

JAPAN NOW

»JAPAN Now« is a fund-raising initiative launched privately in April 2011 by Matthias Grieder, a graphic designer and member of designaustria, the professional association of designers in Austria.

Matthias Grieder's is convinced that creativity and design are means to express emotions and thoughts and communicate them to others. Poster designers and artists were invited to design posters in which the Japanese flag should be interpreted under the impressions of the 2011 catastrophe, with the flag's primary motif – the red disk – remaining recognizable. The title »JAPAN Now« refers to the situation after the tsunami and its aftermath: the earthquake, the destruction, the still-present threat of a nuclear disaster, the many victims. What happened should make all of us think.

So far, 64 poster designers, most of them from Austria, have contributed to the project with breathtaking motifs. A selection of the posters was exhibited at the Vienna designforum in May 2011 and will be on display in Matthias Grieder's gallery in Vienna during the summer. Some of the designs have been realized as fine art prints. These posters are offered for sale at the rate of € 5 per piece at a limited number of selling points in Vienna. Up to now, approximately € 4,000 have been collected. This may seem a modest amount, but considering that this is a single person's initiative and that the project depends on the willingness of individuals and companies to work for free, it is a remarkable success. The complete number of posters created in the course of the project can be viewed at www.zeitvertrieb.net/japan-now.html. There are plans to organize further exhibitions and auctions and enlarge the network of selling points.

WEBLINKS LINKS

Facebook: www.facebook.com/pages/JAPAN-Now/159239444134668

Charity Organization: Jugend eine Welt: www.jugendeinewelt.at/erdbeben_japan.0.html

Zeitvertrieb: www.zeitvertrieb.net/japan-now.html

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»JAPAN Now« is meant to be a powerful statement against nuclear power and for global solidarity. The money collected through the sale of the posters will be donated to help Japan's disaster victims. Currently, the net revenues go to the charity organization »Jugend eine Welt«/Don Bosco (www.jugendeinewelt.at), from where the funds will be distributed among local Japanese helpers.

Everybody who is interested in participating is welcome. It would be desirable if this project, which is now limited to Austria, could be continued on an international scale in the future. In order to achieve this, help is needed in terms of infrastructure, helping hands, and financial support.