

Art on Boards | The Skate Project



Zoumboulakis Galleries and **THE SKATEROOM** are happy to present -for the first time in Greece- the Greek edition of the successful **Art-For-Social-Impact** project, **Art on boards | The Skate Project**, that collaborates with high profile representatives of the contemporary art worldwide! Limited editions of the world's biggest artists are on collective skateboards, each of them is supporting a social project!

Art on boards | The Skate Project is birthed based on the idea that arts and the emphasis on sports can get marginalized societies interested in creative pursued in order to open a different view point that can bring joy and inspiration to their lives.

For the Greek project, we have invited **17 multidisciplinary, emerging & established, Athens-based artists** to create collective artworks on **51 limited edition** skateboards! Forming a group exhibition where the profits of which, will be **donated to two not-for-profit organizations supporting youth at risk in Athens:**

- **Free Movement Skateboarding** supports and promotes the wellbeing, empowerment and social cohesion of youth in Athens through skateboarding. It builds community via skateboard sessions, operating inside refugee camps, community centers and children shelters. Its weekly skateboarding workshops focus on creating a safe place to welcome a diverse Athenian skate scene and society, with high female participations for the most isolated youth.
- The charitable organization **Mum Institute**, focuses on the strengthening of the therapeutic framework and the social integration of youth living in institutional care, through educational activities based in art, food supply programs, professional empowerment as well as architecture and interior design renovations.
- As well as, all the synergies that have already developed between the **FMS** and **MI** since the birth of **Art on Boards**, aiming to the development

of happiness of children that have limited to zero access to public spaces and affordable entertainment.

According to a study on skateboarding culture from the University of South California in 2020 ¹, skateboarding activities improve mental health, fosters community and encourages diversity. In **Zoumboulakis Galleries** we support this belief and for this reason we have introduced the vision of **THE SKATEROOM** to Greece since 2014.

Embracing the philosophy of skateboarding as an activity that can dissolve boundaries of gender, race, class, religion, and ethnicity, **Art on boards | The Skate Project** encourages self-empowerment and diversity, transmitting that into art works, we aim to raise awareness and to support social projects through art.

¹ Rossier School of Education and USC's Annenberg School for Communication and Journalism

Participating artists:

Antonakis, Cacao rocks, Georgia Fambris, Stella Kapezanou, Vasilis Karouk, Peggy Kliafa, Vasiliki Koukou, Nikos Lagos, Olga Migliaresi-Phoca, Anastasia Papaleonida, Stefanos Rokos, Valinia Svoronou, Philippos Theodorides, The Callas, Pavlos Tsakonas, Jannis Varelas, Kyveli Zoi

Special Thanks to The Breeder Gallery & The Eleftheria Tseliou Gallery for the collaboration.

Exhibition opening: Thursday, June 17th 2021, at Kolonaki Square 20.

Duration of the exhibition: 15 June – 3 July 2021

Zoumboulakis Galleries, 20 Kolonaki Square

Opening hours: Tue., Thu. & Fri. 11.00 - 20.00

Wed. 11.00 -15.00 & Sat. 11.00 - 15.00

Sundays & Mondays closed



INSTITUTE



THE SKATEROOM

Notes for editors:

The Skateroom x Zoumboulakis Galleries

The Skateroom -- a certified B Corporation -- unites art buyers, artists, galleries, museums, foundations, retailers, and non-profits around the world in a new economic model -- « Art for Social Impact » -- turning consumers into active contributors in socially engaged projects.

So far, The Skateroom funded over \$1,000,000 to support 37 social skate projects dedicated to empowering at-risk youth around the world. By placing works of art on responsibly made skateboards, *The Skateroom* connects people to the reality that Art for Social Impact is something achievable right now. *The Skateroom* exists to bring art into your life while bringing brighter possibilities to the lives of all. More information on: www.theskateroom.com Since 2014 *Zoumboulakis Galleries'* art shop supports the vision of *The Skateroom*, by providing the 10% of the sales of each skateboard at the nonprofit organization *Skateistan*.

Free Movement Skateboarding

Since January 2017 the nonprofit organization Free Movement Skateboarding, has promoted the wellbeing, empowerment and social cohesion of youth in Athens through skateboarding. FMS push for a welcoming and diverse Athenian skate scene and society.

Since 2018, FMS have taught more than 680 sessions to marginalized youth in 12 different locations in the Athens, Attica region.

FMS have provided access to skateboarding, a positive and empowering recreational sport, to more than 1390 youth, many of which regularly attended sessions.

They have worked with youth from 32 different ethnicities, all living in Athens. We strive to promote the importance of accessibility, inclusion, social cohesion, celebrating Athens diversity and providing youth with a sense of belonging.

Since 2018, 43% of participants in sessions have been girls, empowering them to participate in an activity that tends to be male dominated and empowering them to their claim space. The various ethnicities of the participants continue to reflect how multicultural Athens has become and the many displaced communities living in Athens. This indicates the importance in social cohesion initiatives, and fully accessible and inclusive spaces, where everyone is welcome.

Mum Institute

Mum Institute is an independent non-profit cultural organization driven by social responsibility. The purpose of Mum Institute, is to organize and host educational activities for those in need and share the beneficial experience

of art through pottery, books, food and other creative activities. Mum Institute is powered by the Athenian art scene: artists, curators, chefs, architects, designers and other professionals from the creative field, join forces for a good cause and seek to help communities and socially vulnerable groups. In collaboration with the Center of Social Welfare of Attica, *Mum Institute* has taken care of the children living in "Special Vocational School "Paidoupoli Agia Varvara" by providing the weekend food supply consisting of five meals per day, as well as a core art curriculum. Activities include cooking, pottery, art practice, architecture workshops, yoga, pilates, circular training and the construction of a communal vegetable garden.

FMS x MI

In December 2020, *Free Movement Skateboarding* in collaboration with *Mum Institute*, provided sessions at two Athens social care units for children. After securing permission, these sessions have continued during the Greek lockdown, with all the necessary precautions. These sessions have been so popular, with staff at the shelters expressing their support that they have been asked to have more of a presence and to start extra sessions for the younger children.

Opening Sponsor:

ABSOLUT.[®]

Communication Sponsors:

