Released on 16 May 2023
For the World Day of Living Together in Peace

MADRE
Where there is a mother who flees, there is a wrong world.
At sea and on land.
*The Kiev String Orchestra,* the Italian composer *Marco Korben del Bene, INTERSOS* and the non-profit *Yourban2030* have joined forces *against all wars. The campaign they are launching* is about *mothers fleeing from war zones and features music, audiovisual* and *NFTs*

Wherever there is a mother forced to flee with her child, there is a wrong world: from Ukraine to Afghanistan, Africa, Sudan, South East Asia, and Europe, as well as across our seas. This isthe background to *Madre* released on 16 May 2023, the World Day of Living Together in Peace, without colours or factions. This music piece played by the Kiev String Orchestra and written by the Italian composer Marco Korben del Bene has already been awarded Best soundtrack at the New York Across the Globe Film Festival. However, first and foremost, it is an audiovisual project – developed in collaboration with the humanitarian organisation Intersos, non-profit Yourban2030 and Instant Crush Record – telling the story of the exodus of mothers fleeing not only from war zones.

Madre is not only an awareness-raising project, a virtuous network of different local organisations - Intersos, Yourban2030, and the creators themselves –, but also a fundraiser that brings together NFTs, music and audiovisuals in order to define a concept that is as simple as it is key to understanding our present time: where there is a mother who flees, there is a wrong world.Links to Madre: [https:](https://www.instantcrushrecords.com/madre)//www.instantcrushrecords.com/madre

The World Day for Living Together in Peace on 16 May was established on 8 December 2017 by UN General Assembly’s draft resolution A/72/L. 26 to commemorate the incalculable value of peace among peoples. That is why *Marco Korben Del Bene* with ICR, Intersos, and Yourban2030 decided to publish their new project on this symbolic date. The music recorded in Rome by Forum studios – known for having collaborated with Ennio Morricone – is accompanied by an emotional and impactful video intended to become a social awareness campaign against all wars, in defense of all fleeing women and victims.

Madre is the first campaign of its kind bringing together technology, art, music and social engagement. Inspired by Goal 16 of the 2030 Agenda, it urges all artists to put their creativity at the disposal of social sustainability.

The sale of NFTs – distributed by Onlymusix platform – will support the work conducted by the humanitarian organisation Intersos aimed to guarantee protection and care to vulnerable women in emergency and war zones, by providing accommodation in sheltered places where these women can find psychosocial support, mental health services, special help to abused women, legal assistance, empowerment activities, and by promoting gender health and safe deliveries in crisis zones such as Yemen or Afghanistan. Also in Italy, the INTERSOS24 centre in Rome offers hospitality, psychosocial assistance, workshops, and job placement activities to vulnerable women who have arrived to our country.

You may donate at https://www.onlymusix.com/drop/madre, where you can purchase NFTs with related prints and vinyl records.

Therefore, for this occasion, *Madre* isbeing released in a special cross-media format featuring: an audiovisual art campaign – the music video clip with storyboard and animation by Sara Fascetti and Claudio Giusti; a vinyl record produced by Rome-based Forum studios with the Kiev String Orchestra conducted by Dario Vero and accompanied by solo cellist Francesca Lovotti and a ghost track on the B-side; and an NFT series: digital illustrations produced during the making of the animated video.

The piece is featured in *Resilienza 2020*, an album by *Marco Korben Del Bene* produced by Instant Crush Records. It was specially orchestrated by *Marco Korben Del Bene* and Dario Vero, and mixed by David Matteucci at StudioNero. It will be released on 16 May 2023 on all platforms – also in Dolby Atmos version – on the Instant Crush Records label, founded by the artist himself and Gianluca Torresi, with a view to accompanying projects aimed at the world of culture and sustainability.

INTERSOS is the Italian humanitarian organization on the front line in major emergencies to bring assistance and immediate relief to victims of war, abuse, natural disasters and extreme exclusion, with a focus on protecting the most vulnerable. Founded in 1992, it is currently operating in 23 different countries.

*Marco Korben Del Bene*, is a music composer and performer. Since 2016, he has been mostly involved in audiovisual and art performances. In the last year alone, he collected over 2.5 million streams on international platforms. Awarded Best Soundtrack at the New York Across the Globe Film Festival in 2021, for Not to Forget – a US movie with five Academy Awards – he has several film projects under his belt. As to his latest activities in the art world, Marco del Bene is the artistic director of Bronzi50 (2022) – as well as the composer of the soundtrack for all related anniversary events – and of Ipotesi Metaverso (2023) exhibition. He has also collaborated with many contemporary artists, including Rainaldi and Basilé. In 2023, with Dario Vero, he founded #verodelbene, a creative team for films and art projects.

The non-profit Yourban2030 was set up in Rome on the initiative of Veronica De Angelis, listed among the top 10 Environmentalist Women in 2020. It then landed in the US thanks to Frank Ferrante of Ferrante Law Firm. The organization operates in Italy and Europe promoting urban regeneration projects through art inspired by the 17 goals of the 2030 Agenda. In its 5 years of operations, it has involved more than 100 artists and 2500 young people with its projects in Italy and abroad, creating eco-murales, bio-resin mosaics, as well as environmental and social awareness and sustainability initiatives.

You can make a donation at https://www.onlymusix.com/drop/madre, where you can buy NFTs – a digital artwork exclusively owned by the purchaser – with related prints and vinyl records.

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