

OPEN CALL: #MAUERNFALLEN #FALLINGWALLS

BOOM! WHAM! POW! KNOCK DOWN WALLS AND BUILD BRIDGES

An initiative of the Goethe-Institut Singapore

Background

The building of walls is prospering. New barriers are emerging worldwide. There are currently 70 border walls in existence or in planning, which is five times as many as thirty years ago, at the time the Berlin Wall came down in 1989 and ended the Cold War.

Back then and now, walls promise a simple solution to problems and to ensure national sovereignty. Their proponents target the end of illegal immigration and to shut out problems from the outside.

Only bridges, however, can overcome division, isolation, and demarcation. Against the backdrop of the 30th anniversary of the fall of the Berlin Wall, this year we will celebrate freedom, unity, and the end of the Cold War.

Participation

Join us in this initiative and create a short personal video message about why we should build bridges instead of walls and how we can oppose division and overcome the obstacles that trouble our modern world. Be part of the movement by sharing **your video** on social media between **October 3rd and November 9th**.

To participate, create a **short video no longer than 60 seconds on Facebook or Instagram using the hashtags '#mauernfallen' and '#fallingwalls'**. From your personal point of view, tell us why we should build bridges and knock down walls. Tell us your thoughts on contemporary issues of isolation and demarcation, and the importance of connectedness and diversity. May it be cultural, political, or economic issues—we are interested in what you have to say!

Format

Publish your 60-second long video on Facebook or Instagram and add the hashtags '#mauernfallen' and '#fallingwalls' to be part of the movement. **Tag the Goethe-Institut Singapore** (Facebook: @gi.singapore; Instagram: @goetheinstitut_singapur), so we can share your message as well.

If you like, add a short caption, emojis, and additional hashtags to spread your message even further. Need inspiration? We are recommending the use of the hashtags #buildbridgesnotwalls #freedom #beyondborders or #wallscometumblingdown. However, make sure to use the **hashtags #mauernfallen and #wallsfalling** to participate in the initiative. More technical tips about publishing your video on social media are available in our guidelines.

Be part of this movement and share why cultural exchange, dialogue, and diversity matter. Why should we knock down walls and build bridges nowadays? Tell us in your social media video!