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FALL/AUTUMN 2015

NON-VIOLENCE PROJECT APPOINTS V.I.P AG

The Non-Violence Project Foundation (NVP) has appointed the Hamburg-based agent V.I.P. Entertainment & Merchandising AG to become its world-wide marketing arm for the Knotted Gun, NVP's well-known symbol and image for peace and non-violence.

NVP was created in 1980 by Swedish artist Carl F. Reuterswaerd, as a tribute to John Lennon after his assassination.

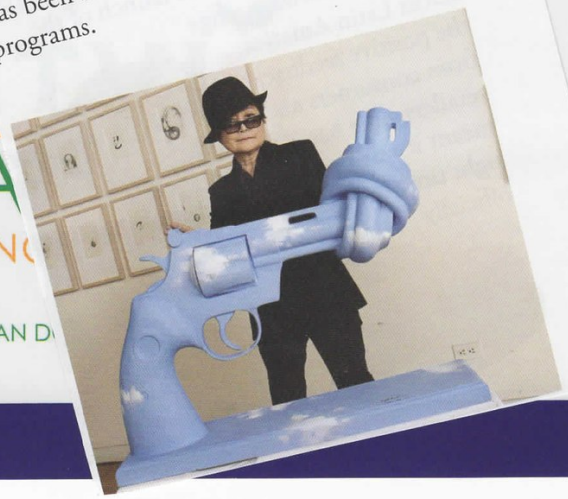
This unique symbol is located in front of the UN Headquarters in New York and other sculptures are featured at more than thirty strategic public locations around the world.

Numerous celebrities, artists and young people have painted or decorated their own version of the Knotted Gun and donated it to NVP, among them are Muhamed Ali, Michael Ballack, Guianluigi Buffon, David James, Nico Rosberg, Sir Paul McCartney and Yoko Ono, to name but a few.

V.I.P. has now been appointed to market limited editions of such sculptures and high quality prints of these interpretations to raise funds for NVP's charitable work.

NVP is a Swiss-based non-profit organization with a mission is to inspire, motivate and engage young people to understand how to solve conflicts peacefully.

Since 1993 NVP has trained almost seven million kids, students teachers and sport coaches on five continents the values of self-esteem, non-violence and conflict management. A total of 50 million US$ has been invested in violence prevention programs.



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