



chariry art exhibition

REJECTION

A black and white portrait of Vlad Bozhich, a young man with short dark hair, wearing a light-colored denim jacket over a white t-shirt. He is looking directly at the camera with a slight smile. The background behind him is a dark red color with a white geometric pattern of interlocking cubes and diamonds.

Vlad Bozhich

creative director exhibition "Rejection"

→ CEO of Be Polar creative agency worked with the top 10 businesses of Ukraine

→ Founder of the first community of creativity in Ukraine

→ Curator of creative online club for 1000 people

→ Co-founder of the project "Square of culture and creativity"

→ Co-founder of public organization "creative community of Ukraine"

CONCEPT

exhibition-transformation represent
the adoption stages of war by human



REJECTION

CONCEPT



Hall 1 - Denial

Hall 2 - Anger

Hall 3 - Bargain

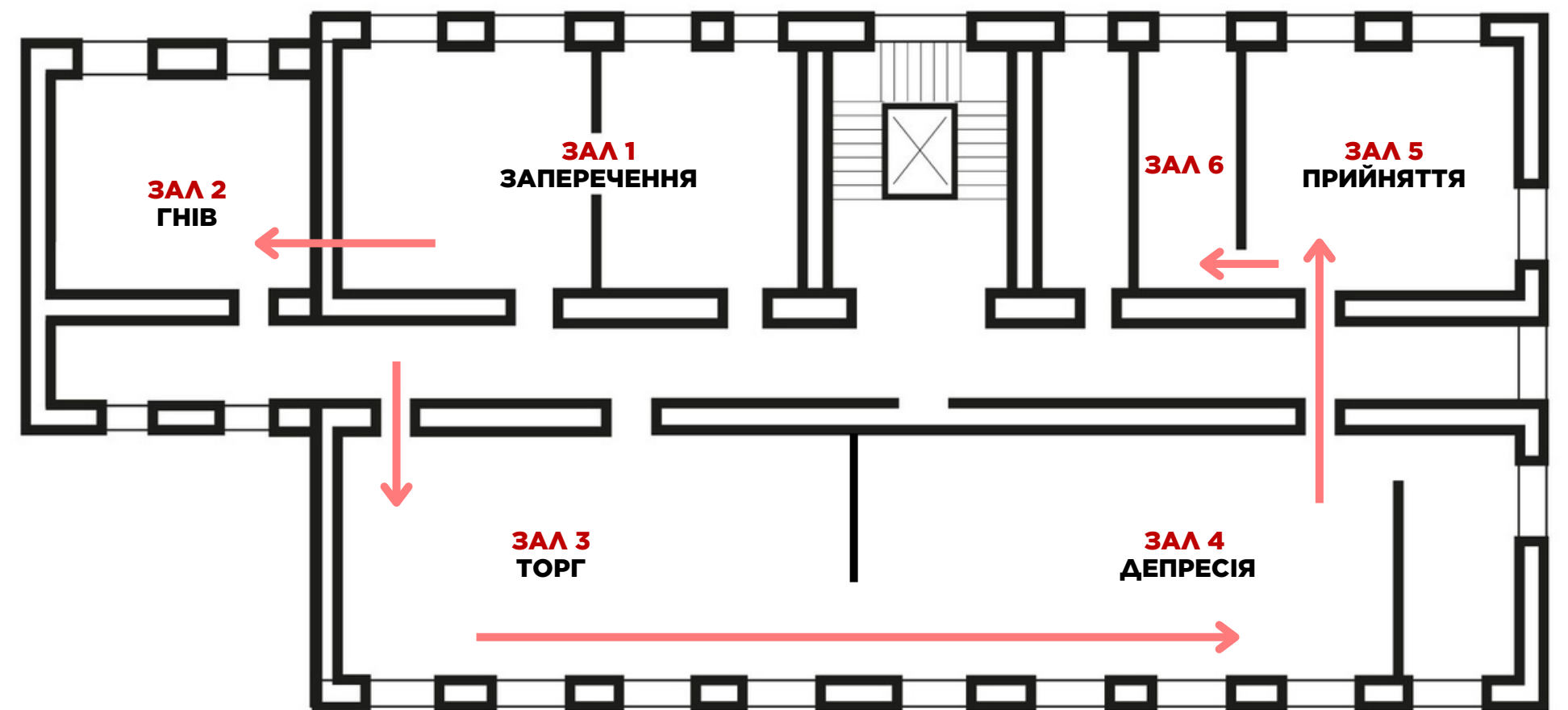
Hall 4 - Depression

Hall 5 - Adoption

Each hall of the exhibition space filled with paintings of artists which is a direct association with name of one or another stage of adoption.

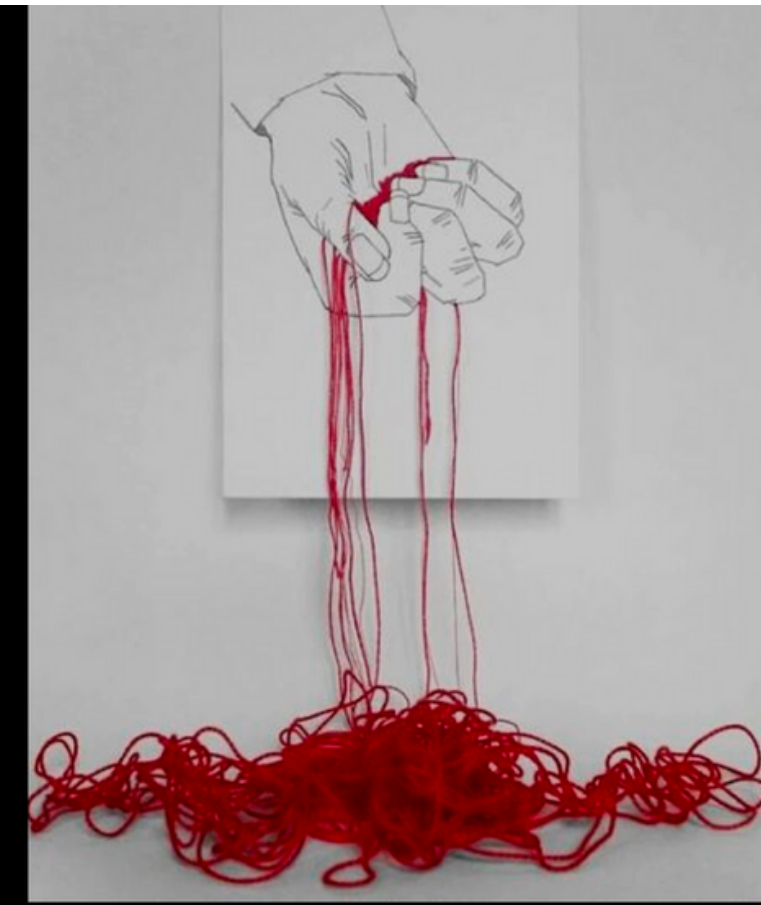
MECHANICS

When you get to the exhibition, you walk from one hall to another, going through each "stage of adoption"



DECOR

When you get to the exhibition, you see a performance poster with red threads from the eyes that lead you to first hall. And they continue through the entire exhibition from one hall to another.



WHAT DID IT LOOK LIKE?

Red threads are what symbolize the **tears of Ukrainians**, which lead from one hall to another, but in the reception hall, threads, like tears, run out.



WHAT IT FILLED WITH

193 pictures
29 artists

Andriy Bludov, Dmytro Kryshovsky, Kahidze Alevtyna, Anton Logov, Olena Shtepura, Kinder Album, Anna Vereshchaka, Vova Kyeno, Oleg Geiman, Ksenia Datsyuk, Mykyta Shilimov, Oleksandr Balbyshev, Serhiy Zakharov, Lidia Guzhva, Serhiy Burbelo, Serhiy Tyekhov, Eva Alvor, Anastasia Dalevska, Oksana Chilikina, Stanislav Motorny, Karina Mirzoeva, Kateryna Kulyk, Johansen, Padun Volodymyr, Menkiv Anatoliy, Anonymous, Kyrylo Kudelin.



CONTENT

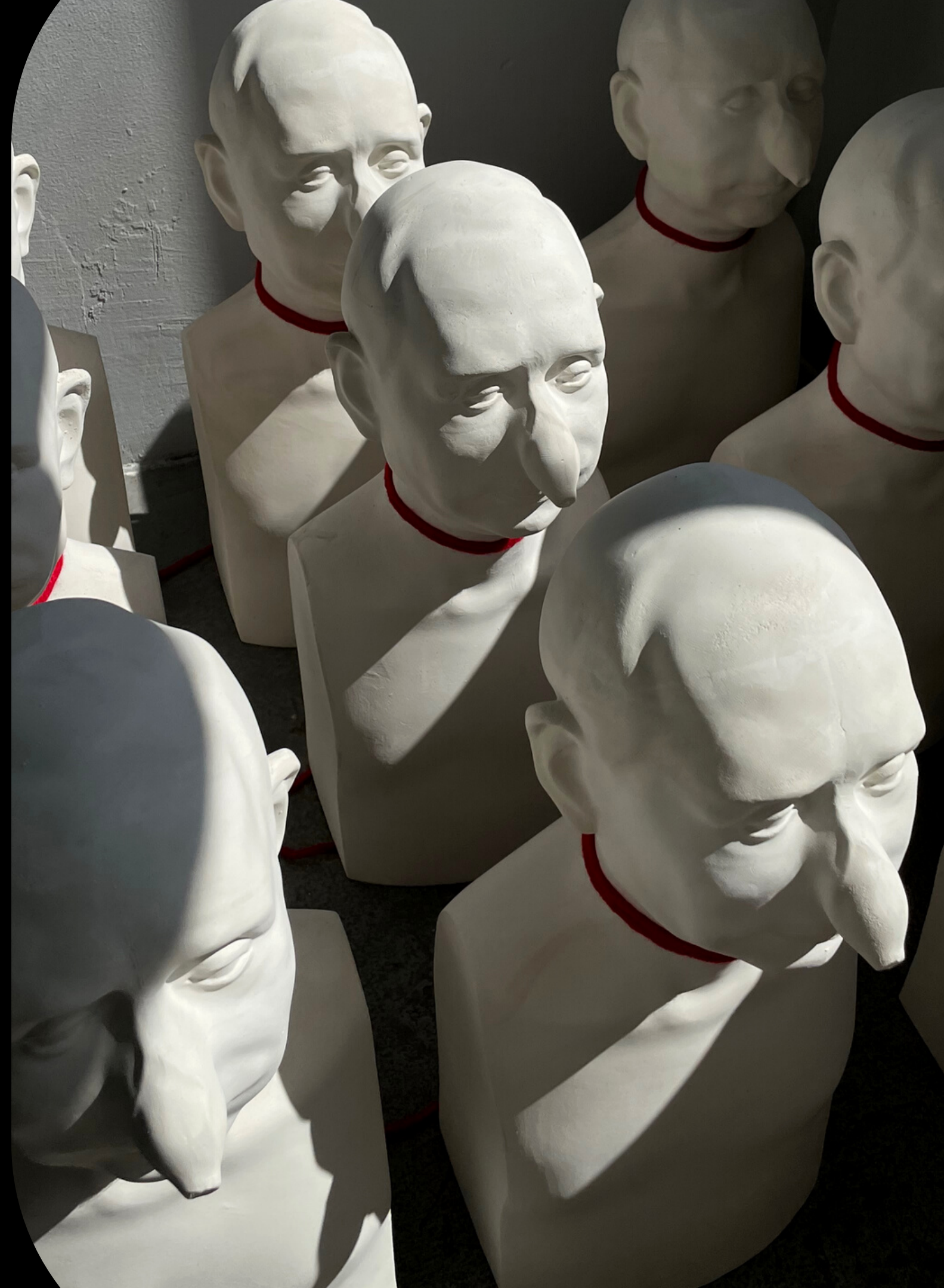
Anger Hall

- In the hall of anger there will be a sculpture of Putin made of cement

- At the end of each day of the performance, we offer visitors to smash the sculpture with a hammer for a donation at the AFU.

- By launching a PR campaign and challenge

REJECTION





**THE PLACE WHERE
PUTIN DIES EVERY DAY**

EXAMPLE

CONTENT

Depression Hall

Vacuumed dreams

We take real stories of people, who have been forced due to the war vacuum their dreams.

Someone planned to make repair in an apartment that no longer exists...
Someone dreamed of getting married...



EXAMPLE

CONTENT

Adoption Hall

- Paintings in this hall
- Artists:
kinder album
Maksym Palenko
- In addition, a performance with the same chaise longue, under the picture itself.
A person lies down on it, and sees the opposite side of the hall, where the paintings of war show different form of acceptance.



YES, THERE ARE ONLY 5 OF THEM

But we developed **the sixth** so that the exhibition was not only cultural and artistic, but also inspiring and filled with thoughts

STAGE №6

АСТ!

In hall №6, we will place a box for donations in the center, and we will fill the entire room with pictures-posters, with the actual needs of: headquarters, foundations, organizations, individual TRO, Armed Forces, volunteer associations, etc.

Thus showing how you can act today!

EXAMPLE

CONTENT

Act Hall

We take those real people from the stories of vacuumed dreams in the Depression hall.

Then we make a video of how they tear open those vacuum-packed objects (their desires) and finally make them come true.

Encouraging others to act by her example.



[LINK FOR WATCHING](#)

GOAL

Convey the opinion that everyone has passed the stage of accepting the war and for victory, **you need to ACT!**



REJECTION

CHARITABLE PURPOSE

The exhibition collects and transfers all funds to the Ukrainian Armed Forces.

Purchase of drones with thermal imagers for the 44th separate artillery brigade

PSYCHOLOGICAL VALUE

Person and their mental health.

Unity, Ukrainian identity.

Finding answers and the strength to act.

REJECTION

17 MEDIA ABOUT US

Active links

[PRYAMII](#)

[1+1](#)

[DNIPRO REGION](#)

[9 CHANEL](#)

[OPEN TV](#)

[INFORM](#)

[DNIPRONOW](#)

[DNIPRO.GOV](#)

[SUSPILNE](#)

REJECTION



EVENTS

Every weekend as part of the exhibition excursions and events take place in the Dnipro, that unite people.



EVENTS

LECTURE "UKRAINIAN ARTISTS OF THE WARTIME"

The lecture is dedicated to getting to know the works of the artists presented at the exhibition, as well as other paintings' artists who continue to paint despite the war.



REJECTION

EVENTS

COMMUNICATION EXPRESS SESSIONS "HOW ARE YOU?"

Events where people first take a tour of the exhibition, and then, together with a psychologist, talk to each other, get to know each other, and share what hurts them because of this war. The event is held interactively in the concept of express dating, people see that they are not alone, the same problems in the lives of others, find new connections to solve their problems, and emotionally relieve themselves.



REJECTION

EVENTS

LECTURE-WORKSHOP "UKRAINIAN IDENTITY"

The lecture is devoted to the adaptive-evolutionary system of signs and properties that distinguish the Ukrainian person, the Ukrainian community, and the Ukrainian culture from among other similar individuals.



REJECTION

BIG IDEA OF **REJECTION**

To hold a series of conceptual exhibitions in Europe.

To give people with EU the opportunity to go through all those stages that affected each of us, and push them to action! To attract a new wave of attention to the war in Ukraine, and to unite people from different countries, against the same enemy, for the sake of victory.

REJECTION



LET`S COLLABARATE

Colleagues and partners from Germany, let's cooperate and hold a charity exhibition «Rejection»!

We have everything you need to implement the project:

a team, logistics, artists, creators, decorators, managers, content, and most importantly, motivation to act!

Thank you for your attention!



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