



Artist Annina Roescheisen Launches #WhatBringsPeace

A global interactive documentary art project that seeks to unite us in the panhuman quest for peace

March 29, 2017 - Over the course of one year, German multimedia artist Annina Roescheisen presents #WhatBringsPeace, an interactive documentary art project exploring multicultural perceptions of peace. Using social media, public art in the form of a sculpture, and video documentation, the project is Roescheisen's first to transfer art and digital media into a peace dialogue on the global stage.

The art project explores the notion of peace in response to increasing violence, environmental threats, and political extremism experienced globally today. Roescheisen seeks to use her artistic practice to give individuals from all walks of life a platform to voice their opinions on peace, ultimately creating a message of what peace means individually and globally in the 21st century.

Inherent in the project's title, social media will play a significant role as a multiplier and channel to unite participants and followers in sharing their thoughts and ideas on peace via the hashtag #WhatBringsPeace. All participants' posts, as well as experiences from the artist, will be shared on the project's social media accounts. As inclusivity and diversity stand at the forefront of the artist's vision, the kaleidoscope of responses on social media are essential to illustrate the panhuman quest for peace.



Image: Installation view of #WhatBringsPeace sculpture at Crans Montana, Switzerland.
Courtesy of the Artist.

The sculpture (Edition of 5 + 1AP) shaped like a large-scale street sign with a convex mirror at its center, symbolizes the artist's belief in the inclusive nature of world citizenship. Traveling globally around the world, the sculpture will invite locals to interact with it at each visited location. Visitors can view themselves in the mirror within the context of their particular environment. The unveiling of the #WhatBringsPeace sculpture was launched in Crans Montana, Switzerland on February 17, 2017—on view until summer 2017.

Roescheisen will spend one year traveling the world, conducting video interviews. In every interview, the artist will ask the interviewee(s) their ideas on what brings them peace to shed light on the cultural diversity and specialness of each interviewee's story. Interviewees are encouraged to use multiple forms of expression such as performance, dance, and art.

At its core, #WhatBringsPeace encourages open expression, engagement, and reflection to take place around the quest for peace.

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For further information, please contact:

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NOTES TO EDITORS:

About Annina Roescheisen:

Annina Roescheisen is a multimedia artist, a humanist and philanthropist. She approaches art as a tool to break down the barriers of elitist thinking and enhance connectivity.

Her creative practice underlines the thought of art as voice that encapsulates emotion. Art becomes a universal language that disrupts the silence and brings our innermost feelings to the surface. Standard languages based on verbal expression, are limited when describing the entirety of an experience, thus Roescheisen uses art to promote expressive freedom. Literature, music, and poetry serve as inspiration in her practice, reflecting the written word through imagery.