

Press release

Non-Violence puts a 10 meter gun in central Stockholm.

Non-Violence breaks its ten-year silence in Swedish advertising by pointing a ten-meter revolver at the central square of Stockholm from city's most prominent interactive Billboard. Created and produced by ACNE, the campaign is an appeal for action: **Want to see change? Donate to 123 59 04 933.** With each donation made via mobile phone, the contributor will witness, in real-time, the revolver's nozzle twist into a knot and transform into the iconic Non-Violence logo created by Carl Fredrik Reuterswärd. ACNE wanted to shed light on the invaluable local and global work of Non-Violence to inspire, motivate and engage young people to resolve conflict in a non-violent way while reminding passersby that programs initiatives are only made possible through donations.

"We wanted to demonstrate to people how important their engagement with this topic is, not only to Non-Violence but all of Swedish society." – Says Zena Fialdini, Sweden Manager, Non-Violence

"By letting people take part in recreating this iconic symbol, we remind them that it's possible to prevent violence by working together and contributing to good causes." – Says Tiago Pinho, Senior Creative, ACNE

The campaign billboard was launched on Tuesday, September 5th for the run-up to the upcoming Swedish national election. A big gun with a knotted nozzle, over Stureplan, is a message from Non-Violence which adds a fresh perspective to the heated debate around law and order.

Press info

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NON VIOLENCE

Credits

Executive Creative Director: Johan Bello

Senior Creative: Tiago Pinho

Senior Planner: Matthew Hearle

Creative: Joel Lindblad, Mirian Tsujita, Christian Karlsson

Project Manager: Emma Branting

Executive Producer: Niclas Bergström

Technical Director: Svante Hellberg

Non-Violence Sweden manager: Zena Fialdini

Animation & Motion: Origolab Studios