

BREATHE WITH ME

An Art Action for the World
By Jeppe Hein & ART 2030

Press release

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United Nations Headquarters, New York, 21-24 September, 2019
Central Park, New York, 25-27 September, 2019

“Life begins with an inhale and ends with an exhale. In-between we all breathe and live different lives. And yet, each breath keeps us together, connected, sharing the same air.”

Jepppe Hein

The logo consists of the words "BREATHE" and "WITH ME" stacked vertically. The text is rendered in a blue, hand-drawn, sans-serif font. The letters are slightly irregular and have a casual, artistic feel.

“To secure the future of our planet, I believe that we need captivating and creative ways to engage everybody around the world. By inviting everyone to create something together through art, Breathe with Me not only shows us how Climate Action can take many different forms, but also exemplifies the beauty and importance of working together towards one common goal.”

Alison Smale

Under-Secretary-General for Global Communications, United Nations

BREATHE WITH ME

In New York City

United Nations Headquarters, New York, 21-24 September, 2019
Central Park, New York, 25-27 September, 2019

On September 21, 2019, the International Day of Peace, artist Jeppe Hein and ART 2030 are launching 'Breathe with Me', a week-long global art action inviting audiences around the world to paint their own individual 'breath'. 'Breathe with Me' is an interactive public art project to raise awareness that the air we breathe is part of our connected world and climate. In 'Breathe with Me' every breath takes the form of painted blue lines on canvas walls: each participant paints as they exhale in long downward brush strokes, creating a continuous mural. Everyone paints the lines of their breath differently, yet each line forms part of a universal whole. The goal of 'Breathe with Me' is to encourage the widest possible public participation, both in New York and globally during the week of the UN Secretary General's Climate Action Summit and opening of the 74th General Assembly, highlighting the urgency of Climate Action in 2019.

'Breathe with Me' launches on September 21, 2019, during the Youth Climate Summit. Over the course of the week, 'Breathe with Me' will invite hundreds of international dignitaries gathered at the UN, to paint their own individual breath on a huge canvas wall curving across the lobby of the UN Headquarters. The 'Breathe with Me' art action will continue at the UN through September 23, the Climate Action Summit, as well as September 24, the opening of the UN General Assembly.

From September 25-27, 2019, 'Breathe with Me' will move outside to Central Park, where it will be one of the largest public art projects inside Central Park in recent years. Thousands of participants will be invited to paint their breath in a communal art action over three days. 'Breathe with Me' will take the form of six huge canvas waves flowing for almost 600 feet through the heart of the park, on which the public will be invited to paint their breath, with paints and brushes provided by Jeppe Hein and ART 2030.

On September 28, a 'Breathe with Me' film will be shown at the Global Citizen Festival in Central Park as part of the day's events.



Breathe With Me at the United Nations Headquarters, New York City, September 2019



Breathe With Me in Central Park, New York City, September 2019

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In celebration of 'Breathe with Me', The Metropolitan Museum of Art will present accompanying education programs.

'Breathe with Me' is a public art action taking place on many levels: it occurs in real time in New York during the week of the UN Climate Action Summit, and it also invites people to participate in it virtually around the world. The work is both deeply personal and also touches on many aspects of our lives and the life of our planet. Guided by the act of breathing, all audiences are invited to reflect on themselves and the world around them. Gathering together the painted breath of every participant, the artwork visualizes not only our individual awareness of ourselves, but also our communities, societies, and environment. Altogether, 'Breathe with Me' is a collective breath for the world and for the climate we all share.

Jepppe Hein and ART 2030 aim to engage people across the globe in this art action, starting in the week of the UN Climate Action Summit and General Assembly opening. In addition to the launch events in New York, they are launching an open invitation to everyone across the globe to take 'Breathe with Me' into their own lives – individuals, families, neighbours, communities, schools, museums, as well as other public institutions and organizations, as an act of solidarity for the climate change and the UN 2030 Agenda for Sustainable Development and its 17 Global Goals to create prosperity for people and the planet. They are providing a free downloadable online manual for 'Breathe with Me'. Participants are encouraged to upload or post contributions, photos and film documentation as well as any ideas for 'Breathe with Me' projects on Instagram using the hashtag **#breathewithme**.

BREATHE WITH ME

Partners and Supporters

In order to connect 'Breathe with Me' to the wider world, Jeppe Hein and ART 2030 are partnering with a growing number of like-minded organisations, schools and museums across the globe, who endorse this project and will plan activities related to it. Many global partners are engaging with the project, including The Metropolitan Museum of Art, Parley for the Oceans, Every Breath Matters, the University of Bristol, the Bundeskunsthalle in Bonn, and Global Citizen.

In advance of the project, a number of inspirational people from all walks of life have been invited to become 'First Breathers', acting as ambassadors for the 'Breathe with Me' project. Hein and ART 2030 have filmed them participating in 'Breathe with Me' and will release their films on Instagram closer to the time of the New York event. Hein and ART 2030 will continue to film people coming together through breathing and has also commissioned a 'Breathe with Me' song and films.

The list of 'First Breathers' is expanding, and already includes Doug Aitken (artist), Michael Stipe (musician, REM), Bjarke Ingels (architect, BIG Architects), Nikolaj Coster-Waldau (actor, Game of Thrones), Pilou Asbaek (actor, Game of Thrones), Lukas Graham (pop musician), Ralph Rugoff (Director of Hayward Gallery and Artistic Director of 58th Venice Biennale), Max Hollein (Director of The Metropolitan Museum), Cyrill Gutsch (founder, Parley for the Oceans), Callum Grieve (founder, Every Breath Matters), Hans Ulrich Obrist (curator), Tomas Saraceno (artist), Shirin Neshat (artist), Daniel Humm (chef/owner, Eleven Madison Park), Neville Wakefield (writer, Director Desert X), Simon Moss (co-founder, Global Citizen), Patrizia Sandretto Re Rebaudengo (art collector), Julia Stoschek (art collector). In addition, fashion designer Diane von Furstenberg is an endorser of 'Breathe with Me'.

BREATHE WITH ME

Notes for Editors

'Breathe with Me'
An Art Action for the World
By Jeppe Hein & ART 2030

United Nations Headquarters
405 East 42nd St and 1st Avenue
New York City, NY 10017-3507
21-24 September, 2019

Central Park
Center Road, Frisbee Hill
(located between the Sheep Meadow and Naumberg Bandshell)
Park Entrances: W72, E72
25-27 September, 2019
11am – 6pm
Open to all, free of charge

Website
www.breathewithme.world

Instagram
#breathewithme
www.instagram.com/breathewithmeandtheworld

With thanks to:



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OF DENMARK**
New York



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“Breathe with Me takes the form of Breathing Watercolours painted by the public that visualise the invisible – our breath and the resulting relation between us – reminding us to cooperate if we want to share this world together, today and in the future. Ideally, it will encourage people to conspire, as in Latin ‘con-spirare’ means to breathe together. So, please breathe with me. Inhale. Hold. Exhale ...”

Jeppe Hein



BREATHE
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“While breathing is deeply personal, it is also a universal experience. After all, breathing, as Jeppe Hein so aptly describes, is an action that can unite all life on earth, and similarly the ability and need to breathe unites many of the Global Goals: from the necessity for access to pollution-free air and the need to have clean oceans to produce oxygen, to the importance of mindful breathing to our wellbeing.

‘Breathe with Me’ is an experience and opportunity, for everyone to act with our individual breath, our collective breath, and the entire planet’s breath. We trust that by engaging everyone in this unique art action, we will soon see the entire world breathe together.”

Luise Faurschou
ART 2030 Founder and Director

BREATHE WITH ME

How to share your breath with us

Jeppe Hein and ART 2030 want this project to be open to all and aim to engage people around the world to participate in this art action, launching on the International Day of Peace and UN Youth Climate Summit on September 21, continuing through the UN Climate Action Summit on September 23, the opening of the UN General Assembly on 24 September, to Central Park on September 25-27 and the Global Citizen Festival New York on September 28, 2019.

Jeppe Hein and ART 2030 hope the downloadable 'Breathe with Me' [manual](#) can empower individuals, families, neighbours, communities, schools, museums, as well as other public institutions and organizations, to paint their breath around the world. The downloadable manual offers different ways to create 'Breathe with Me' projects, but it is intended as an inspirational kit, open to interpretation depending on whatever materials are at hand. To add to this, Jeppe Hein and ART 2030 have included some learning activities about breathing that can be used for 'Breathe with Me' workshops in schools, for example.

Participants are encouraged to upload or post contributions, photos and film documentation as well as any ideas for 'Breathe with Me' projects and workshops on Instagram using the hashtag #breathewithme. An overview will be compiled on www.instagram.com/breathewithmeandtheworld.

BREATHE WITH ME

and the Sustainable Development Goals

In 2015, world leaders at the United Nations adopted the Sustainable Development Goals (also known as the Global Goals). They set an ambitious and transformative plan for the planet, people and prosperity.

Through 'Breathe with Me', Jeppe Hein and ART 2030 hope to inspire people to take action towards many urgent issues of the United Nations 2030 Agenda for Sustainable Development and its 17 Global Goals, including: Good Health and Wellbeing (Goal 3), Quality Education (Goal 4), Reduced Inequalities (Goal 10), Sustainable Cities and Communities (Goal 11), Responsible Consumption and Production (Goal 12), Climate Action (Goal 13) and Life Below Water (Goal 14).



BREATHE WITH ME

Biographies

'Breathe with Me' is a public art action for the world, conceived and executed by Jeppe Hein with ART 2030, as an artwork that speaks to many urgent issues of the United Nations 2030 Agenda for Sustainable Development and its 17 global goals – from good health, to strong communities and climate action.

Jeppe Hein: www.jeppehein.net

Jeppe Hein (b. 1974) is a Berlin-based Danish artist whose work focuses on creating objects and environments that connect people in often witty and unexpected ways. His work is shown in public and private collections across the globe. In New York, where he is represented by 303 Gallery, he created the successful public art project Please Touch the Art (2016) in Brooklyn Bridge Park with the Public Art Fund. To watch Jeppe Hein discuss how and why he created 'Breathe with Me' and his 'Breathing Watercolours', please click [here](#).

ART 2030: www.art2030.org

ART 2030 is a non-profit organization that works with art as the key to achieve the Global Goals by opening people's hearts, minds and imagination – to inspire action for a healthy and sustainable future. Working internationally with world renowned artists and partners, the organization facilitates contemporary art projects connected to the Global Goals – including public events, art experiences, multi-platform communication, and educational activities – for all to engage with the plan for people, planet and prosperity. Past collaborators include Ai Weiwei and Yoko Ono among others.



Breathe With Me in Central Park, New York City, September 2019

**BREATHE
WITH ME**

“At the core of ART 2030’s mission is the belief that great art can create experiences that are enlightening and emotional, but also able to communicate complex agendas, such as the UN’s 17 Global Goals. And ‘Breathe with Me’, together with Jeppe Hein, truly embodies this belief.”

Luise Faurschou

ART 2030 Founder and Director

BREATHE WITH ME

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Media

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www.un.org/en/climatechange