

#WhatBringsPeace

AN INTERACTIVE DOCUMENTARY ART PROJECT
BY MULTIMEDIA ARTIST ANNINA ROESCHEISEN



#WhatBringsPeace is an interactive art project created to provide a participatory platform for those otherwise marginalised in contemporary society.

The current state of increased collective violence and large-scale, geographical turmoil draws a strong paradox to the ever-increasing alienation of the individual.

Spanning a variety of demographic and psychographic backgrounds, it will attempt to capture the evolution of the meaning of peace in different communities and locations from a personal perspective.

Over the course of one year **#WBP** will be developed and filmed in different countries, exploring different cultures and ethnicities to discover the origin and interpretations of the question "What Brings Peace?"

This art project has been conceived by the German multimedia artist [Annina Roescheisen](#).



PROJECT ELEMENTS

1. Sculpture

A travelling interactive sculpture will embody the project in physical form: a large-scale street sign composed of an image of the Earth punctuated with a central mirror. It represents both the reflection of the individual and their role within the wider world. The hashtag **#Whatbringspeace** and the social media icons on the sculpture invite the viewer to share their message through social media platforms (Twitter, Instagram, Facebook, Vevo). All posts will be reposted and credited on a central **#Whatbringspace** account, capturing the differences and similarities between cultures and environments.

2. Documentary

The artist will collaborate with Film Director Michelle Peerali *.

The documentation of the project is designed to incorporate the inclusion of a diversity of voices. Based on the notion that there are multiple ways to express the self, the artist invited both verbal and non-verbal methods, including performance and visual arts. The aim is, through the question 'What Brings Peace', to examine a wide range of forms of expression and respective cultural references (literature, philosophy, art, science, humanism, business, youth culture, music, religion etc.).

3. Ethnographic Fieldwork

#WBP is both an ethnographic case study and a theoretical analysis of the panhuman quest for peace, philanthropic thought and interdisciplinary approaches.



PROJECT TIMELINE

The project will take place over the duration of a year. Early 2017 will mark the beginning of the release of material on streaming platforms and social media.

The sculpture will be revealed in August 2017 during the VisionArtFestival in the Swiss Alps, in collaboration with the Frank Pages Gallery (Geneva, Switzerland).

- December 2016: Crowdfunding campaign through BORN.COM (t-shirt)
- January/February 2017: Documentary Filming - traveling starts in Europe (until early 2018)
- February 2017: Launch/ sculpture reveal: *#WhatBringsPeace* in the Swiss Alps (on the peak of La Plaine Morte)
- Mars/April 2017: sculpture will travel to Geneva and from there to Museums, Institutions, public and private spaces (until early 2018)
- Final exhibition planned end of 2018: currently in discussion with ZKV Museum (Germany), Red Bulls Art Space (Chelsea, NYC), Palais de Tokyo (Paris)

SUPPLEMENTARY IDEAS

- A behind the scenes film from the artist's point of view
- A comprehensive resulting book
- Statistics and findings from the research behind the project divided by category (culture, area, age group etc.)

TBC

- Geo-mapping – digital sharing

INTERVIEWEE EXAMPLES:

Stay-at-home parents
Politicians
Writers
Philosophers
Media/ entertainment professionals
Radio/ DJ/ VJ
Doctors
Agriculturists
Business people
People with disabilities
Children/Youth
Tattoo artists/Tattooed community
Visual artists
Spiritual leaders
Educators
Performing artists
LGBTQ activists

SELECTION OF CONFIRMED INTERVIEWEES:

Christelle Gaillot, *Vice President Vivendi Group*
Imane Farres, *Gallerist*
Jean Sebastian Stehli, *Editor in Chief- Madame Figaro France*
Joelle Perrier, *Head of Media, Chanel*
Lapo Elkan, *Industrialist and Creative Entrepreneur*
The Shoes- Benjamin Lebeau, *Musician*
Youri Djorkaëff, *previously soccer player*



FRONT

SIDE

FUNDING

Luxury crowdfunding campaign on Born.com

BORN is a market network for the showcase of new and pioneering products and a platform for the provisions of funds from relevant enthusiasts. From November onwards 4 shirts will be available on the website (2 long – 2 short sleeves based on the design above).

FINANCIAL FORECAST

DEMAND	COST	INFO
Sculpture production	3,000\$	
Travel costs (1 year: flights, hotels, visas, food supplies, car rentals etc.)	50,000\$	
Translators/ Local travel agents	8,000\$	
Michelle Peeralli	48,000\$	Annual fee
Production Assistant	42,000\$	Annual fee
Production Second Assistant	30,000\$	Annual fee
Editor	42,000\$	Annual fee
Sub Titles/Translators	8,000\$	Annual fee
Documentary film	25,000\$	
After the 1 year: Journal/ Documentary Film Exhibition (Photographs Prints & monitors)	40,000\$	
PR Anna Rosa Thomae	60,000\$	Annual fee

CONTACT

Artist

ANNINA ROESCHEISEN

WhatBringsPeace@gmail.com

Artist Agency

MTART

info@marinetanguyart.com

PR Agency

Anna Rosa

art@annarosathomae.com