

APPAREL AND ACCESSORIES

Gucci supports refugees with 5 new Art Walls

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The art was created by refugee artists. Image credit: Gucci

By STAFF REPORTS

Italian fashion brand Gucci has created five new Art Wall murals to promote awareness of the plight faced by refugees from around the world.

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In five major cities, new Gucci Art Walls have been installed featuring art created by refugees and replicated at a large scale on the side of a building. The project reaffirms Gucci's commitment to social causes in its marketing, raising awareness for an important issue as it also advertises the brand's values.

Art walls

Civil unrest throughout the world, particularly in the Middle East, has created a massive refugee crisis as millions flee their homes to escape war and violence.

Gucci is doing its part to raise awareness and funds for the people affected by this displacement with a continuation of its Art Wall project. Five new art walls in five major cities around the world have been created, each with art from refugee children and adults.

The walls, revealed on June 20 in honor of World Refugee Day, are in place in Milan, New York, Hong Kong and Shanghai, with colorful and evocative artwork taking up entire sides of buildings.

Gucci's campaign is part of its larger Chime for Change initiative with Artolution, a non-profit dedicated to using the arts for social good and helping refugees from around the world.



The Art Walls were created for World Refugee Day. Image credit: Gucci

Using the Gucci mobile application, users can scan the art to learn more about how it was created and what they can do to help alleviate the troubles faced by refugee families.

The Art Wall is in support of World Refugee Day. Last year, Fondazione Nicola Trussardi, the nonprofit organization linked to Italian fashion label Trussardi, also raised awareness for refugees through art.

In honor of last year's World Refugee Day, the foundation worked with La Triennale de Milano to stage events that aim to shed light on the current migratory crisis and the refugee experience. While its mission is the support of art, Fondazione Nicola Trussardi's co-produced exhibit inserts the brand into a larger conversation about migration and the experience of crossing borders ([see story](#)).

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