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PRESS RELEASE

for immediate release

5 YEAR PLAN

conceived and created by AARON SINIFT



In these times, everyone needs a 5-year plan.

In this era of awakening and change we see that we can be greater than the sum of our parts.

- 5 Year Plan was conceived in honor of Mahatma Gandhi, in response to the need for creative, unconventional solutions to the problems facing the world today.
- 5 Year Plan is an international project that brings artists, craftspeople and collectors together to benefit Doctors Without Borders (MSF), a relief organization that provides lifesaving medical care around the world.
- 5 Year Plan activates the power of individuals to become the change they seek by joining the creativity of artists, the courage of MSF workers, and the support of art lovers into a sustainable social architecture where everyone wins.
- 5 Year Plan is a collection of 32 screen-printed artworks by 32 contemporary artists. Contributors include Yoko Ono, Francesco Clemente, Donald Baechler, Chris Martin and Julie Doucet, as well as underknown artists such as Tamara Gonzales, Tim Wehrle, and Pushpa Kumari. The artworks are printed on *khadi* cloth and bound into a limited edition of cloth books.
- 5 Year Plan celebrates and supports an imperiled way of life. The books are handmade at every step by local weavers, printers, and bookbinders in India. The cloth for the books is produced by Gandhi Ashram Collectives, which help millions of rural villagers survive by sustaining local industries and agriculture.

5YP will be published in Jaipur in an edition of 500 copies. 65 copies will be signed by all the artists; each signed copy will have hand-embroidered covers produced by the Indian clothing designer Alpana Bawa. All profits from sales of 5 Year Plan go to Doctors Without Borders (MSF) and to fund the next 5YP benefit project. This first 5YP project can raise \$40,000 for MSF.

5 Year Plan is love in action.

Visit www.5yearplan.org for more information.

Your purchase of one of these uniquely tactile art collections will support the efforts of dedicated, compassionate people around the world.

5 Year Plan Video

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