

Once upon a time...

"...Jiminy Cricket, where are you?"



World day
against
child labour



Canvas created by students
from the Liceo Artistico of
Bergamo and Romagnano Sesia
(Italy) for the World Day
Against Child Labour 2008
in the framework of the
ILO-IPEC SCREEN
(Supporting Children's Rights
through Education, the Arts and
the Media) programme

pinocchio is the fairytale story of a wooden puppet who dreams of becoming a real boy. pinocchio, with the help of Jiminy Cricket as his conscience and inner voice, makes his journey towards greater awareness and responsible behaviour. The fairytale character pinocchio was chosen to express the complex reality of child labour in a globalised world and to promote awareness in a way that has meaning also to children.



Diego Severgnini
Michele
De Cristofano
Marco Rubini
Leonardo Lussana
Claudia Inglese
Monica Cerri
Sofia Passarella

Prof.
Grazia Simeone
Mario Albergati
Mario Antonetti



Peter Pan pinocchio

This represents childhood itself, innocent and joyful. The character represents a combination of two iconic fairytale characters: pinocchio and Peter Pan. He is flying towards an exploited child to free him from the strings which force him to work.



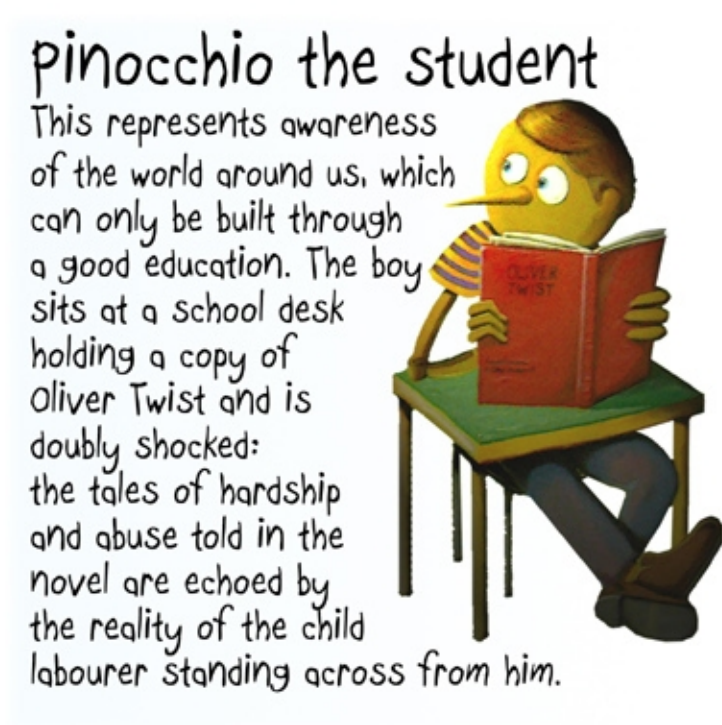
pinocchio the liberator

This represents the power of education and depicts it as an active force capable of intervening against social injustice. Here a boy strikes a sign depicting child labour with an axe whose handle is symbolically shaped in the form of a pencil.



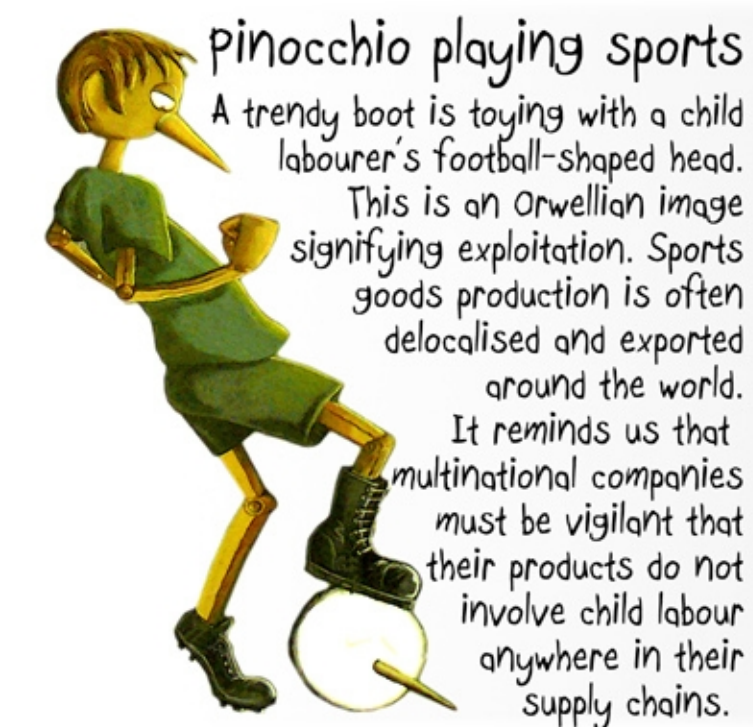
pinocchio the artist

This represents the creative freedom of childhood unencumbered by the constraints of the adult world. Delighted and amazed, the boy watches a fire-breathing dragon borne of his imagination take shape in the air before his eyes.



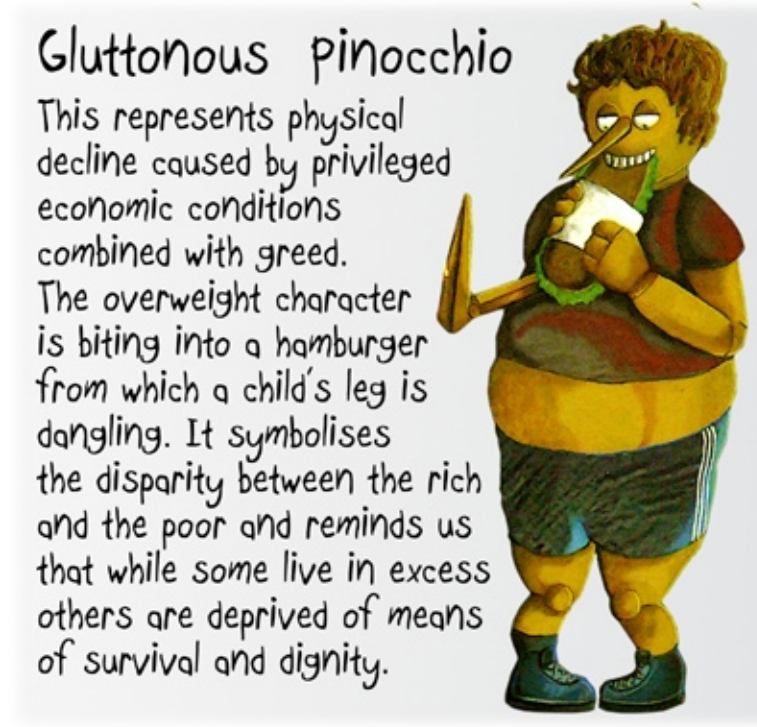
pinocchio the student

This represents awareness of the world around us, which can only be built through a good education. The boy sits at a school desk holding a copy of Oliver Twist and is doubly shocked: the tales of hardship and abuse told in the novel are echoed by the reality of the child labourer standing across from him.



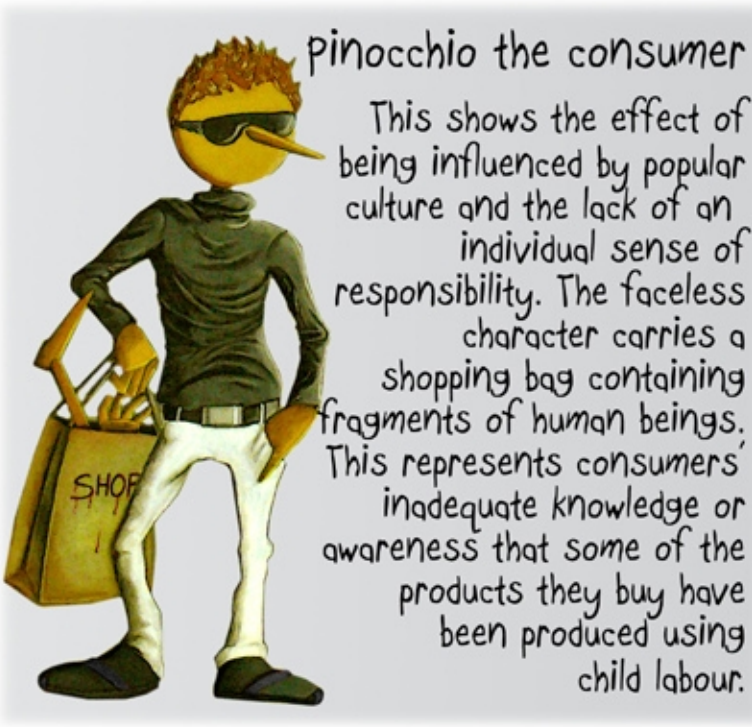
pinocchio playing sports

A trendy boot is toying with a child labourer's football-shaped head. This is an Orwellian image signifying exploitation. Sports goods production is often delocalised and exported around the world. It reminds us that multinational companies must be vigilant that their products do not involve child labour anywhere in their supply chains.



Gluttonous pinocchio

This represents physical decline caused by privileged economic conditions combined with greed. The overweight character is biting into a hamburger from which a child's leg is dangling. It symbolises the disparity between the rich and the poor and reminds us that while some live in excess others are deprived of means of survival and dignity.



pinocchio the consumer

This shows the effect of being influenced by popular culture and the lack of an individual sense of responsibility. The faceless character carries a shopping bag containing fragments of human beings. This represents consumers' inadequate knowledge or awareness that some of the products they buy have been produced using child labour.



The Grotesque Piggy

In the centre of the canvas, beneath the child labour road sign, a money-box pig is eating children and selling its own excrements. This represents how greed can make people indifferent to the exploitation of children in today's interdependent and globalised economy.



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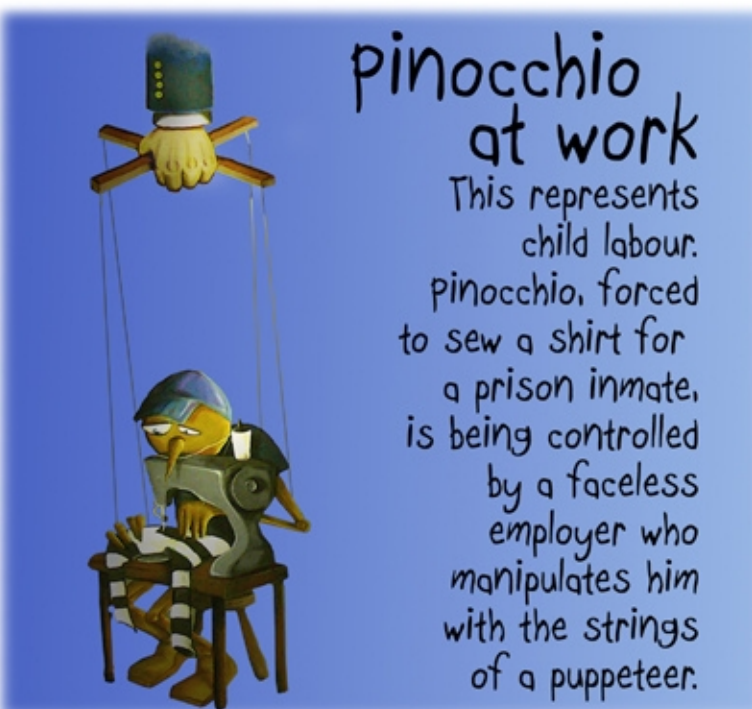
"...Jimmy Cricket, where are you?"

CANVAS
3.43m x 7.63m

ILO - The International Labour Organization is the United Nations specialised agency which seeks the promotion of social justice and internationally recognised human and labour rights. **IPEC** - Guided by the principles enshrined in the ILO's Minimum Age Convention No. 138 and the Worst Forms of Child Labour Convention No. 182, the ILO's International Programme on the Elimination of Child Labour aims for the progressive elimination of child labour worldwide, emphasising the eradication of the worst forms as a priority. **SCREAM** - ILO-IPEC's SCREAM (Supporting Children's Rights through Education, the Arts and the Media) programme offers a unique opportunity to engage a wide range of community actors and organizations to empower youth in the promotion of social justice.



Supporting Children's Rights through Education,
the Arts and the Media



pinocchio at work

This represents child labour. Pinocchio, forced to sew a shirt for a prison inmate, is being controlled by a faceless employer who manipulates him with the strings of a puppeteer.



Celebrated on 12 June each year, the World Day Against Child Labour calls the world's attention to the plight of millions of girls and boys around the world who are victims of child labour. In 2008, the message of the World Day is that "Education is the right response to child labour". On 12 June, this message will unite children, young people and adults around the world in solidarity with the millions of boys and girls who are forced to work and denied the right to quality education.

www.ilo.org
www.ilo.org/scream
www.12to12.org