

**PRESS RELEASE: 21 May 2021**  
Lausanne, Switzerland

## **HUMANIA CURRENCY INITIATIVE CELEBRATES FIRST DESIGN SUBMISSIONS**



# **HUMANIA** CURRENCY

**A Global Cash Community Initiative to Support Human Recovery & Development post COVID-19**

The COVID-19 pandemic is the first truly global crisis. Beyond the loss of life, there are numerous far-reaching consequences such as human seclusion, suffering, economic distress and a sense of helplessness. The global cash community has already reacted to the ongoing crisis and consequent hardship being experienced by societies around the world. A diverse number of individual initiatives, driven by community members, are underway and making a real difference for millions of people.

HUMANIA is all about leveraging the unique characteristics of cash to help restore hope and support the people in society who have been most affected by the Covid-19 pandemic in their efforts to recover and rebuild. HUMANIA aims to achieve this by:

- Raising funds and awareness to support post COVID-19 recovery.
- Paying tribute to those who have been in the front line during the fight against the pandemic.
- Demonstrating that cash connects people in a crisis situation thanks to its unique attributes:
  - UNIVERSALITY
  - RESILIENCE
  - TRUST

HUMANIA has been launched with a currency design initiative, inviting designers to tell their story by capturing a moment in time from the COVID-19 pandemic and depicting it visually in the form of a banknote or coin. These designs will help us remember and celebrate those special people who demonstrated an exceptional degree of courage, humanity and solidarity and directly contribute to raising funds to help societies most affected by the COVID-19 pandemic.

To date we have received several HUMANIA design projects and we wish to sincerely thank these people and their organisations for demonstrating a true sense of solidarity and wishing to give back to society by telling their story via piece of HUMANIA artwork. The first organisations to submit artwork and design material to the initiative are:

- SICPA
- CCL Secure
- Koenig & Bauer Banknote Solutions
- Independent Currencies
- KURZ

The HUMANIA initiative continues and the more people who participate the stronger our impact will be. We count on you to take a little time to give something back to our world - have a little fun by visually telling a story, provide prepress or production services for a particular design, help market and distribute the final product. You can do this alone, as a team or as a corporate entity. Not everyone needs to be a banknote designer- What really counts is that you participate...!

Here are some of the HUMANIA designs received to date:



**Title:** Organic Algorithms

**Designers:** Sebastian Freuler & Gregory Syrvet

**Web:** [www.sicpa.com](http://www.sicpa.com)

The HUMANIA specimen alludes to current social issues that have arisen during the pandemic. With the rise of digital communication and social distancing, we seem to be drifting away from the human experiences and connections we knew only a year ago. The specimen questions the essence of our human experience and how it is changing. Two faces stare at each other through polymer windows connected through the web of geo-localized information: a two-faced society, the self and the digital self. Our human DNA merges with information gathered through ever-expanding digital webs that simultaneously bring us together yet distance us from one another.

*“With the rise of digital communication and social distancing, we seem to be drifting away from the human experiences and connections we knew only a year ago.”*

- Sebastian Freuler, SICPA



**Title:** The Future Opens its Arms to Us

**Designer:** Carlos Almenar-Diaz

**Web:** [www.cclsecure.com](http://www.cclsecure.com)

The Coronavirus has left us all in dismay. A virus that has forced many of us to remain confined and isolated for long periods. A virus that has disrupted the economies, education, culture of all world nations without exception. A virus that has distanced us from our loved ones. A virus that has made us reflect and change our lifestyle and how we work.

The Humania project is a journey for all of us. This initiative through art and currency design, serves as a channel that allows us to join forces, build to bring us back together celebrating and paying tribute to people with the spirit of collective solidarity and humanity during the Covid-19 pandemic. At CCL Secure a banknote concept called Humania Currency has been created, under the motto: The Future Opens its Arms to Us. The design is conceptualized depicting the reconstruction of a new world, it is a modern concept inspired by geometric figures and colours to represent a futuristic polymer note that opens our imagination to the future. The message of this note is the outlook towards a new world where society harmoniously integrates with nature through the solid foundations of respect for our environment and our community since we are all part of a global society.

*“The message in this design is the outlook towards a new world where society harmoniously integrates with nature through the solid foundations of respect for our environment and our community since we are part of a global society”*

-Carlos Almenar-Diaz, CCL Secure



**Title:** Solving Inequality  
**Designers:** Michelle Bonzon-Vuilleumier/ Giovanni Galuffo  
**Web:** [www.banknote-solutions.koenig-bauer.com](http://www.banknote-solutions.koenig-bauer.com)

Any form of crisis brings out inequalities and makes them more visible. The health crisis we are experiencing disproportionately affects the most vulnerable individuals in crucial dimensions such as health spending, access to education, the labor market, gender equality, etc. It reinforces intra and intercountry inequalities. In all major crises, ambitious political measures are necessary to ensure a better distribution of wealth, equality of opportunity and gender and a more humane economy for all. All humans, regardless of their origin, social status or race, are interconnected with their fellow human beings. This is clearly visible through the crisis in the difficulties we are going through that separate us, but also through the numerous acts of solidarity and mutual aid that recreate social links and restore faith and courage in a brighter future.

*“The health crisis we are experiencing disproportionately affects the most vulnerable individuals in crucial dimensions such as health spending, access to education, the labour market, gender equality, etc.”*

*-Michelle Bonzon- Vuilleumier, Koenig & Bauer Banknote Solutions*



**Title:** Humanity  
**Designers:** Phillipe Mermoud/J erome Badan

Humanity in a first sense refers to all human. It is on this sense that this project focused and developed. The goal is to break out stereotypes of race, skin color, etc. The project is focused on connectivity, interconnectivity between people which symbolizes a human chain, knowledge, mutual aid. The objective being to remain neutral so that the different cultures, races can identify with it and that no emphasis be placed on any skin color, religion or others.

*“The project is focused on connectivity, interconnectivity between people which symbolizes a human chain, knowledge, mutual aid.”*

*-Phillipe Mermoud, Koenig & Bauer Banknote Solutions*



**Title:** Sincerity/Home Schooling  
**Designer:** Tom Badley  
**Web:** [www.independentcurrencies.com](http://www.independentcurrencies.com)

### SINCERITY

Depicting Humanity's shared experience in reference to Covid-19 creates a challenging layer. The actions of governments' response have been met with every reaction: from complete acquiescence, to violent backlash. Regardless of the politically correct perspective, any cash product that is not sympathetic to the public's diverse experience is doomed. My design is purposefully absent of Covid imagery, and instead features a seated meditating figure: a universal symbol of quiet introspection.

### HOME SCHOOLING

The enduring image of Covid-19 will be the homeschooling phenomenon. Whereas before, the children were conveniently dropped at school in the morning, and the parents were compelled to their place of work. The collapse of both worlds into one has forced both parents and children to question their role, their ability to perform, and the function or disfunction of their own family unit. The consequences this introspection will have on the nature of education, family, work, and of course money itself, will change the direction of the world, forever.

*"I consider cash to be the most sincere of payment methods: it is sensory, engaging us with touch and visuals; it is face-to-face, local; the point of exchange is more than financial, it is Human"*

*-Tom Badley, Independent Currencies*



**KURZ SECURITY ELEMENT Development**

**Designer:** Reto Karrer  
**Web:** [www.kurz-world.com](http://www.kurz-world.com)

KURZ, the industry leader in foil security feature technology for over 30 years, approached the HUMANIA project from a different perspective. Rather than elaborating a complete design, the KURZ feature development team decided to support and facilitate other HUMANIA designers by developing HUMANIA-specific KINEGRAM® security features. These security elements use different formats and technologies for a seamless integration into each specific artwork. Many years of experience in designing, manufacturing, delivering and application of patches, stripes or threads for banknotes enables KURZ to act as a consulting team partner already at the early stage of a banknote design project. This approach not only added a new element to the project but fully embraces the HUMANIA philosophy of working together to do some good. The KURZ team worked hand in hand with designers to help bring the designs to life through movement and animation as can be seen from the first sketches of individual KINEGRAM® elements developed exclusively for the HUMANIA project.



*"The KINEGRAM® platform offers unparalleled options for visual appearance and individual banknote design integration for our partners, boasting a multitude of both optical security effects as well as different technologies to create stunning visual impressions."*

*-Peter Muehlfelder, KURZ*

On behalf of HUMANIA and the Global Cash Community, we wish to thank all designers and we look forward to realising the designs together as we move forward to the printing and distribution phases in the initiative.

## HUMANIA Partners



## HUMANIA Contact:

To find out more about HUMANIA please visit [www.HUMANIACURRENCY.com](http://www.HUMANIACURRENCY.com) or send a mail to [info@HUMANIACURRENCY.com](mailto:info@HUMANIACURRENCY.com)