Towards an HIV Free Generation
AIDS 2014 YOUTH LEGACY STREET ART PROJECT

TOTAL INVESTMENT: $18,000
Funded by the Lord Mayors Charitable Foundation
Overview
This youth led art as advocacy project was produced by Youth Empowerment Against HIV/AIDS (YEAH) & the Melbourne Youth Force, the collective platform for young people attending the 20th International AIDS Conference - AIDS 2014. The art was created by more than 70 young people from over 50 countries who journeyed to Melbourne to take part in AIDS 2014. The Melbourne Youth Force Legacy Street Art wall now lives on in the Queen Victoria Market in Melbourne.
**Friday 17 July, 2014**

As part of the Youth Pre-Conference program, 30 lead participants from the Melbourne Youth Force took part in a two hour workshop, facilitated by artists Fred Fowler and Michael Fikaris. The workshop was designed to help young delegates learn the art of stencil making and explore different ways to use symbols, patterns and colour to express their creative ideas and build a series of visual images that would become the visual vocabulary for the legacy street art project.
**Saturday 18 July**

Following Friday’s youth pre-conference workshop and the lessons learnt on how to create ‘street art’, the 30 lead participants ventured to the Queen Victoria Market and began developing the AIDS 2014 youth legacy street art wall. The playful and collaborative style of street art gave the participants an expressive outlet to share their HIV and AIDS advocacy messages.
**Sunday 19 July**

Delegates from the broader Melbourne Youth Force were invited to join in on the second day of live painting at the Queen Victoria Market. A stencil making station and test wall was set up to give new participants the chance to learn the art of stencil making and shape their personal contribute to the mural. The influx of more youth delegates brought fresh ideas and opened up a dialogue to further explore create ways to translate the key advocacy messages from the *AIDS 2014 Youth Action Plan* into visual images captured within the mural.
YEAH was inspired to develop the AIDS 2014 Youth Legacy Street Art project because of their firm commitment that young people’s leadership is the **essential ingredient** if we want to truly move towards the end of AIDS and create the first HIV free generation.

As the local lead partner of the Melbourne Youth Force, YEAH delivered the project as part of the AIDS 2014 youth pre-conference as a way to build on the workshops taking place to draft the *AIDS 2014 Youth Action Plan*.

Funded by the Lord Mayor’s Charitable Foundation and delivered by YEAH, the project gave young delegates a public canvas on which they could translate the key youth advocacy messages emerging from the *Youth Action Plan* and bring them to life in the form of public art.

The powerful and vibrant art installation lives on the Queen Victoria Market in Melbourne and encourage the public to discuss and engage with the vision and commitment of the Melbourne Youth Force for an HIV Free Generation.

**Project Background**

The project aimed to offer youth delegates from around the world an opportunity to work together to developing an understanding of how creative projects can enhance the way we communicate our collective voice and vision.

The interactive and participant driven nature of the project ensured that every young person could contribute to shaping the legacy street art wall regardless of if they had any prior experience working in creative projects.
Project Facilitators
Fred Fowler – Lead Artist & Michael Fikaris – Assistant Artist

Fred Fowler is a Melbourne based contemporary visual artist specialising in painting, sculpture and printmaking. Not only is he an exceptional artist but a wonderful facilitator who easily crosses boundaries and engages everyone in the creative process. His ability to design a framework to work within where each individual felt as though they had equally contributed was flawless. As a result of Fred’s inclusive approach the project’s final outcome was aesthetically beautiful whilst also incorporating all the individual ideas and imagery.

Supporting artist Michael Fikaris, probably best known as a comic book maker and street artist was an easy choice for this project, with his background of extensive community engagement and focus on the extremities of experience and of human consciousness and behaviour.
Testimonials

Sebastian Day
21, SAINT LUCIA
“A roadmap of where we’ve been.”

Nilofer Khan Habibullah
25, SAUDI ARABIA
“Equality, empowerment, social justice, health, future.”
Oona Cochrane
16, AUSTRALIA

“Freedom, togetherness, health, treatment, equality, respect.”
Testimonials

Sonam Chophel
25, BHUTAN
“A better life for all.”

Donte Johnson
15, UNITED STATES OF AMERICA
“There will be no more stigma”
On Wednesday 23rd July, the Queen Victoria Market hosted a special LUNA 1878 Winter Night Market to celebrate Melbourne’s hosting of AIDS 2014 and welcome delegates from around the world.

A highlight of the night was the official public launch of the AIDS 2014 Youth Legacy Street Art Project. The record crowd of over 13,000 people heard speeches from Deputy Lord Mayor of Melbourne, Susan Riley, Catherine Brown, CEO of the Lord Mayor’s Charitable Foundation and Alischa Ross, CEO of YEAH focusing on the importance of supporting youth leadership in the global and local response to HIV prevention.

As well as seeing the finished Legacy Street Art wall, the crowd were treated to a projection of images that showed highlights of the youth delegates during the creation of the mural.
LUNA 1878 Winter Night Market – Special AIDS 2014 Celebration

The special AIDS awareness themed LUNA 1978 Winter Night Market also offered delegates and the broader public the chance to experience the best of Melbourne’s multicultural cuisine and local made arts and crafts as well as a number of HIV related awareness activities, many delivered by YEAH’s youth peer educators including:

• The installation of YEAH’s inflatable condom castle

• Fun, interactive educational activities to test people’s knowledge of HIV and prompt positive conversations about the importance of community awareness

• Special Red Ribbon branded key tags where delegates from AIDS 2014 could add a message of what they love most about their time in Melbourne to the ‘Love MELBOURNE’ sign

Click the link below for highlights from the AIDS 2014 LUNA 1878 Winter Night Market
https://www.youtube.com/watch?v=2tr6oGzRevM&feature=youtu.be
Support from Melbourne City Sight Seeing Double Decker Buses

Melbourne City Sight Seeing’s iconic double decker red buses provided a fun yet essential way help support delegates from AIDS 2014 attend the special winter night market celebrations. Their dedicated staff ran a free shuttle services from the Melbourne Convention & Exhibition Centre to the Queen Victoria Market every half hour between 5pm & 8pm.

The generous in-kind support of Melbourne City Sight Seeing was an essential part of the success of the special AIDS 2014 winter night market event, a feature of Melbourne’s Cultural Program for AIDS 2014. The support from Melbourne City Sight Seeing was an initiative coordinated by YEAH and provided free transport for over 500 delegates and had a commercial value of over $4000.
Social Media highlights

As we all return to our countries, cities and normal lives, one thing from #AIDS2014 still remains.

This is our legacy #youthAIDS2014

AIDS 2014 Youth Legacy Street Art Project
This youth led legacy project created by YEAH and the Melbourne Youth Force was created by young people from over 50 countries who journeyed to Melbourne to ...
Traditional Media highlights

The Age & Sydney Morning Herald – Interview focused on the power of YEAH’s AIDS 2014 art installations as advocacy – Print & Web

The Melbourne Review: Celebration of the Legacy Street Art Project– Interview with Lead Artist – Print & Web

QVM event feature: Towards An HIV-Free Generation: Street Art Project
Vic Trader article:
Legacy & Partnering with the Queen Victoria Market

A critical element of the project captured in it’s title is the focus on ‘Legacy’. At the core of this youth led project was the vision to give young delegates an opportunity to ensure their ideas and advocacy messages documented within the AIDS 2014 Youth Action Plan were not only captured on paper as they have been at every previous conference, but that were transformed into a publicly accessible legacy within the host city, Melbourne.

Building on YEAH’s strong relationships with the Queen Victoria Market the perfect venue for the project was secured.

Through the generous support of Queen Victoria Market the AIDS 2014 street art lives on as a legacy to the Melbourne community in the hope it will continue to encourage the public to discuss and engage with their vision and commitment for an HIV Free Generation:

- **TREAT** all people
- **REFORM** punitive & discriminatory laws
- **EDUCATE** everyone on comprehensive sexual health
- **LOVE** respect and compassion for all
Documentation - Photography & eBook

Documentation of every project is essential, however the importance grows when you’re attempting to capture the process as well as the outcome. Liam Wright, a young talented photographer beautifully captured the atmosphere, the journey and final work of this vibrant youth led project.

Every young person who participated was asked to describe what an HIV free Generation means to them in five (or so) words. Their messages, photos and legacy art have been honoured in the production of an eBook that ensured the project lives on not only in Melbourne, but also as a take-home legacy for each and every young person and stakeholder involved in the project.

Click the link below to view the beautiful AIDS 2014 Youth Legacy Street Art eBook: http://www.redaware.org.au/resources/library/towards-an-hiv-free-generation-aids-2014-youth-legacy-street-art-project/
Documentation – Film by YouthWorx Productions

Through a wonderful collaboration with YouthWorx Productions, an organisation dedicated to supporting young people to develop the skills of film making, a mini documentary of the Legacy Street Art project was produced.

Leveraging their expertise in youth HIV education, YEAH developed the film’s script, while the talented team at YouthWorx led all production and post production of the film.

The documentary not only captures footage from across the entire journey of the project including interviews with a number of international delegates who took part, but also acts as an educational tool, narrating the story of the current impact of HIV on young people around the world and a call to action highlighting what it will take to move towards an HIV Free Generation.

Click the link below to watch the AIDS 2014 Youth Legacy Street Art film
https://www.youtube.com/watch?v=T9Kq3Gmlppc&list=UUMkPYKUROhoJ7r6uNFUxLew
Recommendations

The major success of this project lies in its collaborative roots. At every level this project demonstrated how using a creative focus broke down barriers and quickly enabled participants to find a safe way to freely express themselves. Creating this enabling environment produced a project and an experience for all participants that celebrated honest and real communication across cultures and untied the voices of young leaders from around the world.
**Innovation & advocacy through art**

Traditional conference presentations and expert panels are important vehicles through which we can share the latest research and developments, but this project proves how equally important it is to have a balanced approach to how we talk and learn about health.

“The real joy for me is how this project shows us the importance of creating opportunities that support young people to be innovative leaders in both the art and science of HIV prevention, because we cannot improve the science without improving the social side of how we deal with HIV.

Only when these two things happen in balance will we truly have a chance at ending HIV in our world.”

Alischa Ross, CEO YEAH & Co-convener Melbourne Youth Force
Towards an HIV Free Generation
AIDS 2014 Youth Legacy Street Art

This youth led art project was produced by Youth Empowerment Against HIV/AIDS (YEAH) & the Melbourne Youth Force.

The art was created by young people from over 50 countries who journeyed to Melbourne to take part in the 20th International AIDS Conference – AIDS 2014.

Through the generous support of Queen Victoria Market this street art lives on as a legacy to the Melbourne community in the hope it will continue to encourage the public to discuss and engage with their vision and commitment for an HIV Free Generation:

TREAT all people

REFORM punitive & discriminatory laws

EDUCATE everyone on comprehensive sexual health

LOVE respect and compassion for all

We also pay tribute to those who lost their lives in the MH17 tragedy on the 17th of July, 2014 as they were travelling to Melbourne to join us to take part in AIDS 2014.

Stand in solidarity with those working in the HIV community & help us end HIV and AIDS.

Join RedAware.org.au

Thank you to the lead artists, Fred Fowler and Michael Fikaris

Proudly supported by:

![Queen Victoria Markets](image1)
![City of Melbourne](image2)
![YEAH](image3)

Funded by:

![Lord Mayor's Charitable Foundation](image4)
Legacy Street Art Project Locations

MURAL SITE - QUEEN VICTORIA MARKET

RMIT University Building 80
Level 2, Room 3

STATE LIBRARY OF VICTORIA (SLV)
<table>
<thead>
<tr>
<th>TIME</th>
<th>ACTION</th>
<th>Personell</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30</td>
<td>Film crew arrive onsite to set up time lapse camera</td>
<td>YouthWorx Crew</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>9:00</td>
<td>Artists Arrive at Mural Site; to prepare the site</td>
<td>Fred Fowler &amp; Michael Fikaris</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>9:05</td>
<td>QVM rep meets artists onsite; provides safety vests and introduces stall holders</td>
<td>Joshua Lipscombe, Fred Fowler &amp; Michael Fikaris</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>9:15</td>
<td>Artist commences preparation, covering the wall in cardboard and being drawing and cutting out stencils</td>
<td>Fred Fowler &amp; Michael Fikaris</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>12:00</td>
<td>Artists break for lunch</td>
<td>Fred Fowler &amp; Michael Fikaris</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>12:00</td>
<td>Event Manager arrives at workshop room</td>
<td>Molly Whelan</td>
<td>RMIT University, Building 80 level 3 - room 3</td>
</tr>
<tr>
<td>12:30</td>
<td>Film crew arrive onsite to set-up</td>
<td>YouthWorx Crew</td>
<td>RMIT University, Building 80 level 3 - room 3</td>
</tr>
<tr>
<td>13:00</td>
<td>Artists arrive at workshop room</td>
<td>Fred Fowler &amp; Michael Fikaris</td>
<td>RMIT University, Building 80 level 3 - room 3</td>
</tr>
<tr>
<td>13:15</td>
<td>Photographer arrives at workshop room</td>
<td>Liam Wright</td>
<td>RMIT University, Building 80 level 3 - room 3</td>
</tr>
<tr>
<td>13:20</td>
<td>Event Manager moves from workshop room to SLV to collect MYF delegates</td>
<td>Molly Whelan</td>
<td>State Library Victoria</td>
</tr>
<tr>
<td>13:30</td>
<td>Event Manager meets Asha, gathers MYF delegates at SLV</td>
<td>Molly Whelan &amp; Asha Herten</td>
<td>State Library Victoria</td>
</tr>
<tr>
<td>13:35</td>
<td>Walk MYF delegates to the workshop room</td>
<td>Molly Whelan &amp; MYF delegates</td>
<td>RMIT University, Building 80 level 3 - room 3</td>
</tr>
<tr>
<td>13:40</td>
<td>WORKSHOP COMENCES</td>
<td>ALL</td>
<td>RMIT University, Building 80 level 3 - room 3</td>
</tr>
<tr>
<td>15:30</td>
<td>WORKSHOP CONCLUDES</td>
<td>ALL</td>
<td>RMIT University, Building 80 level 3 - room 3</td>
</tr>
<tr>
<td>15:35</td>
<td>MYF delegates head back to SLV</td>
<td>MYF delegates</td>
<td>State Library Victoria</td>
</tr>
<tr>
<td>15:40</td>
<td>Film crew pack-up and leave site</td>
<td>YouthWorx Crew</td>
<td>RMIT University, Building 80 level 3 - room 3</td>
</tr>
<tr>
<td>15:40</td>
<td>Photographer packs-up and leaves site</td>
<td>Liam Wright</td>
<td>RMIT University, Building 80 level 3 - room 3</td>
</tr>
<tr>
<td>15:45</td>
<td>Artists pack-up and head to QVM to commences pre-painting the mural</td>
<td>Fred Fowler &amp; Michael Fikaris</td>
<td>RMIT University, Building 80 level 3 - room 3</td>
</tr>
<tr>
<td>15:45</td>
<td>Event Manager leaves site</td>
<td>Molly Whelan</td>
<td>RMIT University, Building 80 level 3 - room 3</td>
</tr>
<tr>
<td>16:30</td>
<td>Artists commence pre-painting mural</td>
<td>Fred Fowler &amp; Michael Fikaris</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>19:30</td>
<td>Artists conclude pre-painting mural</td>
<td>Fred Fowler &amp; Michael Fikaris</td>
<td>Queen Victoria Market (QVM)</td>
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</tbody>
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## SATURDAY 19 JULY

<table>
<thead>
<tr>
<th>TIME</th>
<th>ACTION</th>
<th>Personell</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>11:00</td>
<td>Artists Arrive at Mural Site; to do last minute preparation</td>
<td>Fred Fowler &amp; Michael Fikaris</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>11:00</td>
<td>Film crew arrive onsite to set-up</td>
<td>YouthWorx Crew</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>11:00</td>
<td>Photographer &amp; assistant arrive onsite to set-up</td>
<td>Liam Wright &amp; Hannah Barker</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>11:20</td>
<td>YEAH CEO arrives at mural site</td>
<td>Alischa Ross</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>11:20</td>
<td>Event Manager arrives at SLV to collect MYF delegates to walk down to mural site</td>
<td>Molly Whelan</td>
<td>State Library Victoria</td>
</tr>
<tr>
<td>11:30</td>
<td>Event Manager gathers and walks MYF delegates to mural site</td>
<td>Molly Whelan &amp; MYF delegates</td>
<td>State Library Victoria</td>
</tr>
<tr>
<td>11:45</td>
<td>MYF delegates arrive at mural site</td>
<td>MYF delegates</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>11:45</td>
<td>Artist give introduction to work</td>
<td>Fred Fowler &amp; Michael Fikaris</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>12:00</td>
<td>Commencing painting</td>
<td>ALL</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>14:30</td>
<td>Conclude painting; all delegates head back to SLV</td>
<td>ALL</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>14:45</td>
<td>All delegates back at SLV</td>
<td>MYF delegates</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>14:45</td>
<td>Photographer, assistant &amp; film crew pack down and leave site</td>
<td>Liam Wright &amp; Hannah Barker, YouthWorx Crew</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>15:00</td>
<td>Artists pack-up and leave site</td>
<td>Fred Fowler &amp; Michael Fikaris</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>15:30</td>
<td>Event Manager &amp; YEAH CEO leave site</td>
<td>Molly Whelan &amp; Alischa Ross</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
</tbody>
</table>
## SUNDAY 20 JULY

<table>
<thead>
<tr>
<th>TIME</th>
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<th>Personell</th>
<th>LOCATION</th>
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</thead>
<tbody>
<tr>
<td>11:00</td>
<td>Artists Arrive at Mural Site; to do last minute preparation</td>
<td>Fred Fowler &amp; Michael Fikaris</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>11:00</td>
<td>Volunteers arrive at Urban Central to collect MYF delegates to catch a bus to QVM</td>
<td>YEAH volunteers</td>
<td>Urban Central</td>
</tr>
<tr>
<td>11:00</td>
<td>Event Manager arrives onsite</td>
<td>Molly Whelan</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>11:15</td>
<td>Film crew arrive onsite</td>
<td>YouthWorx Crew</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>11:20</td>
<td>Photographer and assistant arrive onsite</td>
<td>Liam Wright &amp; Hannah Barker</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>11:30</td>
<td>Site preped for painting</td>
<td>Fred Fowler &amp; Michael Fikaris</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>12:00</td>
<td>Painting Commences</td>
<td>ALL</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>14:30</td>
<td>Painting concludes</td>
<td>ALL</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>15:00</td>
<td>Final artwork revealed</td>
<td>ALL</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>15:30</td>
<td>Photographer and assistant pack-up and leave site</td>
<td>Liam Wright &amp; Hannah Barker</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>15:30</td>
<td>Film crew pack-up and leave site</td>
<td>YouthWorx Crew</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
<tr>
<td>16:00</td>
<td>Artists pack-up and leave site (after preparing practice container)</td>
<td>Fred Fowler &amp; Michael Fikaris</td>
<td>Queen Victoria Market (QVM)</td>
</tr>
</tbody>
</table>
Script – HIV Mural Project 2014

VISUAL
Sound kicks in - Opening wide shot of blank wall pre-mural

TEXT/OPENING TITLE
(over visuals as above)

TREAT ALL PEOPLE: RESPECT ALL RIGHTS

MELBOURNE YOUTH FORCE
COMMITTED
to
GLOBAL ACTION
to
END HIV & AIDS

PARTICIPANT
(direct to camera)

Sometimes you have to make a bold statement!

PARTICIPANT
(direct to camera)

Sometimes you have to do things differently, to make people stop what they’re doing and take notice.

ARTIST
Shot of central artist/facilitator leading planning w’shop outlining why and what they are working towards by creating the mural

...we are going to create a mural showing your hope’s for the future ... (in own words)

VISUAL MONTAGE
Various shots of young people engaging with the workshop including close ups of them designing there images ... edited in time to soundtrack
VISUAL
Go to initial timelapse footage of people starting work on the mural at Vic Market site

PARTICIPANT
(direct to camera)

HIV is now the second leading cause of death amongst adolescents aged 10-19,

PARTICIPANT
(direct to camera)

... and the number one in Africa.

PARTICIPANT
(direct to camera)

Young people remain one of the most vulnerable groups to HIV infection due to ...

PARTICIPANT
(direct to camera)

lack of access to comprehensive sexual and reproductive health education and health care services,

PARTICIPANT
(direct to camera)

social, economic and cultural barriers

PARTICIPANT
(direct to camera)

and the violation of human rights.

TEXT 1
Over timelapse footage of mural developing in background.

THERE ARE STILL 2100 NEW HIV INFECTIONS AMONG YOUNG PEOPLE EVERY DAY

TEXT 2
Over timelapse footage of mural developing in background
YOUNG PEOPLE AGED 15–24 YEARS ACCOUNT FOR AN ESTIMATED 39 PER CENT OF NEW ADULT HIV INFECTIONS.

PARTICIPANT
(direct to camera)

We demand treatment for all.

PARTICIPANT
(direct to camera)

We demand the removal of punitive and discriminatory laws.

PARTICIPANT
(direct to camera)

We demand comprehensive sexuality education.

PARTICIPANT
(direct to camera)

We demand respect and compassion for all

PARTICIPANT
(direct to camera)

regardless of age,

PARTICIPANT
(direct to camera)

gender,

PARTICIPANT
(direct to camera)

race,

PARTICIPANT
(direct to camera)

status.
PARTICIPANT
(direct to camera)

Stigma and discrimination is debilitating to individual health, communities, and progress in the HIV response.

VISUAL
Continued timelapse footage of people working on the mural at Vic Market site

PARTICIPANT
(direct to camera)

We're making this mural ...

PARTICIPANT
(direct to camera)

To share our hope.

PARTICIPANT
(direct to camera)

And commitment.

PARTICIPANT
(direct to camera)

To an end to HIV and AIDS!

VISUAL
Final shots of mural being finished!

TEXT/CLOSING SEQUENCE
This project demonstrates the value and importance of working together to ensure the voices of young people from all corners of the globe are able to participate and be heard at AIDS 2014. For more background information on the history of the Youth Force at International AIDS Conference please visit: http://www.aids2014community.org/about-myf/#background

LOGOS/CLOSING CREDITS