

Let them be different!

Problem:

Lack of finance leads to standard and unificated ways of teaching – individual approach is impossible.

Insight:

Parents are interested in a perfect education for their children.

Idea:

Society needs diversity! We want to show parents, that it would be difficult for children to find themselves in this world, if they are treated all alike.

How it works:

We want toys, colors, books, letters and many other things in our lives to be different! Just imagine the book, written in a one or two letters. So why do we treat children at schools, as though they are all the same? Making online shopping in such webstores as Imaginarium, ELC etc. you can call for individual approach for your kid at school! Just choose your school from the list after putting the items into the shopping basket, and make a donation! This campaign will be supported by advertisements, where the ideas of diversity and similarity are opposed to each other.

CW: Marina Luzina; AD: Andrey Novoselov; Inatfestival@gmail.com

Let
them be
different

We need different letters to write. We need different people to have an intelligent society. Make a donation – support individual approach to pupils at schools!

