



#kidspaintcorona

An international arts project initiated by the young readers section of the German weekly newspaper DIE ZEIT and the International Museum for Children's Art in Oslo, Norway.

Supported by several partners from all over the world we collected more than 5500 pictures from children in 64 countries which showed how the young in the world experienced the first months of the pandemic.

What we did



- In April 2020 the German weekly newspaper DIE ZEIT and the International Museum for Children's Art in Oslo, Norway started a global Children's Art Project: #kidspaintcorona asked the young all over the world to create artwork about their experiences during the first months of the pandemic: What were their the hopes and fears, their moments of joy? How did their everyday routines change? And what were their wishes for the future?
- The contributions turned into a virtual Children's Art Exhibition, hosted on the website of the Children's Art Museum: www.barnekunst.no/en
- Selected artwork was also printed in die ZEIT and published on ZEIT Online – as well as in other newspapers and on websites worldwide.
- In September 2020 a physical exhibition at the Museum in Oslo opened.

How we did it

1. Spread the news

We used all the channels (print, online, social media, press releases) of DIE ZEIT and the International Museum of Children's Art in Norway.

Beforehand we had also reached out to newspapers and magazines worldwide to support our art project. The following media partners joined and spread the message:

- Washington Post – USA
- News-O-Matic – US based
- Joca newspaper – Brazil
- Anorak – UK
- Le Journal des Enfants – France
- Mi Super Diario – Latin America

We also reached out personally to many international schools and several children's organizations all over the world.

2. Collect the artwork

Children could turn in their pieces of art digitally and sent it via e-Mail to kidspaintcorona@zeit.de or upload it on the webpage www.barnekunst.no.

Additionally we ask children to post their pictures under the hashtag #kidspaintcorona on Instagram.

We managed to do all that without extra funding, but quite some nightshifts – since the project was mainly managed and run by two people in Germany and one person in Norway.

3. Show the world

After the deadline May 31st we sifted through all the contributions and prepared selected artwork (Top 100 – not the best, but a wide range) for publishing worldwide on June 18th.

Why we did it



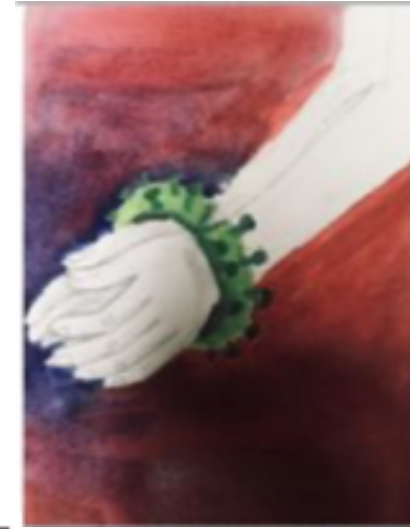
While the world was hit by the pandemic, the children disappeared from publicity.

We are sure: One day the corona virus will be found in history books – and children are affected by this historical times as much as adults. In the future, it will be easy to find out what politicians and scientists and economists thought these days. But how about the young?

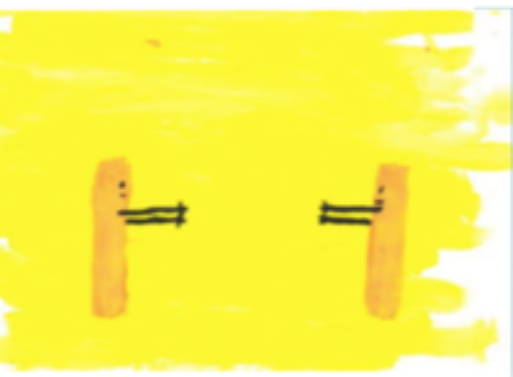
We wanted them to be seen – and therefore we invited them to express themselves in art on how they experience these unusual days.

The #kidspaintcorona entries confirm that children are crucially observing the various happenings in our developing society. We wanted to preserve this for the future. We wanted the world to see the young!

How we know, it worked out – see yourself



How we know, it worked out – see yourself



More Artwork can be seen here:

<https://barnekunst.no/en/top-100-online-selection-kidspaintcorona-art-campaign-2020/>

<https://barnekunst.no/en/user-gallery/>

What should happen next – and what might help others who want to try it



More to come?

- A traveling exhibiton with originals artwork and print-outs of digital entries
- A printed book with the artwork – benefits form sales could be given to organizations hat help children wo suffer strongly under the pandemic
- #kidspaintcorona2 – after one year with the pandemic

How to start yourself?

Always do such project together with someone - like a museum - who can present the artwork in a proper way. And: Have a platform ready where kids can upload their artwork directly, in combination with basic information and agreements (such as Name, Country, Age). This will safe you a lot of time and work later on.

Thanks – and stay safe!

