

PRESS RELEASE

UNAIDS launches conceptual digital gallery on HIV to reach out and engage new audiences

*UNAIDS opens first exhibition on new digital gallery as UNAIDS launches its new book, *How AIDS changed everything—MDG 6: 15 years, 15 lessons of hope from the AIDS response.**

GENEVA, 14 July 2015—UNAIDS launched today the White Table Gallery, a new digital platform that will host exhibitions relating to the AIDS response. The first exhibition, entitled *Everyday Objects and a Cat*, shows how “things” can hold special meanings in the AIDS response and represent bigger ideas around health and development.

The new gallery is an extension of the new UNAIDS book, *How AIDS changed everything—MDG 6: 15 years, 15 lessons of hope from the AIDS response*. The book includes lessons learned from reaching the AIDS targets of Millennium Development Goal 6 that can inform and transform the work towards achieving the sustainable development goals.

“Innovation and inspiration have been key to the success of the AIDS response. By continually pushing ourselves to ask “what’s new and what’s next” we have remained at the cutting edge of global health,” said Michel Sidibé, Executive Director of UNAIDS. “Platforms like the White Table Gallery will enable us to engage with new creative partners.”

As in every exhibition, individual pieces tell their own story, but also contribute to explain and give meaning to the bigger picture of which they form a part. The White Table Gallery intends to explain the AIDS epidemic using digital media in order to raise awareness and engage young people. The digital platform uses photos, videos, images and audio files to capture stories and moments in time. *Everyday Objects and a Cat* will run through to October 2015.

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UNAIDS

The Joint United Nations Programme on HIV/AIDS (UNAIDS) leads and inspires the world to achieve its shared vision of zero new HIV infections, zero discrimination and zero AIDS-related deaths. UNAIDS unites the efforts of 11 UN organizations—UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, UN Women, ILO, UNESCO, WHO and the World Bank—and works closely with global and national partners towards ending the AIDS epidemic by 2030. Learn more at unaids.org and connect with us on Facebook and Twitter.