

Original Idea Post



#MOTHERSAGAINSTTHEWAR | 03.04.22



So not long ago, I did an interactive documentary for a client in Istanbul that wanted to commemorate the 100th anniversary of the battle for Gallipoli. I came up with this narrative device where the story was told from the perspectives of two mothers, one from each side of the war. The idea was to show that at the end of the day, all these women wanted was for their boys to come back alive. Nothing else mattered. These were their children. Fuck the politicians and the generals. They wanted their kids to come home.

I think we could do something similar here. Russian mothers. Ukrainian mothers. United in their prayers that their sons and daughters survive the insanity. I'm not sure yet exactly how this would manifest. It would be great if there were a way to reach mothers of Russian soldiers, maybe with an exchange of digital letters, from one mother to another. One thing we could do is something like a digital "airlift" where we would disseminate these messages from Ukrainian moms to moms in Russia. Maybe Elon Musk would be willing to help with Starlink.

Builds (8)



Will Burns

That's really powerful. Love that it comes from a Russian mom and a Ukrainian mom, united in their purpose. The Russian moms will be harder to get. But I believe the Ukrainian army are holding some Russian soldiers captive now. Ukraine could ask those captives to involve their mothers in this idea. One or two might do it - they are already afraid for their lives being held captive...

03.04.22



Anonymous

Very powerful, Reminds me of that great Sainsbury film where on Christmas the two sides have an inpromptu soccer game on the battlefield. We have so much more in common than we think.

03.04.22



Don McKinney

I love the idea of letters from one mother to another. I wonder if we could start a movement where Ukrainian mothers adopt a Russian soldier and Russian mothers adopt a Ukrainian soldier? Please look after my son/daughter.

03.04.22



Ernie Schenck

Thats great, Don.

03.05.22



Anonymous

Beautiful Don.

03.05.22



Ernie Schenck

Ukraine has made the decision to return POW to their mothers if they come to Ukraine.”

03.05.22



Don McKinney

The Mom Offensive – or – Call Your Mother. Can we partner with a phone manufacturer(s) to drop unlocked, prepaid phones behind Russian lines so they can call home? I'm hearing reports Russian people aren't believing even first-hand reports from Ukrainian relatives, but maybe moms will listen.

03.09.22



Ernie Schenck

Nice.

03.09.22
