

# GUM: THE MURAL THAT WILL UNITE THE WORLD



THE WHO AND LAVASTAGE PRESENT



THE WORLD HEALTH ORGANIZATION, THE ART IMPACT  
FOR HEALTH & SDG'S INCUBATOR WITH LAVASTAGE  
PRESENT THE WORLD'S LARGEST ARTISTIC  
COLLABORATION EVENT



The Global Unity Mural "GUM" is a collaboration initiative to bring together world-class artists for the purpose of uniting the world.

"What an opportunity for the Arts to play a significant role in the implementation of the SDGs while improving people's health and wellbeing."

- Gareth Presch, CEO, WHIS, SDG3/4 Expert UNGSII, Member of Pope Francis Vatican COVID-19 Commission



**"I, APOLO, INVITE YOU TO CONTRIBUTE TO ONE OF THE MOST IMPORTANT MURALS OF THE CENTURY WHERE WE WILL GATHER TO BUILD HEALING AND UNITY THROUGH ART."**

@APOLO.MDE; A TOP COLOMBIAN GRAFITTI ARTIST IS THE FIRST COLLABORATOR

Following the success of the June 2021 VERSUS Art Exhibit that took place at the United Nations Headquarters in Geneva, Switzerland, a large consortium of partners is moving forward to scale-up the Art Impact for Health and SDG's incubator. This initiative is led by the the World Health Organization's Director General.

LavaStage, World Health Organization (WHO), Artfusion Digital Platform (AFDP), United Nations Global Sustainability Index Institute (UNGSII) and the World Health Innovation Summit (WHIS) will initiate the world's largest artistic collaboration event through SDG cities and countries to unite the world.

The goal is to create the most recognized mural in history. The core mural will be on display for three weeks on the United Nations campus in Geneva. In February 2022, the Mural will go to the United Nations campus in New York City, where a multi-city, six-week tour will kick off. The Mural will grow while on tour. Each SDG city will have a different artist who will add to the original. Nine countries, six SDG cities per country will be announced on January 31, 2022.

THE INITIAL CAMPAIGN WILL BEGIN ON JULY 9, 2021. IT WILL CONTINUE WITH THE SDG CHAMPIONS CONFERENCE IN SAN MARINO, ITALY ON OCTOBER 22-24 2021, THE SDG CITIES CONFERENCE IN SHANGHAI, CHINA ON OCTOBER 31, 2021 AND DURING THE 26TH CONFERENCE OF THE PARTIES (COP) IN GLASGOW, UK IN NOVEMBER 2021.

The Mural will have a Non-Fungible Token (NFT) that will allow the authentication of every contribution to the original work. For detailed information, visit [www.lavastage.com](http://www.lavastage.com) and [www.artfusion.art](http://www.artfusion.art)

