



If you happened to be in Barcelona, Milan or Munich, you might have seen one of the below animations playing in a Benetton front store window. The brainchild of Fabrica, Benetton's research centre on communication, the "Live Windows" project is about creating a new visual experience for passers-by. Produced by students based in Germany and Spain, the Peace Day contributions are part of a [partnership](#) between Fabrica and UNRIC to promote UN observances through student contribution from a network of prestigious European design schools.

This year's theme for the [International Day of Peace](#) was "*sustainable peace for a sustainable future*", chosen following the [United Nations Conference on Sustainable Development](#) held in Rio de Janeiro, Brazil, in June this year.

The contributions to the live windows were made by students from [ELISAVA](#) - Escola Superior de Disseny i Enginyeria de Barcelona - and Mediadesign Hochschule für Design und Informatik ([MD.H](#)), in Germany.

Students from [ELISAVA](#) admitted being "baffled" at first by the theme, how do you portray peace and sustainability in a creative way whilst also "avoiding classic iconography of peace; white pigeons, hippies and peace logos"? In the end they chose to focus on 'balance and time', two concepts interrelated with a 'sustainable future'.

At [MD.H](#) Berlin, the team behind 'Friedestaube' explained why they chose an animation of a paper dove evading and escaping evil paper hands.

"In our concept we associated peace with paper, it can be destroyed and restored. The protagonist of the video is the dove of peace. For us it was important to choose a peace symbol, which is uniform and easily recognizable. We have chosen hands, to create a direct connection to people. Because only by the people themselves can produce peace, but also destroy it."

In all, four videos were endorsed by UNRIC for use on the giant media-walls that showcase the live windows. These join another 13 student contributions from 5 different schools, all of which are available on our [dedicated web page](#) ; including much more on the partnership, school network and "Live Windows".

Stay tuned for more, including some great contributions for the [International Day of Non-Violence](#) .

### Additional links:

- [Fabrica](#)
- [Fabrica – Live Windows](#)

- [Partnership page](#)
  
- [International Day of Peace "Live Windows"](#)
- [UN International Day of Peace](#)