

## ATM 25<sup>th</sup> anniversary artwork

The ATM commissioned the artist **Núria Vila** to design a work of art (graphic and plastic) to celebrate the ATM's 25th anniversary.

Most of the artwork has already been installed on a wall inside the ATM headquarters, but there are also large-scale reproductions in different parts of the building. The illustration, made up of a girl blowing out a candle from which butterflies emerge and fly up into the air, stems from the artist's idea of "**making a wish**", to mark the organisation's anniversary. Moreover, this artwork is accompanied by the celebration's central slogan: "**For a more sustainable future**".

The figure of the girl aims to give a voice to new generations, and the butterflies show a shift towards a more sustainable future with less pollution.

The inspiration for the work's graphic style came from street art, and more specifically Banksy, in order to place value on street art whilst rejecting vandalism. The girl was painted with Air-Ink, which is made by upcycling carbon from car pollution.

The butterflies, a key indicator of climate change, were made with origami using surplus printing paper, in this case from Vanguard Graphic. Thus, the artist reuses as many resources as possible to generate a responsible work and reinforce the message.

Moreover, the artist Núria Vila has devised an adaptation of the ATM logo in line with the artwork, so it can be used as a signature or as a digital resource on social media throughout the anniversary year. As an explanation for the artwork, the poet **Esteve Plantada** was commissioned to write about the reason for its creation, about its message, the elements it was made of and the materials that were used. This poem will be posted next to the installation and printed on the back of the graphic artwork.