Bon Appetit Management Company, and Ulula.

### **Quotes:**

**Ambassador of France to the United Nations, Francois Delattre:** “Street Art for Mankind is one of the great defenders of children’s rights. With their “big art”, creative exhibitions and powerful messages, they are key in raising awareness to end child slavery, which is one of the worst Human Rights violations of our time. We need more Murals of Freedom and powerful exhibitions like this to take place across the world so that the civil society mobilizes to help us stop child labor and slavery”.

**Audrey & Thibault Decker, SAM:** “The UN-JI exhibition and its Freedom Murals is an ambitious project that matured from our 2017 #AtThisAge exhibition. By interviewing visitors of the exhibit we realized that most of the people had a misconception about child labor & child slavery. For the vast majority it was a terrible issue but mainly “happening on the other side of the world, in poor countries”. And this was only affecting very specific industries. Worse they had the impression that they “could not act”. It was “in the hands of some NGO’s and governments to fix”. Yet, painting real stories of children and “telling their true story made it very real” to them. It was very frustrating for us at that point! This is where the UN-JI idea emerged. With this exhibition and the Freedom Murals that are linked, we want people to understand that child labor, trafficking and slavery happens also in our occidental countries. It happens in our backyard! We are all concerned! It also takes place in industries that build the products we consume everyday like chocolate, coffee, garment, shoes, cosmetics & tech products (with mica), jewelry, seafood... And, yes we do have our say! We actually believe it is the civil society who can change the odds for these 152 Million children. But we have to stay stop and demand change! There are many ways to be these actors of change and the “Behind The Wall” app is here to give people immediate options. This is only the beginning. And, we do hope people will mobilize thanks to the Art and tech tools we are creating.”

### **SAM Contacts:**

**Co-founders:** Thibault Decker - [tdecker@streetartmankind.org](mailto:tdecker@streetartmankind.org) - phone: (786) 449-6125 + Audrey Decker - [adecker@streetartmankind.org](mailto:adecker@streetartmankind.org) - phone: (305) 934-5501

More on SAM: Website: [StreetArtMankind.org](http://StreetArtMankind.org) --- Facebook & Instagram: [@StreetArtMankind](https://www.facebook.com/StreetArtMankind)

### **Permanent Mission of France to the UN Contacts:**

**Press and Communication Officer:** Myalele Nega - [mylaele.negga@diplomatie.gouv.fr](mailto:mylaele.negga@diplomatie.gouv.fr) - Phone: (212) 702-4915

### **Additional SAM events:**

Larchmont Historical Murals & Art walk, a series of historical murals counting the amazing History of NY village ahead of its time (abolitionists, feminists,...). A Street Art walk to unite and inspire new generations to lead the way in terms of values. Opening November 4<sup>th</sup> 2018,.

Press release available here: <https://streetartmankind.org/wp-content/uploads/2018/10/Press-Release-SAM-Larchmont-Historical-Murals.pdf>