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25 FOR 25 SERIES

MP5

25 for 25 is an original content series by Gucci and CHIME FOR CHANGE to mark the historic milestone of Beijing +25 in March, as well as Women's History Month. The series will highlight activists, CHIME Advisory Board members, partners and supporters who represent the progress made on gender equality over the past 25 years, and the emerging next generation continuing this critical work.



CHIME is honored to feature MP5, the Italian visual artist behind the creative identity of CHIME, as one of 25 gender equality activists and leaders working towards global gender equality. MP5 not only focuses on topics related to gender issues and queer activism but uses creativity and art to connect universally and support a shared vision of a gender-equal future for all. Discover their reflections on the connection between art and activism below.

What are your hopes and expectations for gender equality in the next 25 years?

I always think of that sensational banner at a protest that says "I can't believe I still have to protest this shit". Well I hope in the next 25 years an issue like gender equality won't even exist anymore.

What does gender equality mean to you?

It is one of the most basic civil rights and it's absurd that is something not granted yet.

What keeps you energized and committed as a leader for gender equality?

Being an artist gave me the chance to speak with a louder voice. At the same time as a human being having the chance to be an activist through my work is my chance to act for a better world.

What advice would you give younger generations on how to advocate / work for gender equality as they get older?

Every single situation and context matters. Fighting for rights whenever there's a chance is what not only the younger generations but all of us must commit to make our existences valuable in terms of evolution.

Who do you look to as an example / role model in the fight for gender equality?

Every single person that deals with gender issues with strength and dignity is my hero.

