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## Newsletter November / December 2005

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### United Buddy Bears in Seoul



At the beginning of October, the circle of United Buddy Bears was opened in Seoul (Korea) in the presence of many VIPs from the world of politics, business, arts and culture.

In his speech, the Ambassador of the Federal Republic of Germany in Korea, Michael Geier, emphasised the special symbolic power of the bear for Korea, as it represents the first mother in the Korean myth of the Creation.

The Mayor of Berlin, Klaus Wowereit, sent a video message from the once divided city of Berlin to the guests at the opening ceremony: "15 years ago, the people of Germany were able to experience the joy of the peaceful reunification of our country. Today, we would wholeheartedly like to wish the people of Korea that they will also overcome the division in the not too distant future."

It is for that reason that the 125 United Buddy Bears are promoting a peaceful coexistence at the Olympic Park on Peace Square until 9<sup>th</sup> November (the day when the Berlin Wall opened).

### South- and North Korea Hand in Hand



Following long negotiations with the North Korean embassy in Berlin, the Buddy Bär Berlin GmbH was able to invite two renowned North Korean artists (see above) – with the kind support of Lufthansa – to Berlin. The bear was belatedly flown to Seoul, receiving a lot of attention as the sensational addition to the exhibition.

On this occasion, the German Ambassador Michael Geier gave another speech on site, praising the great symbolism of the exhibition for the divided Korea. The North Korean bear (l.) was carried around the entire circle to then find its space – standing hand in hand – next to the bear from South Korea (r.)



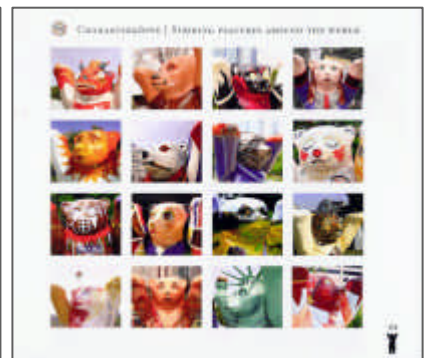
## United Buddy Bears-THE MINIS at the Sony Center in Berlin



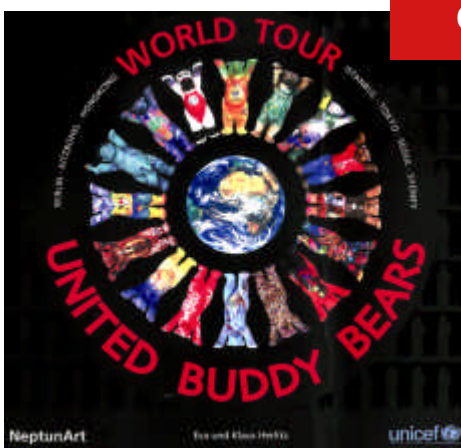
In October, the cheerful colours of the 1-m tall United Buddy Bears-THE MINIS - were reflected by the fountain at the Sony Center. With the support of the Sony Center, the international bears were standing “hand in hand”, promoting their message unifying the nations.

A very special sight of this exhibition was a large Buddy Bear from stainless steel, glistening in the middle of the fountain.

## The Global Tour Book



**OUT NOW!**



The book 'United Buddy Bears – World Tour' talks about how the idea for the Buddy Bears was born after they had been welcomed with so much enthusiasm in the streets of Berlin. In the meantime, 140 nations have participated in this unifying international project. On 296 pages with more than 800 illustrations, the book gives an account of the global tour of the United Buddy Bears that were designed by international artists from all 5 continents.

From this book the reader can learn a lot of details about the different locations of the exhibition so far, about the different bears and their artists. Many illustrations accompany the texts and even long-established Buddy Bear fans will be able to discover a lot of new material.

A proportion of the sales proceeds from this book goes to





## Thank you! Merci! Gracias! Danke!



The bears are standing hand in hand in the circle promoting tolerance and international understanding with this symbolic gesture on their global tour around many major cities of this world.

In order to realise this project, standing together hand in hand was often equally necessary.

Without the great commitment of individual institutions and companies - also symbolically represented in this circle – the realisation of such an idea – particularly with regard to the tour around the world – would have never been possible.

We cannot repeat often enough how grateful we are to all organisations involved for their individual support.

Many have helped: Thank you! Merci! Gracias! Danke!

We are particularly grateful to the shipping company Hamburg Süd for establishing the necessary basis for planning and realising the global tour with their agreement to carry out the shipment from port to port.

### Charity

More than **1,084,000,-- €\*** have been collected over the last years with Buddy Bear activities in aid of UNICEF and many local child relief organisations through donations and at auctions. (\* Date: November 2005).