

[illegible]

Viva la Vida

Overview



Viva la Vida is a nonprofit inspiring reflection on life's purpose and connection through art

Active in over 60 countries, VIVA is dedicated to inspiring people to **reflect on life's purpose and build deeper connections** with one another. What began as a simple street experiment has grown into a global movement, encompassing a wide range of projects and activities.

From **artistic endeavors to co-branding collaborations, a global curator program, and mental well-being charity funds**, VIVA's work is united by a shared commitment to exploring "the purpose of life." Today, VIVA stands as a globally influential brand, proudly collaborating with esteemed partners like the **United Nations, Tencent, Coca-Cola, and ByteDance**.

VIVA has been honored with three invitations to showcase its projects at the United Nations and serves as the exclusive partner of the UN Department of Global Communications to host high-level pre-events in China for 2024 United Nations Civil Society Conference that champion solidarity within civil society.



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Origin



Inspired by Frida Kahlo

In January 2018, during a visit to Frida Kahlo's Blue House in Mexico, Xiaoning encountered a painting where Frida had inscribed **"Viva la Vida"** ("Long Live Life" in Spanish) on a watermelon. Frida's ability to convey her passion for life through vibrant colors, despite her hardships, deeply moved Xiaoning and sparked reflection. This moment led to a profound question: **What does life mean to different people?**



"My painting is the most honest expression of myself"
— Frida Kahlo

Street Experiment in Mexico City

With paper and pens in hand, Xiaoning sat outside Frida Kahlo's museum in Mexico City, inviting passersby to answer a simple question: **"What is your life?"** In just four hours, nearly 70 people, despite language barriers, expressed their thoughts through drawings. Their creative and passionate responses revealed the profound power of art to connect and resonate across cultures.



3min [video](#) to see VIVA's story

Global Art Movement

Inspired by her experience, Xiaoning began conducting street experiments in every city she visited, inviting locals and travelers to express their reflections on life through drawings. Over time, **people around the world joined the movement**, sitting on their own streets and collecting drawings, turning Viva la Vida into a global art project. With countless responses gathered, this ever-growing collection serves as a powerful source of inspiration, encouraging more people to reflect on the purpose of life.



Global Impact

VIVA spans 60+ countries on 6 continents, with 300+ events and tens of thousands of life drawings collected

VIVA invites people to answer the question, “**What is your life?**” through drawings, using art as a medium to reflect on the meaning of life. These "drawings of life" are collected and shared on the VIVA Online Gallery, showcasing the diversity, reflection and resilience of people worldwide. Spanning **6 continents and over 60 countries**, VIVA has hosted more than **300 events**, gathering tens of thousands of life reflections to date.



Leipzig / Aachen, German

London, UK

Lille, France

Bucharest, Romania

Istanbul, Turkey

Afghanistan

New Delhi / Bangalore,
India

Nairobi, Kenya

Singapore

Melbourne, Australia

Kyoto, Japan

San Diego / San Francisco, USA

Havana, Cuba

Mexico City, Mexico

Beijing / Chengdu / Chongqing
/ Shanghai / Nanjing / Hang-
zhou / Ningxia / Hongkong /
Shenzhen / Guangzhou, China

Viva la Vida

Section 1

VIVA Drawing Your Life



1.1 Drawing Your Life

"Drawings of Life" are the heart of Viva la Vida, showcasing the diversity and essence of human experiences.

We invite people worldwide to answer, “**What is your life?**” through drawings. Tens of thousands of collected works reveal diverse perspectives across economic, cultural, and personal backgrounds.



“Growth.”

29yo, entrepreneur

San Francisco, USA



“Binary relationship of
pain and fear.”

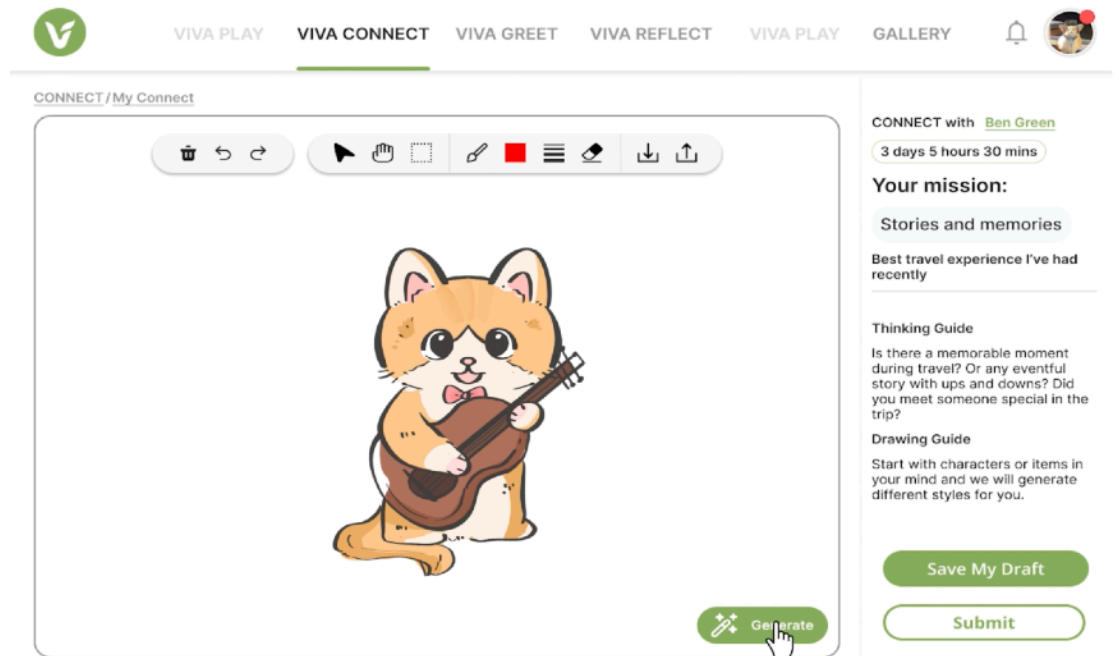
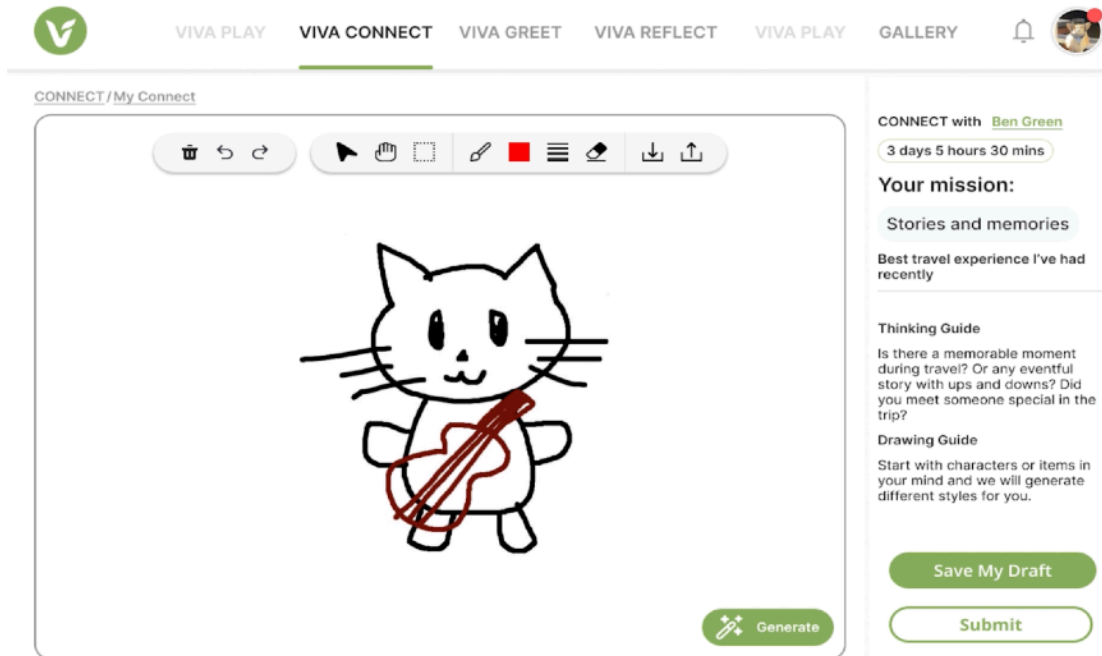
20yo, student

Kabul, Afghanistan

1.2 VIVA AI Canvas

VIVA AI Canvas uses generative AI to turn sketches into art, helping individuals express themselves and connect through creativity.

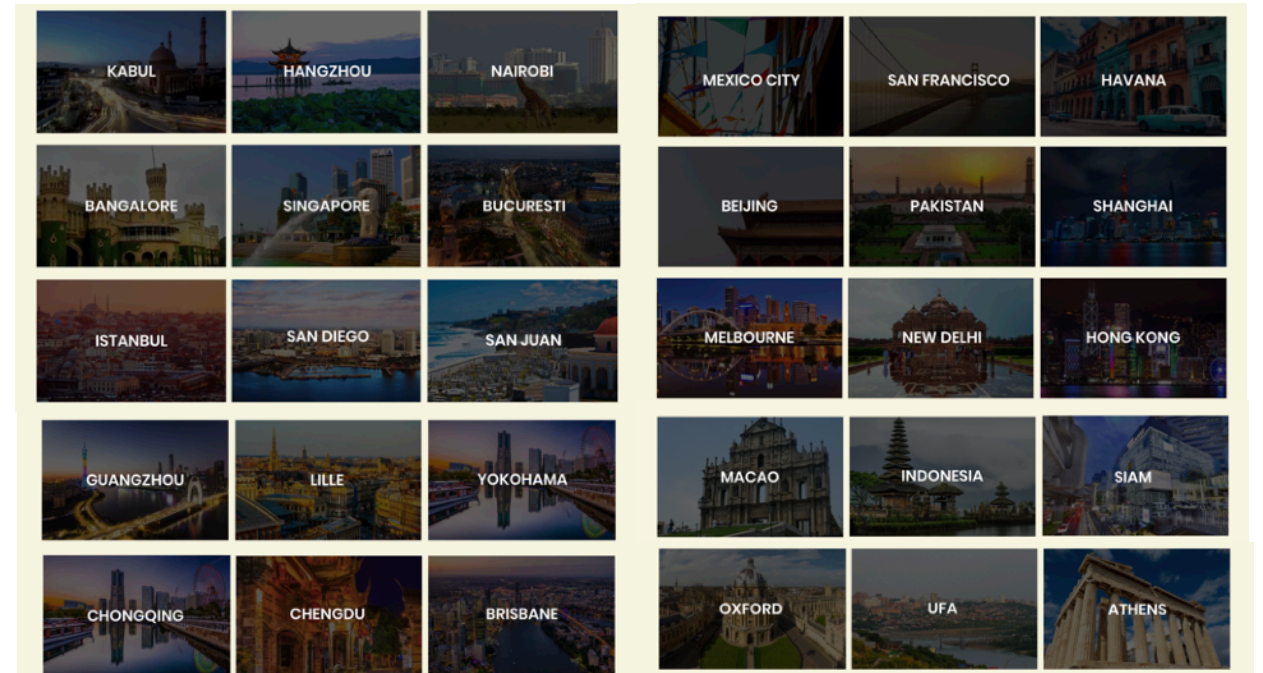
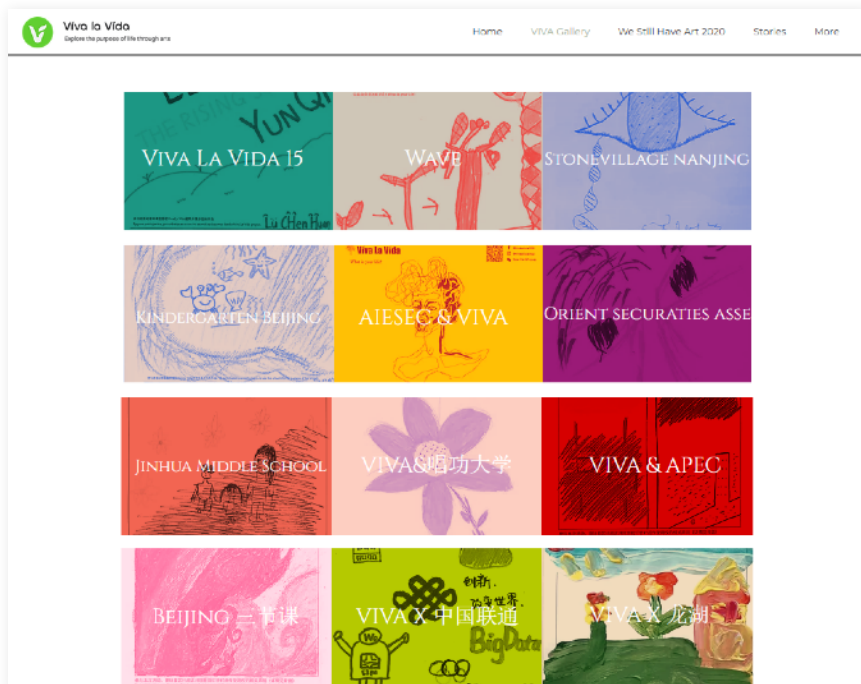
In 2022, Viva la Vida launched the VIVA AI Canvas, harnessing generative AI technology to help people overcome the challenge of "not knowing how to draw." By **transforming simple sketches into beautiful works of art**, it empowers individuals to express their thoughts and connect with others through the universal language of creativity.



1.3 VIVA Online Gallery

VIVA Online Gallery features "Drawings of Life" from over 60 countries, showcasing diverse global stories through art.

[VIVA Online Gallery](#) hosts a diverse and expansive collection of "Drawings of Life" from over 60 countries, gathered since VIVA's inception. It provides a unique platform to explore the personal stories, emotions, and experiences of people worldwide, all expressed through the universal language of art.



1.4 VIVA Exhibition at the United Nations

VIVA hosted multiple exhibitions at the United Nations, raising awareness of key social issues.

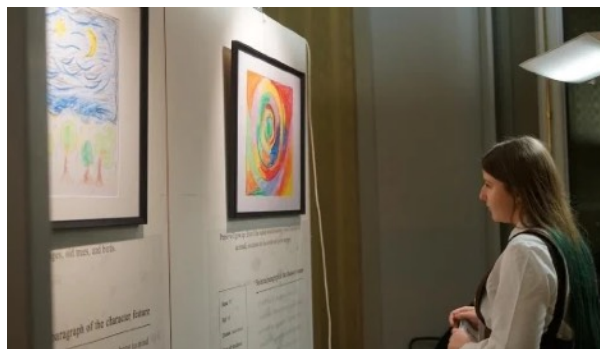
Exhibition for Underprivileged Kids

In collaboration with the WFUNA, VIVA focused on underprivileged kids by designing and presenting an exhibition at the United Nations Geneva Office, showcasing key research findings.



"Invisible Children" Art Exhibition

VIVA was invited to present the "Invisible Children" exhibition at the UN Geneva Office, using drawings of life and stories to raise awareness about children affected by illness and isolation.



VIVA x SentiTu Exhibition

VIVA participated in the "Culture, Empowerment, and Innovation: Regional Perspectives of China" exhibition at the UN Plaza in Geneva, highlighting the unique charm of China's cultural heritage and its modern development.



1.5 VIVA Night

VIVA Night is VIVA's signature event, bringing together global communities across five continents for interactive activities, charity concerts, and meaningful connections.

VIVA members gather in artistic, immersive spaces, welcoming friends old and new to experience VIVA. These gatherings offer a night of community filled with **interactive activities, charity concerts, and genuine connections.**

Cities like **San Francisco, Berlin, Paris, Buenos Aires, Beijing, Melbourne** and others have all witnessed our reflections on the meaning of life during VIVA Night events.



1.6 VIVA Campaign - We Still Have Art 2020

The #WeStillHaveArt2020 campaign, co-initiated by VIVA and the World Economic Forum, gathered over 400 artworks from 60+ countries, reflecting people's pandemic experiences.

Viva la Vida



#WeStillHaveArt2020

一个全球艺术项目，收集和展示关于日常生活的「艺术创作」
让我们一起找回疫情后的生命力！

联合主办 Viva la Vida World Economic Forum Global Shapers Community Beijing

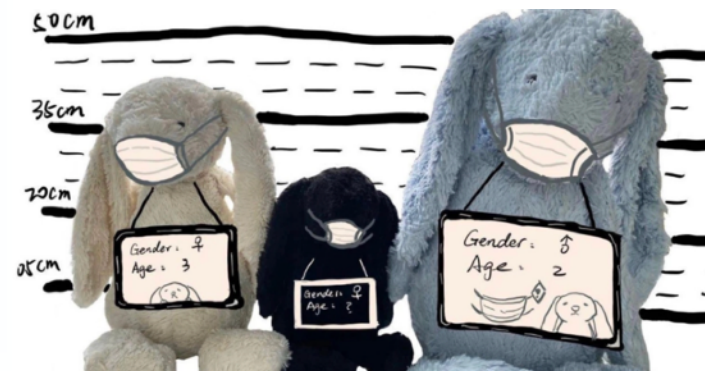


扫码关注VIVA并回复“Art”
创作属于你的日常艺术

#WeStillHaveArt2020# is a global art project co-initiated by Viva la Vida and the World Economic Forum's Global Shapers Community.

Launched during the pandemic, the project invited people worldwide to **create simple artworks inspired by their daily lives in quarantine.**

It collected over **400 artworks from more than 60 countries and regions**, capturing the emotions and reflections of individuals navigating the shared experience of the pandemic.



VIVA la VIDA

1.6 VIVA Campaign - 2121 Reflections on Life

In February 2021, VIVA's "2121 Reflections on Life" campaign gathered 2,121 reflections from 21 countries, with blue being the most common color, symbolizing serenity and freedom.

In February 2021, we launched a 21-day global campaign, conducting daily interviews with 21 people from 21 different countries and asking five thought-provoking questions about life. Over the course of the campaign, we gathered **2,121 reflections on life**.

Our participants came from Italy, Sweden, Germany, Mexico, Colombia, Argentina, Spain, the United States, Romania, New Zealand, Pakistan, Japan, South Korea, Vietnam, Malaysia, and other regions across five continents, sharing their unique perspectives on life.

Through statistical analysis of the colors people used to represent life, we found that **blue** was the most common choice. For many, blue symbolizes the vastness of the ocean and sky, evoking serenity, melancholy, solitude, or tranquility, often imbued with a sense of mystery and freedom.



1.7 VIVA Projects

VIVA's projects explore everyday life, from capturing city warmth and market vibrancy to reflecting on life's journey, encouraging appreciation of fleeting moments.

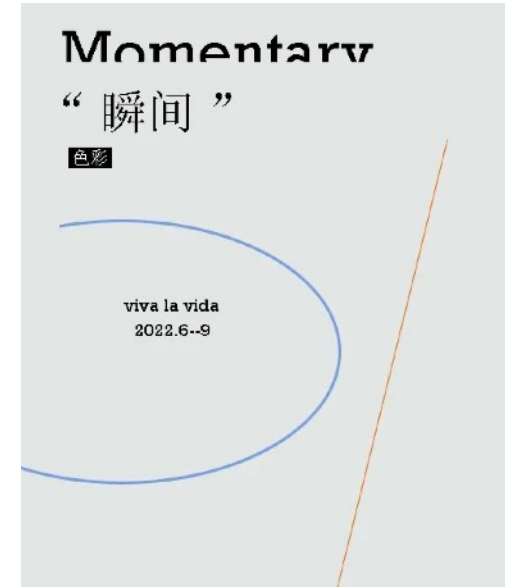
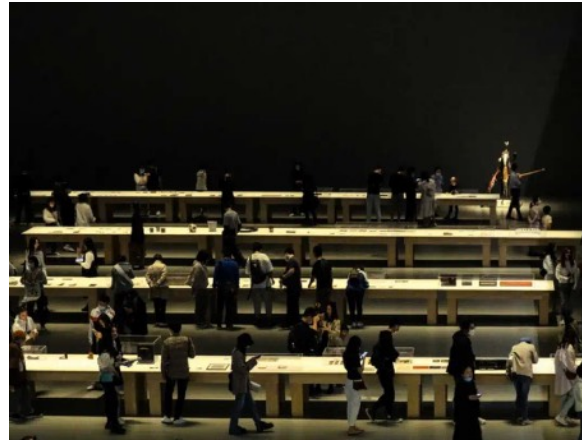


"Encountering Life in the Markets"

This project explores the significance of marketplaces in the post-pandemic era, highlighting their role as hubs of community interaction and daily life. It reflects on how markets symbolize the vibrancy of life and the richness of human connections.

"The Unseen Warmth of the City"

Through drawings and photos, VIVA volunteers capture subtle moments of warmth in city life, showcasing the often-overlooked kindness and connection in everyday interactions.



"Floating Moments: My Era and Colors"

This project presents a spectrum of colors and moments that flow together, symbolizing the dynamic journey of life and encouraging viewers to reflect on their own experiences and growth.

"Billions of Moments, All with Unique Flavors"

Using short videos, VIVA captures the unique essence of fleeting everyday moments with the perspective of taste and flavor, inviting viewers to pause and appreciate the beauty in their own present lives.

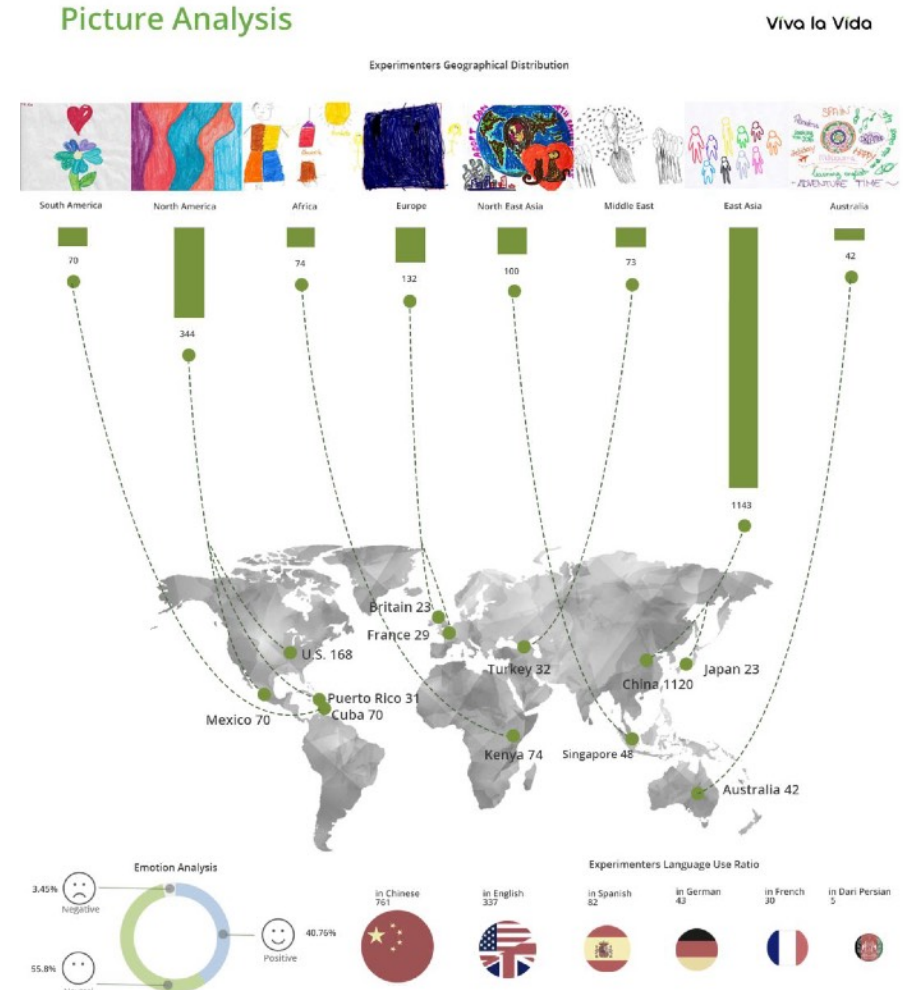
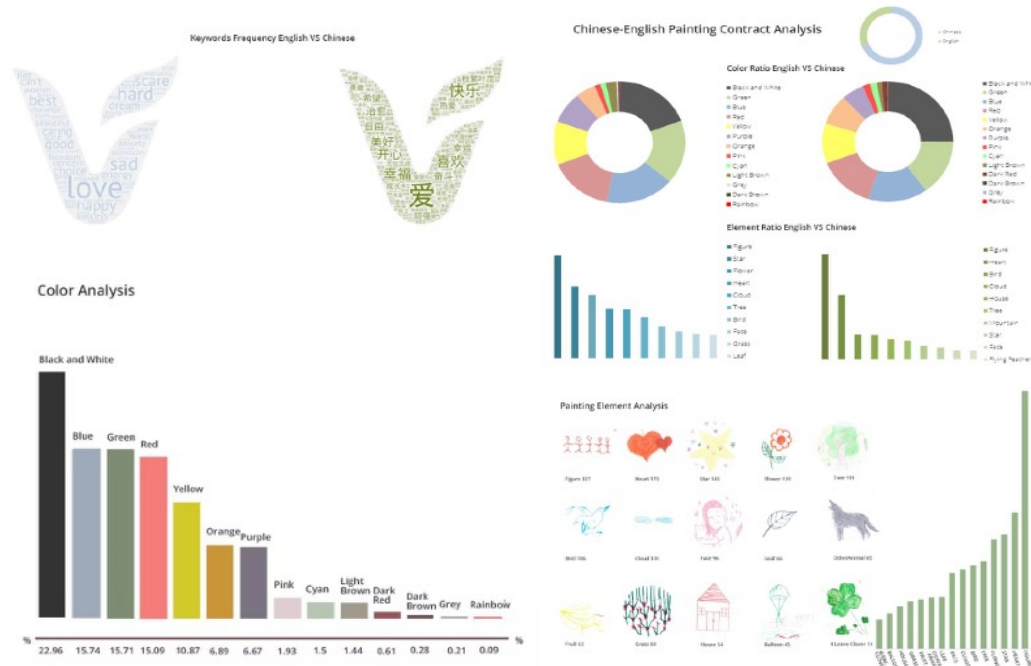


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1.8 VIVA Research

VIVA Research focuses on the cultural and social connotations of the drawings of life.

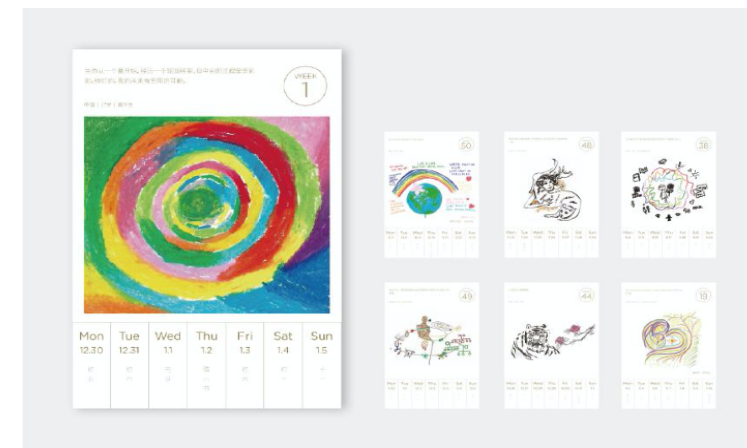
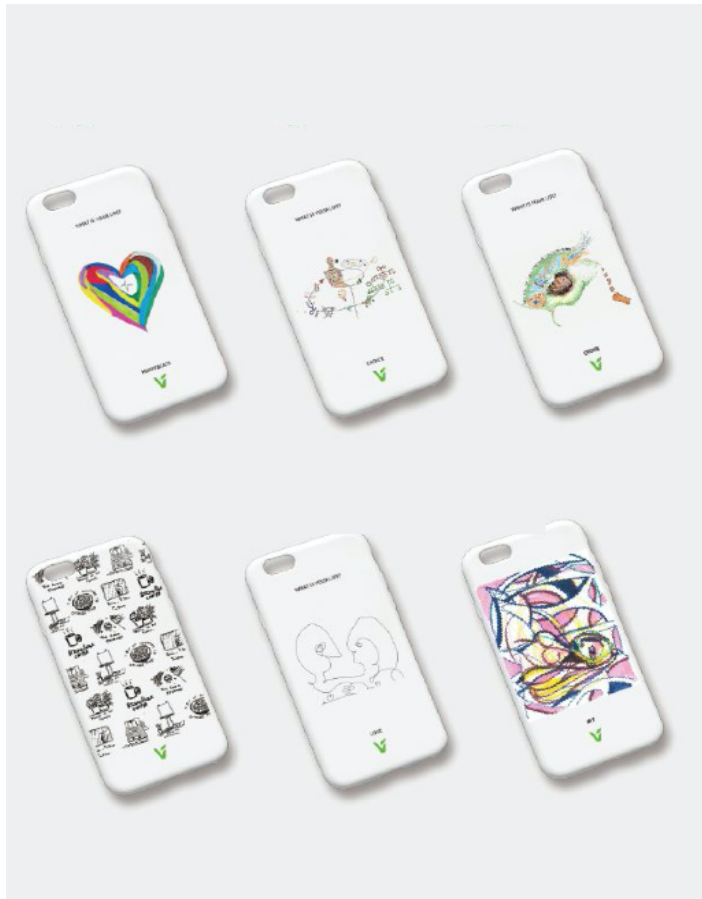
VIVA Research collaborates with **social scientists, AI researchers, cross-cultural researchers, and psychologists** to explore the cultural and social insights within tens of thousands of "Drawings of Life." Using image analysis technology, we examine elements such as color and themes, uncovering deeper meanings behind the artwork. The findings are shared in reports available through VIVA's social media channels.



1.9 VIVA Merchandise

VIVA has turned its "Drawings of Life" into a curated merchandise collection, sharing the stories behind the art.

Viva la Vida has transformed its "Drawings of Life" into a thoughtfully curated collection of beautifully designed merchandise. Each item captures the unique creativity and emotional depth of the original artworks, providing a meaningful way to celebrate, share, and connect with the powerful stories they represent.



Section 2

VIVA Charity Fund



2.1 VIVA Charity Fund

Established by Viva la Vida in collaboration with 100 Olympic Champions, VIVA Charity Fund is dedicated to promoting mental well-being for underprivileged children through the transformative power of art.

In September 2021, the VIVA Charity Fund was officially launched, bringing together nearly 100 distinguished guests from the philanthropy, education, and technology sectors. During the ceremony, VIVA signed a partnership agreement with the Beijing Starpower Foundation. Joined by 100 Olympic Champions, they established the VIVA Charity Fund with a shared mission: to develop and implement educational programs that enhance the well-being of underprivileged children worldwide.



2.2 Curriculum

VIVA curriculum integrates social-emotional learning and art therapy methodologies

The VIVA expert team designed the TACER well-being curriculum framework, an acronym for Theory, Accompany, Creation, Exchange, and Reflection. This innovative framework was developed by **experts from the Chinese Academy of Sciences, specialists in social-emotional learning, psychological counselors, art therapists, and seasoned educators**, drawing on years of research and practical experience in well-being. **This 120-hour curriculum** explores life topics through three key perspectives:



01. Natural Life: Source of Vitality

This set of courses aims to help students understand “**how to maintain a healthy body**”. Students will learn to evaluate their health scientifically, recognize their needs and challenges, and set personal goals to improve physical and mental health.

02. Daily and Social Life: Love and Wisdom

Common challenges students face in daily life:

- **Self-reflection**: “What should I do if I work hard but don’t see results?”
- **Emotion management**: “How can I manage my anxiety?”
- **Relationships**: “How can I improve communication with family members I struggle to connect with?”
- **Empathy and love**: “What should I do when I feel abandoned?”

03. Spiritual Life: Awareness and Creativity

- Questions about personal growth and self-awareness:
- **Self-awareness**: “How can I understand who I am and why I am the way I am?”
- **Life principles**: “How can I define my own values and set healthy boundaries?”
- **Life exploration**: “What brings me true joy and fulfillment?”
- **Connection**: “How can I build friendships with people who genuinely support me?”

2.3 VIVA Card & VIVA Station

VIVA Card

VIVA transforms "Drawings of Life" from around the globe into beautifully designed **art therapy cards**, creating **a powerful and introspective tool for self-expression**. These cards invite users to explore their emotions, thoughts, and experiences through a multidimensional artistic perspective, fostering deeper self-awareness and personal growth.



VIVA Station

VIVA Station is a cornerstone of VIVA's curriculum, rooted in the philosophy of **"illuminating life with life."** Through experiential, project-based learning, it inspires students to explore new perspectives, helping them better understand who they are and discover their purpose in life.

The first VIVA Station, installed at Beijing New Talent Academy, showcases "Drawings of Life" from around the globe. It also serves as a hub for workshops, where students can explore their sense of purpose through interactive art, fostering deeper self-discovery and meaningful connections with others.



2.4 Case Study - VIVA x Compassion Garden

VIVA collaborates with Xinjiang Compassion Garden School, **conducting workshops with autistic children to enhance emotional expression and self-awareness**. Over one year of time, over ten workshops were held, showing remarkable outcomes:

[Statistical results]

92% of parents reported **a noticeable improvement in their children's ability to express emotions**.

In the past, children often responded to emotions primarily through physical reactions. Now, they first learn to **stabilize themselves, express their needs, and then take appropriate actions**.



Use crafts to teach and practice positive self-talk

[Quotes and Feedback from the parents]

"This series of courses has helped our child go from being withdrawn and unaware of others to **gradually expressing themselves and showing some self-awareness**."

"Through VIVA classes, our children have begun to express their feelings, showing **a calmer and more stable demeanor with fewer physical outbursts**."

2.5 Beneficiaries - Refugees

VIVA supports refugee wellbeing and education through partnerships that leverage art as a powerful tool for recovery and self-expression.

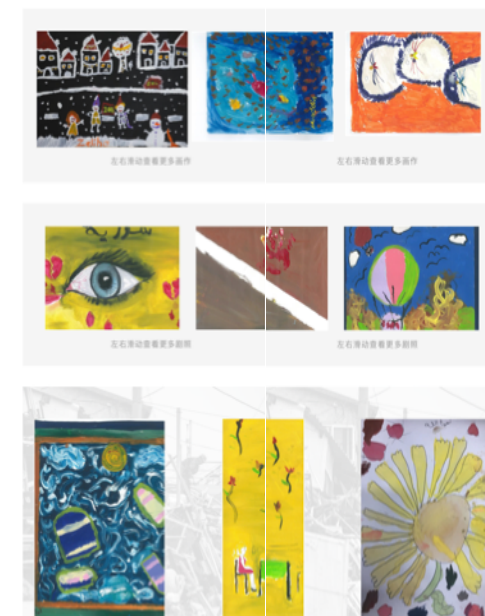
In partnership with musicians such as Cody Gill, VIVA organizes charity concerts that blend classical and rock music. Proceeds from these events **fund art therapy workshops for refugees in regions including Ukraine, Afghanistan, and Syria.**



VIVA partnered with ALYISTURE on **“Crossing Life, Designing Adventures,”** an initiative aimed at supporting refugees. Through workshops, participants were encouraged to reflect deeply on life’s fundamental questions, using the universal language of art to process their experiences and express their stories.

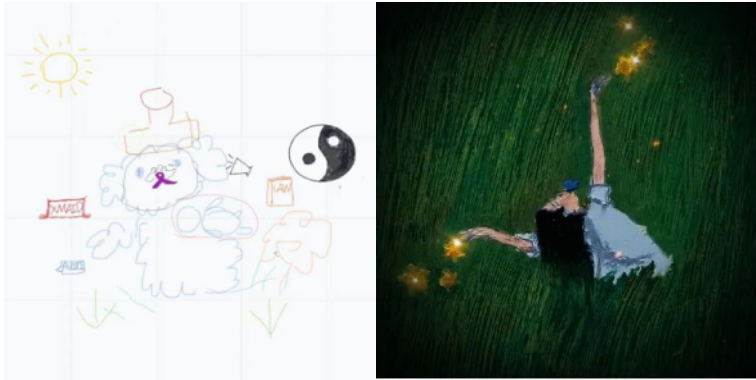


In collaboration with **Shared Future**, VIVA invited refugee artists to create art reflecting their personal journeys, highlighting resilience and fostering global empathy through their stories.



2.6 Beneficiaries - Women

VIVA empowers women by fostering self-expression and resilience through art-based programs, creating spaces for storytelling, personal growth, and community connection.



VIVA partnered with **Against Violence to Overseas Chinese Women (Avoice)** to host the workshop "Born Rebel, I Make My Rules" on women in public affairs and the lecture "How You Become Yourself" on identity and life journeys. Both events featured VIVA's "Drawing Your Life" approach, using art for self-expression and deeper reflection.

VIVA, in collaboration with **Muhe Health Support Group at Columbia University** in New York, launched "Who is She?" — a gender identity art workshop. This program combines vocabulary exercises, visual storytelling, and art to help participants explore their evolving identities and deepen their self-awareness.



In partnership with the **Beijing Lixin District Welfare Social Work Office**, VIVA provides a platform for women with disabilities to share their life stories. Through art, participants express their perspectives on life, showcasing resilience and empowerment through their unique experiences.

2.7 Beneficiaries - LGBTQ+

VIVA is dedicated to fostering inclusivity and self-expression within the LGBTQ+ community. Through collaborations with advocacy organizations, we use art as a platform to amplify voices, share stories, and promote understanding.

In collaboration with **Not Just Victims**, VIVA launched an online workshop exploring gender identity, aligning with its mission to foster self-expression through art. The event featured two renowned scholars advocating for the LGBTQ+ community, who shared their insights. Participants embraced VIVA's "Drawing Your Life" approach, using art to reflect on and express their understanding of gender identity.



VIVA partnered with the **China Academy of Fine Arts** International Art Study Center to host an art exhibition in Guangzhou titled "New Life: Renewal", centered on the theme "Unity and Diversity in Gender Identity." Supported by leading domestic LGBTQ+ organizations such as PFLAG China and the Rainbow Club of Zhongshan University, the exhibition served as a platform to promote and advocate for gender inclusivity.



2.8 Beneficiaries - Children

VIVA amplifies children's voices, fostering creativity and self-expression, with a focus on underprivileged and marginalized communities.



In collaboration with **EWB**, VIVA hosted "Facing the World," an online exhibition featuring over 300 artworks inspired by **left-behind children**, to highlight their unique challenges through art.



VIVA partnered with **MIXART** to launch the "Children's Drawings of Life Gallery" series, **bringing parents and children together** in interactive on-site events. Through creative activities, the series strengthens family bonds while encouraging exploration of life and self-identity.



VIVA partnered with **SEED School Kibera**, located in one of Africa's largest slums, to highlight the life stories of children facing extreme poverty. The project seeks to raise awareness and drive impactful actions to support their futures.

2.9 Beneficiaries - Youth

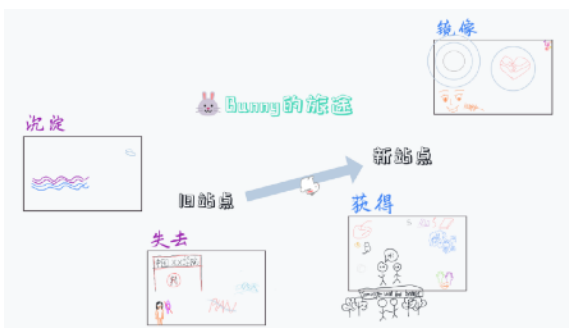
VIVA engages young people with art-based initiatives, fostering self-expression, critical thinking, and reflection on identity and life purpose.



VIVA collaborated with the **Field Trip Youth Action Program** to host a workshop themed “Life Never Stops,” focusing on climate change. The event explored topics such as “Life is Boundless,” “The Finite and Infinite Nature of Life,” and “Extremes,” encouraging participants to reflect on humanity’s impact on the planet and our “carbon footprint.”



VIVA has formed a long-term partnership with **C Youth** in the Northwest Region of China, hosting a series of Life Image Workshops in Yinchuan. These workshops aim to empower young people in economically underdeveloped areas, using art as a tool to inspire self-expression, build confidence, and foster hope for their futures.



VIVA, in collaboration with **BloomNow**, hosted an online workshop titled "Discovering Myself in the Intersection of Past and Future," designed to help young people explore their identities and embark on a journey of self-discovery.



VIVA, in collaboration with **Taiwan's East Sea University** "Humanities Triangle," organized two rounds of online discussions on the theme of life and death. Professors Cheng Zhicheng and Li Zhongda, joined nearly 80 students to explore philosophical, literary, and Buddhist perspectives, fostering deep reflections on the complexities of life and death.

2.10 Beneficiaries - Ethnic Minorities

VIVA captures and shares the stories and traditions of ethnic minorities, promoting understanding and preserving their cultural heritage.

In 2020, VIVA visited **Longtang Village in Guizhou Province** to immerse in Miao culture, gathering the local community's reflections on life and listening to their stories. The initiative included creating life story cards, hosting exhibitions in order to explore the essence of Miao culture. By promoting local tourism and sharing these narratives, VIVA aimed to bring broader awareness to Miao culture, the stories of its people, and the life portraits captured through VIVA's lens.

VIVA conducted interviews with villagers in remote areas, focusing on individuals in pivotal roles such as chefs, village doctors, and village chiefs, recognizing their influence in preserving Miao cultural heritage. Chefs, for example, uphold Miao culinary traditions, while village chiefs oversee development planning, shaping the community's future. **These unique yet ordinary individuals play a crucial role in sustaining and advancing the social and cultural heritage of the Miao community.**



Section 3

VIVA Collaboration



3.1 Collaboration - Cities

VIVA partners with cities worldwide to foster community engagement and dialogue through art, inspiring shared visions for the future.

VIVA x Novazzano (Switzerland) - ZUKUNFTS DIALOGUE Project

On November 26, 2022, VIVA partnered with the Swiss national project ZUKUNFTS DIALOGUE to launch an exploration titled "Imagining the Future City" in Novazzano, southern Switzerland.

The event brought together a diverse group of over 70 participants, including **local politicians, artists, business leaders, and citizens of all ages**. Guided by practicing artists, attendees used painting as a medium to express their unique visions of "Life in Novazzano." This vibrant gathering fostered meaningful exchanges, blending perspectives from various walks of life to imagine **a shared future for the community**.



VIVA x Parma (Italy) - Verdi Off Festival

VIVA received an invitation from the **Parma City Government, and the Verdi Off Festival** to share how art can contribute to civic and community engagement.



3.2 Collaboration - Universities

VIVA collaborates with top universities to inspire dialogue on art, technology, and human connection, empowering students to build networks and communities creatively.

VIVA x SDA Bocconi



In March 2023, VIVA AI collaborated with SDA Bocconi's Entrepreneurship Club to host a cocktail event, inviting Bocconi's EMBA, MBA, and B4i. Participants shared their entrepreneurial spirits, inspired by the VIVA AI Canvas.

VIVA x LUISS

VIVA AI was invited to Italy's top-ranked private university, LUISS, and discuss more than 20 future journalists to experience the powerful role of Art+AI in building human connections and networks.



VIVA x Frankfurt School

Viva la Vida was invited by Frankfurt School of Finance & Management in Germany to share insights on how art forms can help build trust and bridges in the online world, thus establishing effective relationships and successful practices. Additionally, they reflected on the journey and insights gained from VIVA's entrepreneurial process.



3.3 Collaboration - Brands

VIVA collaborates across industries to turn diverse spaces into hubs of creativity, using art to inspire and connect communities.

VIVA x 2050 Conference

The 2050 Conference is a premier event celebrating youth and technology. At this global gathering, young people, tech leaders, and CEOs of major companies visited VIVA's event to express their reflections on life through drawing, creating meaningful connections through art.



Partners



3.4 VIVA Team Building Workshop

VIVA designs innovative team-building workshops that blend art and modern frameworks to strengthen connections and foster a life-centered corporate culture.

VIVA has conducted team-building workshops for leading industry clients, blending theoretical frameworks with innovative and artistic approaches. These workshops support managers and HR in fostering a team culture built on connection, respect, and shared purpose.

VIVA x Coca Cola

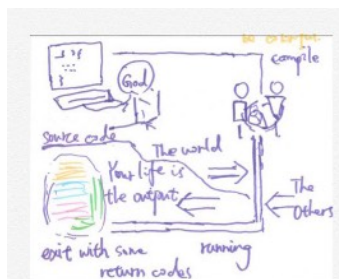
VIVA AI partnered with **Coca-Cola Italy** to integrate technology and humanistic arts into creative workshops, blending AI-driven experiences with artistic expression. These workshops inspired Coca-Cola employees and fostered a more life-centered corporate culture.

VIVA x ByteDance

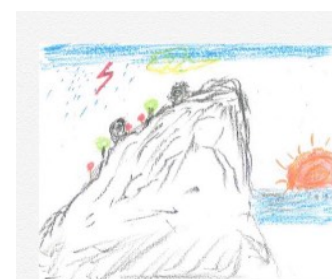
VIVA partnered with **ByteDance** to host a team-building activity titled "Experiencing the Power of Teamwork Through Vibrant Colors." The event aimed to enhance the Lark team's mutual understanding and foster stronger team cohesion.



Team Spirit Artwork
Generated by VIVA AI



"生命就是上帝写了源代码，父母编译了这份代码生成了每个人，这个人以这个世界和其他人为输入，并输出自己的信息，生命就像运行时。No matter which code you exist with, your output will be colorful"
男| 25岁| 学生



"Life is about drops of memory"
男| 28 | 程序员



Section 4

VIVA Global Community



4.1 VIVA Curator

VIVA Curators are collectors of "Drawings of Life" from around the world, inspiring people to reflect on the meaning of life through art.



Shanghai, China



Kanagawa, Japan



Puerto Rico, USA



Lille, France



Bucharest, Romania



Kabul, Afghanistan

VIVA Curators have made a global impact across countries and regions. Their work delves into a wide array of important themes, prompting deep reflections on these critical issues through art.

"For these kids, the grand concepts of life are less significant than the simple joys. For most, their focus is on immediate pleasures—family, friends, sweetness, and the dreams of who they wish to become."

— — VIVA Curator
@Kenyan Kibera Slum

"These children are neither hesitant nor afraid to speak of death. They fear neither ghosts nor horrors. They envision themselves as heroes; many boys and girls express a desire to become soldiers, even if it means confronting bloodshed and death."

— — VIVA Curator
@Romanian Pediatric Cancer Hospital

"How could anyone living in the hustle of a city still feel a sense of connection with others? Viva la Vida offers a profound and heartfelt conversation within this urban landscape. I feel as though I've gained a deeper understanding of myself; sometimes, these stories seem simple, yet they are profoundly complex."

— — VIVA Curator
@Streets in India

4.1 VIVA Curator

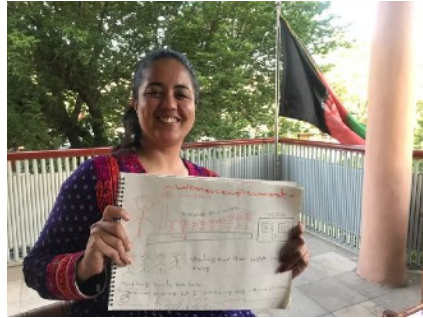
Story of VIVA Curator — Mowen

In May 2018, artist Mowen traveled to Afghanistan to listen to and respond to local voices through painting, with the goal of amplifying their stories.

Few Afghan women are willing to paint drawings of their lives. More often than not, they hide their thoughts and prefer to keep their intentions private.

Mowen shared that initially she has collected three paintings by women, each with a strong and open personality. These women were willing to paint because they are advocating for women's rights.

One woman expressed her desire to change the status of Afghan women, striving for equality and the same rights as women worldwide. This cause is her greatest motivation and drives her to work hard in pursuit of the true meaning of her life.



A drawing of life
of an Afghan feminist



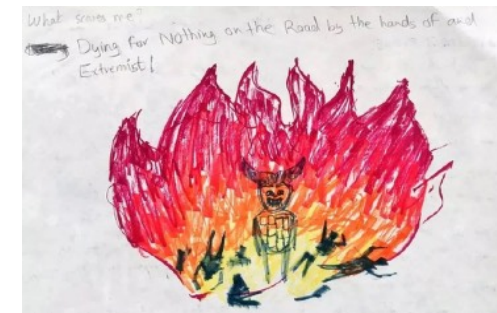
Drawing of life drawn by children

If you ask a child in Afghanistan, "What kind of person do you want to be in the future?" They will often answer with three aspirations: to become a teacher, a doctor, or an engineer.

These are the professions most needed in Afghanistan today: engineers to rebuild the country, doctors to care for those injured by war and terrorism, and teachers to educate future generations.



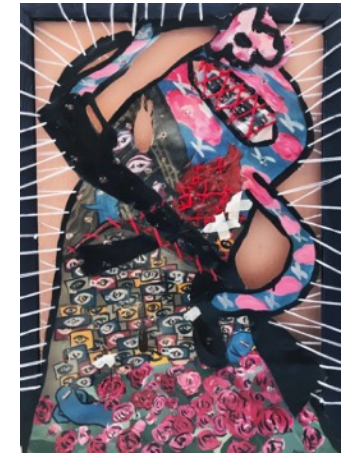
Family is their motivation



Seeing homeless children on the streets is
motivation, but fear of dying from street
explosions



Mowen held an exhibition in Afghanistan



Morven's artistic creation
expresses what she sees
as the Afghan
understanding of life

4.1 VIVA Curator

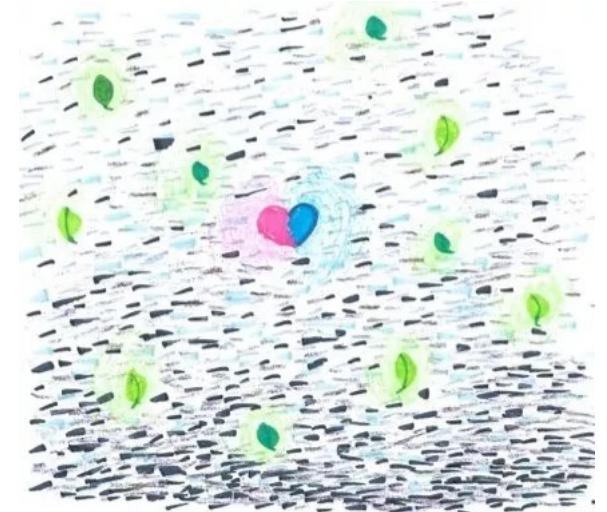
Story of VIVA Curator — Amen

Some perceive Germans as distant, which is why Amen was drawn to Viva la Vida — to understand and connect with the local community.

Through drawing, she invites people to sit and paint with her, confident that sincerity will always be met with sincerity. This authentic and meaningful process of connection is exactly why Amen is drawn to Viva la Vida.



The girl's journey symbolizes a progression in life — from darkness into the light.



A Men's Drawing of Life

*"The half-blue heart represents my loved ones, while the half-pink heart represents a part of myself... **I hope that whatever happens, I will remain true to myself.**"*

4.2 THINC Fellowship



The THINC Fellowship, initiated by Tencent and Viva la Vida, is a global community of young leaders on Tech for Good.

THINC Fellowship (Technology, Humanity, Inclusion, Nurture, Changemaker) brings together global leaders and grassroots pioneers under the theme of "Technology x Humanity," aiming to foster dialogue across cultural and scientific fields.

Over the course of one year, the fellowship facilitates monthly online and in-person exchanges, focusing on cross-cultural communication through global meetings. Each month is dedicated to a specific technology and humanity theme, with online activities documenting the exchanges, which will be compiled into a book to showcase the project's achievements.

THINC Fellowship has brought together **174 outstanding fellows from 63 countries** across five continents. Fellows represent a wide range of fields, including technology, finance, environmental sustainability, minority rights, cultural arts, healthcare, law, public policy, and social innovation.

Official Website: <https://www.thincfellowship.today/>
LinkedIn: @THINCfellowship



4.2 THINC Fellowship

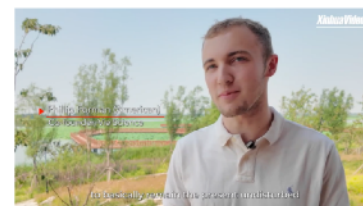
Future Close-up China Tour

The Future Close-Up tour gathers experts in various fields from both China and across the world to engage in discussions and exchange perspectives on the current landscape and potential opportunities presented by the digital economy. In July 2023 and June 2024, the program hosted representatives from 21 countries and regions. These participants embarked on a journey from Beijing to Shenyang and the Xiongan. By fostering cross-cultural communication and collaboration, the Future Close-Up tour encourages mutual learning and the sharing of innovative ideas.

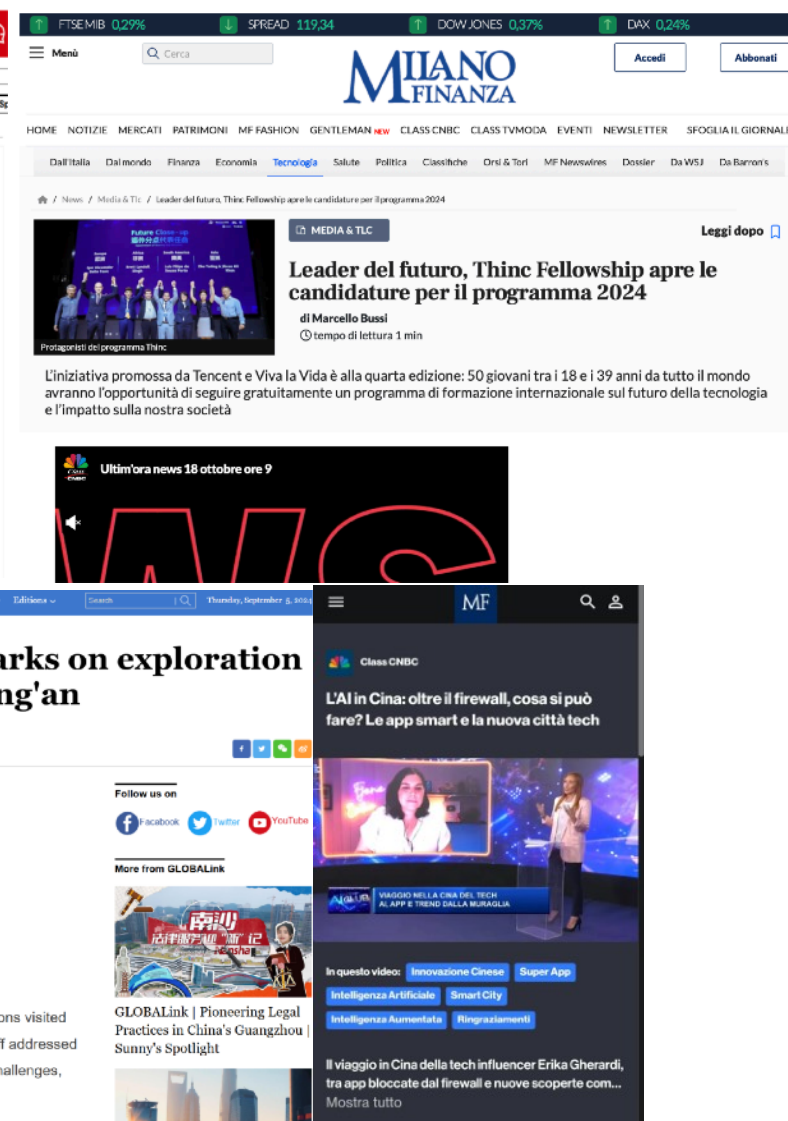


Global Youth Delegation embarks on exploration of China's "city of future"-Xiongan

Source: Xinhua Editor: huaxia 2024-06-21 16:06:33



From June 18 to 20, 27 young representatives from 21 countries and regions visited Xiongan New Area, China's "city of the future." Project engineers and staff addressed their questions on environmental protection, green energy, construction challenges, and more.■



4.2 THINC Fellowship

THINC's Lunar New Year mini-reality show "Guests from All Around the World," featuring THINC Fellows from 6 countries, garnered over 2.5 million views, showcasing Chinese New Year traditions.

THINC hosted a Lunar New Year mini-reality show titled "Guests from All Around the World," where THINC Fellows from 6 countries gathered in Beijing to experience Chinese New Year traditions. They enjoyed traditional dumplings and participated in crafts such as paper cutting.

Produced by THINC and Tencent, this special program received over 2.5 million views across various online platforms, including Tencent Video and YouTube, drawing significant enthusiasm from viewers.



4.3 VIVA Volunteers

VIVA volunteers, a diverse global group of thousands of individuals, help expand the organization's influence by collecting unique stories through art, and building connections across cultures.

VIVA volunteers are a diverse group from around the world, united by a shared passion for life and a commitment to connecting people from different backgrounds and skills. Their mission is to explore and document unique stories, building meaningful connections between individuals.

In recent years, more than a thousand people from all over the world have volunteered with VIVA. Currently, over 60% of VIVA's volunteers are based overseas, helping expand the organization's global influence.



Section 5

VIVA Impact



5.1 VIVA & UN Collaboration

As delegate, VIVA attended 2019 68th UN Civil Society Conference



In 2019, in Salt Lake City, USA, at the invitation of Ms. Hawa Diallo, Former Chair of the UN Civil Society Conference, VIVA members attended the 68th UN Civil Society Conference. During the event, they spoke on workshops, showcased our drawings and stories, collected works by notable figures such as Salt Lake City Mayor Jackie Biskupski and former Houston Mayor Annise Parker.



Salt Lake City Mayor Jackie Biskupski and her VIVA drawing



Former Houston Mayor Annise Parker and her VIVA drawing



As exclusive partner, VIVA hosted 2024 UN Civil Society Conference Pre-conference Event in China, and hosted China Night in Kenya

On March 28, 2024, VIVA hosted the pre-conference event for the 2024 UN Civil Society Conference in Beijing. The event brought together representatives from civil society in China to engage with the upcoming conference in Kenya. The event was also honored by the presence and speech of the former Deputy Minister of Culture of the People's Republic of China.

In Kenya, on the evening of May 10, 2024, VIVA hosted the China Night for the UN Civil Society Conference. The event brought together representatives from the UN, government bodies, and NGOs from around the world to share insights, exchange ideas, and explore potential new collaborations.



5.1 VIVA & UN Collaboration

VIVA has been invited to high-level UN conferences and key initiatives, actively contributing to global discussions on key social and humanitarian issues.

VIVA is an **official member of UNHCR's #WithRefugee coalition**. Through sharing real-life stories through art, VIVA is dedicated to raising awareness of refugee issues and advocating for their rights.

VIVA participated in the **UN General Assembly (UNGA)** and the **Summit of the Future**, engaging in global discussions on key issues and contributing to shaping a more inclusive and sustainable future.



5.1 VIVA & UN Collaboration

In partnership with UNDP, VIVA curated the INSPIRO Network, uniting 50 tech entrepreneurs from China and Europe to explore impactful solutions for global issues.

In 2022, initiated by the United Nations Development Programme (UNDP), VIVA curated and launched the INSPIRO Network, bringing together 50 outstanding technology entrepreneurs from China and Europe. Through exchanging insights and sharing ideas, participants explored new opportunities for tech-driven impact and business cooperation in the post-pandemic era. The initiative supports the UN's sustainable development goals by encouraging technological advancements that address global societal welfare needs.



5.2 Social Media

VIVA's social media presence reaches millions across platforms like WeChat, Instagram, Facebook, and Bilibili, fostering global engagement and raising awareness.



Official Account
VIVA画出生命



Weibo
VIVA画出生命



Bilibili
VIVA画出生命



Instagram
@vivalavidaglobal



Facebook
@vivalavidahuman



26
2020.5

每天一幅生命画像

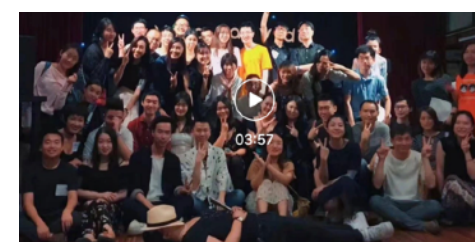


听平凡个体讲述世界

M
O
N
T
H
L
Y
S
街月
角历



生活：街头巷尾的叙事
生命：寒来暑往的静思
生长：悲欢离合的绘制



5.3 VIVA Podcast: The Watermelon Way

"The Watermelon Way" is VIVA's flagship podcast series

Since its official launch in June 2020, we have released **63 episodes** across platforms such as Ximalaya, Xiaoyuzhou, Lizhi, and Apple Podcasts, **with a total play count exceeding 200K.**

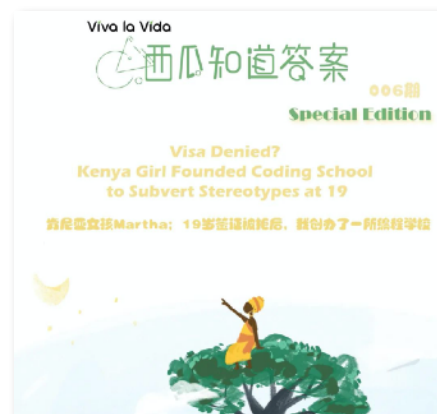
Hosted by VIVA's founder, Xiaoning, and featuring more than 60 young individuals from diverse fields both in China and abroad, the show explores life experiences and personal journeys. Participants share insights on values, worldviews, and the deeper meanings behind their stories, offering the audience an authentic and tangible glimpse into their lives.



Four guests from different age groups discuss their drive to keep learning and renew themselves.



Gareth, a postdoctoral fellow at Peking University, looks at life through the lens of economics



Martha, who gave up the highest medical scholarship at the age of 19
A coding school was founded in Kenya

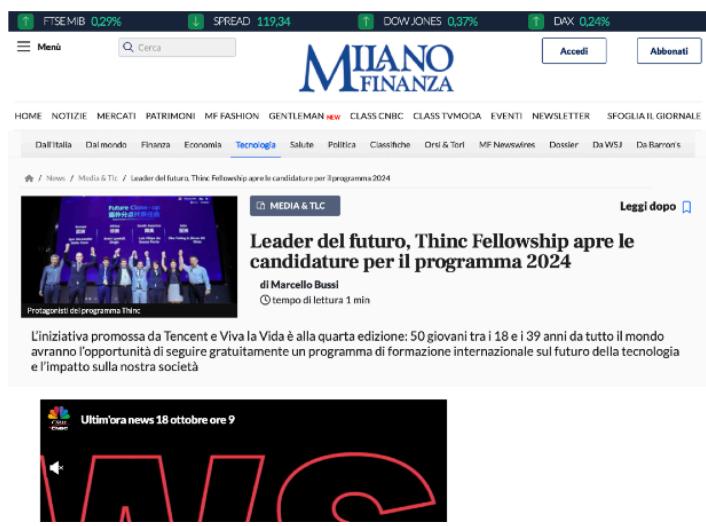


Xia Hail, who has made three career turns, chose to return to the countryside to engage in self-media



Starting from the heart and traveling all over the world, Xiao Chao regains his perception of the small beauty in life

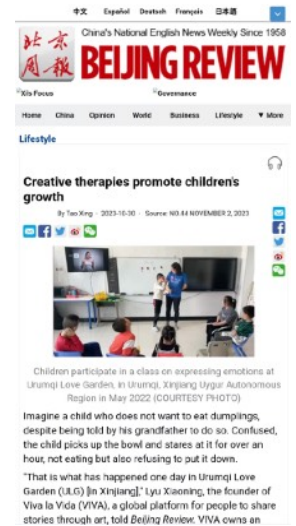
Media Coverage



CNBC coverage of THINC Fellowship by VIVA



People's Daily covered the 2024 United Nations Civil Society Conference China Event hosted by VIVA



Beijing Review covered VIVA's charity initiative



VIVA's story has also been featured in Marie Claire, highlighting its impact and initiatives.

Awards



Founder of VIVA was invited to the TED for 3 times, sharing VIVA's journey



VIVA AI Canvas was selected by INSEAD LaunchPad to enter Station F, the world's largest start-up campus

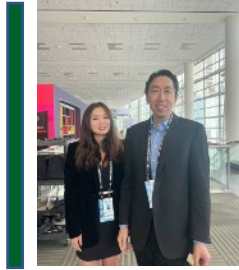


VIVA's founder Xiaoning, received the honor of Forbes Under 30, German Chancellor's Fellowship and the Leaders of Tomorrow Awards by Tatler



VIVA was invited as a member to join the International Network for Contemporary Performing Arts (IETM)

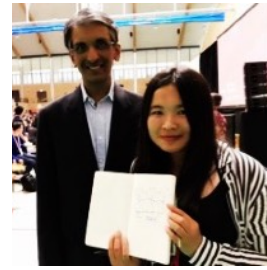
VIVA with Celebrities



Andrew Ng
Cofounder of
Coursera



Ashish Thakkar
CEO of Mara



Dalhan Pillay
Deputy CEO of Temasek



Chen Yao
Actress



Antonio Basilio
Director of ABAC
Secretariat



Hawa Diallo
President of UN Civil Society
Conference



Jean Louis
Founder of G20 YEA



Qiang Wang
Co-founder of
Zhen Fund



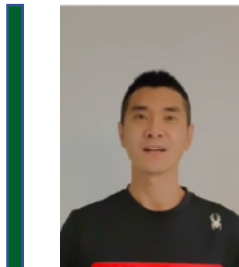
Peiyun Xiong
Writer



Jian Wang
CTO of Alibaba



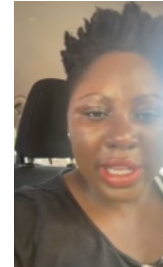
Howard Ling
Hong Kong Humanitarian Awardee



Aowei Xing
Olympic gymnastics
champion



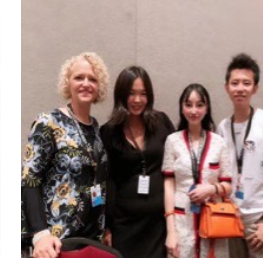
Liping Wang
Olympic champion in
race walking



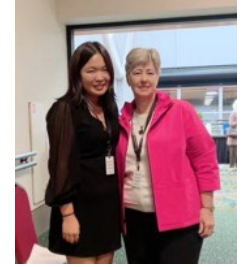
Linda Vakunta
Deputy Mayor of
Madison, USA



Mark Kent
British Ambassador
to Argentina



Annise Parker
Former mayor of
Houston

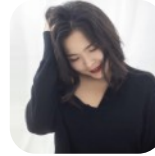


Jackie Biskupski
Mayor of Salt
Lake City

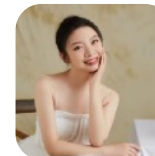
Team



Founder



**Core
Team**



Volunteers

1,000+ core volunteers

Community

10,000+ VIVA Global Community



Viva la Vida