



NOBEL
PEACE
CENTER

ANNUAL REPORT 2018

“ *The only prize that will restore a normal life between our people and our friends is justice and protection.*

Nadia Murad

“ *Only the fight against impunity can break the spiral of violence. It is to all victims of sexual violence across the world that I dedicate this prize. Taking action means saying ‘no’ to indifference.*

Denis Mukwege

Contents

Message from The Executive Director 3

In Brief 4

Dette sier de besøkende: 5

Exhibitions 6

Education 13

Who cares? 15

Events 16

Songs that Changed The World 18

Preview 2019 19

Our sponsors: 20



Photo © Nobel Media AB. Photo: K. Oppram

Message from The Executive Director

2018 was an eventful year at the Nobel Peace Center. We have displayed several exhibitions which, each in their different ways, have helped to put some of the biggest and most important issues on the agenda. *Generation Wealth*, an exhibition depicting the extravagant lifestyle of the super-rich showed with searing clarity the growing inequality in the world. In *Tell the World About Us*, the photos revealed how human rights around the world are still being violated, 70 years after the adoption of the Universal Declaration of Human Rights. And last year's Nobel Peace Prize Exhibition on ICAN focused on activism and nuclear disarmament. With events like *Songs that Changed the World* and a musical and political conversation with Pink Floyd-legend Roger Waters, we have drawn new audiences to the Nobel Peace Center. Being asked to take *Songs that Changed the World*, our newly developed political music concept, to London in connection with the lighting of Norway's annual Christmas tree gift in December, honoured both the center's work and the importance of the Nobel Peace Prize. Through our new political music concept, writing opinion pieces, giving speeches and being a partner of the international youth competition Telenor Youth Forum, we have made our mark on

different arenas both in Norway and abroad throughout the year.

Joining forces with our partners - the City of Oslo, the University of Oslo and the Norwegian Nobel Institute - we created Oslo Peace Days, a shared framework for all events celebrating peace and human-rights in Oslo, Norway, from 5–12 December. A total of 25 events were staged and the whole city was invited to celebrate peace. We look forward to further developing the Oslo Peace Days concept in 2019.

The Nobel Peace Prize award ceremony is always the highlight of the year. Denis Mukwege received the Nobel Peace Prize together with Nadia Murad, who has bravely spoken out on behalf of all the world's victims of sexual violence in war. The Nobel Peace Prize 2018 put a sorely needed spotlight on sexual violence as a strategic and brutal weapon of war. Now, in the aftermath of the award ceremony, our duty is to make sure that the spotlight continues to shine bright. And it will, thanks to our visitors, our knowledgeable and dedicated staff, and our sponsors - the City of Oslo and Norad, and our long-term partners Hydro, Telenor, ABB and the Norwegian Ministry of Culture. Thank you all for your contributions!

Liv Tørrres, direktør



Photo: Erik M. Sundt

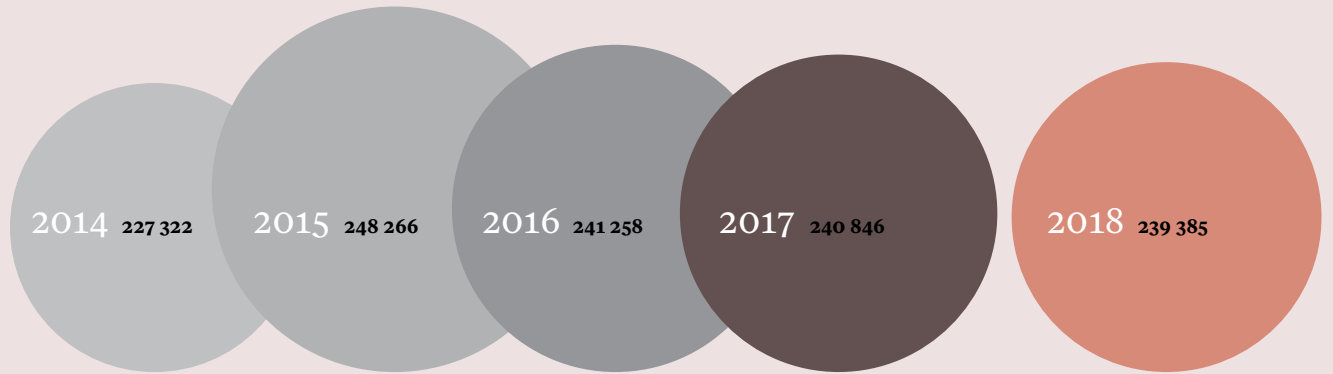
In Brief

In 2018, the Nobel Peace Center had 239 385 visitors. This is 1 per cent less than in 2017 (240 845). 131 216 of those who came to visit bought a ticket – 2 per cent more than in 2017. Our visitor numbers break down as follows: 9% children, 8% schoolchildren, 10% students, 8% seniors, 24% paying adults, 15% adults with free admission, 25% Oslo Pass holders and 1% other visitors.

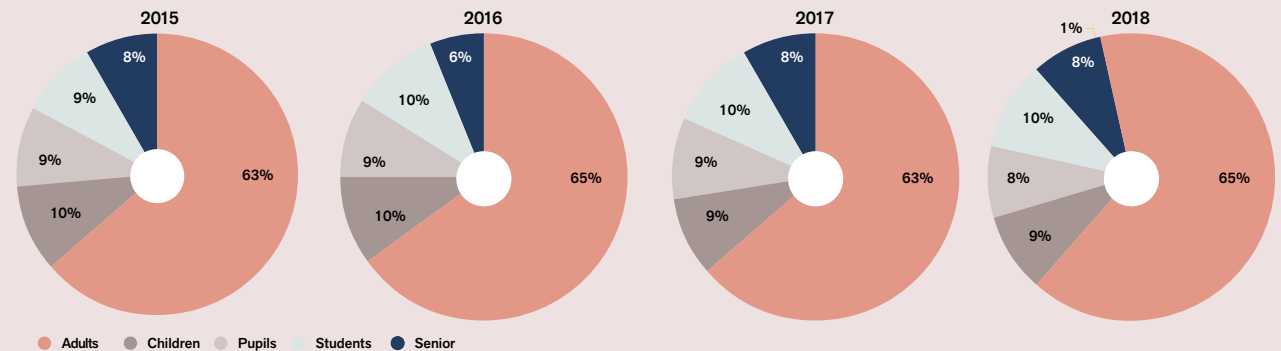
513 school groups took part in various educational activities, and there were 466 guided tours for adults.

In 2018, the Nobel Peace Center was open to the public for 323 days. There was no admission charge on 7 of these days. School groups did not buy individual admission tickets but paid NOK 600 per group. Admission to the center's programme of events (debates, concerts, exhibition openings) was free of charge to the public.

Visitor numbers:



Who are they?



Voices of our visitors:

« This is a stop that may not be entertaining, but it will make your vacation worthwhile.»

«Strikingly beautiful, incredibly tasteful and very moving 'candle-lit' walk-through interactive display of each and every recipient who has received the Nobel Prize for Peace.»

«It was hard hitting and should be a wake-up call to everyone.»

«Have a look at the museum shop once you finish the museum! It's filled with all sorts of wonderful things, from ethically and environmentally friendly-made jewellery, toys and cutlery/kitchen ware to books written by the laureates.»

«I wasn't expecting much from a museum that focused on just one category of the Nobel Prizes, but I'm glad that I was proven wrong. Not only does the museum explain and discuss the history of the prize, but also uses part of the exhibition to remind people that there is still a lot to be done in helping achieve peace around the world, and to learn from past mistakes.»

«The cruelty that humans are capable of doing to each other is always on display here, as is the hope of those brave souls who stand up to tyrants and bullies.»

Source: Tripadvisor



Photo: Johannes Granseth / Nobel Peace Center

Exhibitions

7 exhibitions at the Nobel Peace Center
2 exhibitons outside Nobel Peace Center
2 exhibitions displayed internationally
1 exhibition on display outside of Oslo

The Body as a Battlefield

The 2018 Nobel Peace Prize Exhibition is entitled *The Body as a Battlefield*. It shows how sexual violence is still being used as a weapon of war.

“The violence itself is in many cases so overwhelming that it’s hard to convey sufficiently through the documentary genre,” explains Cristina de Middel, the photographer behind this year’s Nobel Peace Prize Exhibition. Instead, she portrays the topic of sexual violence in conflict and war in a series of staged photographs: a machete piercing a half papaya; tiny toy soldiers on a naked back; a woman and child with targets fixed to the centre of their white dresses. Alongside the photos, visitors could read stories of women, children and men who have been subjected to sexual violence in war and conflicts worldwide.

The Spanish photographer spent time with both Nobel Peace Prize Laureates. Denis Mukwege, the Congolese surgeon who has helped reconstruct the shattered bodies of thousands of victims of sexual violence, was photographed in the hospital he runs in eastern DR Congo. Nadia Murad, a member of Iraq’s Yazidi minority and a survivor of sexual violence and slavery, was photographed in Paris, France. Since her escape after months as a prisoner of ISIS, she has devoted her life to telling her story in the hope of helping those still in captivity.

The 2018 Peace Prize Exhibition was made possible with the support of Norad.

Exhibition period:

12 December 2018 – 25 November 2019

No. of visitors in 2018:

8 505



Photo: Johannes Granseth / Nobel Peace Center



Photo: Cristina de Middel / Magnum Photos for Nobel Peace Center



Photo: © Bruno Morais

Tell the World About Us

In 2001, while the civil war in Colombia was still raging, photographer Rune Eraker was granted permission to visit one of the country's most notorious prisons. His objective was to document the conditions under which political prisoners were being held. When the prison guard turned his back, Eraker was able to take a photo of a prisoner in solitary confinement. The prisoner thrust his hand through the bars and gave the unknown photographer a crumpled note. The note said: "Tell the world about us". Seventeen years later, that plea became an exhibition at the Nobel Peace Center. *"The appeal from the prisoner in Colombia has gnawed at me for many years," says Rune Eraker. "I have felt an urgent need to speak up about the people who are rotting in prisons here and there, and who have been forgotten by an entire world."*

Rune Eraker travelled to 18 countries worldwide to take pictures for the exhibition. He has obtained access to strictly guarded prisons in Latin America, Asia, Africa, the USA – and Norway. He has met people who have been forced into exile, like Edward Snowden and the Dalai Lama. He has encountered women in Latin America who have been jailed after miscarriages and abortions, homosexuals forced to live in hiding in Russia and young girls in Nairobi, who have been raped and brutally assaulted. The people displayed in the exhibition have been robbed of their freedom, but at the same time fighting to retain their dignity.

Tell the World About Us marked the 70th anniversary of the UN's adoption of the Universal Declaration of Human Rights. Amnesty International, which assisted in the preparation of the exhibition, was itself awarded the Nobel Peace Prize in 1977 for its work to promote human rights.

Exhibition period:
14 September 2018 – 17 March 2019

No. of visitors in 2018:
52 241



Photo: Johannes Grønseth / Nobel Peace Center



Photo: Johannes Grønseth / Nobel Peace Center

Generation Wealth

The exhibition *Generation Wealth*, by award-winning film-maker and photographer Lauren Greenfield, was shown in Europe for the first time at the Nobel Peace Center. This compelling exhibition depicts today's all-consuming pursuit of status, beauty and wealth.

In the 1990s, Greenfield started taking photographs of the middle-class, Los Angeles neighbourhood in which she grew up: the lavish Hollywood parties, expensive cars and designer handbags. She gradually realised that the thirst for money, fame, beauty and sexual capital has become an all-consuming obsession for people of all ages and classes, irrespective of nationality.

"*Generation Wealth* is not about the rich, it's about our aspiration to wealth, and our need to show it off whether we have it or not," says Lauren Greenfield.

This exhibition had its debut at the prestigious Annenberg Space for Photography in Los Angeles, USA. After Oslo, it moved on to the Fotomuseum den Haag in the Netherlands, Deichtorhallen Hambourg in Germany and the Louisiana Museum in Denmark.

Exhibition period:

13 February – 21 August 2018

No. of visitors in:

154 471



Photo: Johannes Granseth / Nobel Peace Center



Photo: Johannes Granseth / Nobel Peace Center

Peace Wall

In the summer of 2015, the 60m long temporary wall surrounding the construction site for Norway's new National Museum was converted into an arena for contemporary art. Since then, the Nobel Peace Center, in conjunction with the site's owner Statsbygg, have shown five different exhibitions and works on the wall. Approximately 80,000 people cross Oslo's City Hall Square every day, and by using the construction site's wall as an exhibition space, the Nobel Peace Center reached out to a wide audience.

The final exhibition before the wall was taken down was *What is Home?* – a photo exhibition about young people and belonging, created in conjunction with National Geographic. It showed what young refugees and young people living and Norway and Greece associated with a home. Over six months in 2017, the youngsters took part in photo-workshops staged by National Geographic in Oslo, Bergen, Trondheim, Norway, and Athens, Greece. The photos they took were put on display along with photos taken by National Geographic's own photographers Lynn Johnson, Andrea Bruce, Pete Muller and Marcus Bleasdale.

From October 2017 until April 2018, passers-by could see photos of walls on the Peace Wall. The exhibition *WALLonWALL*, featuring photos by the German photographer Kai Wiedenhöfer, showed panoramic images of walls that have been erected all around the world to separate countries and peoples. The exhibition was first shown on the remains of the Berlin Wall in 2013.

Exhibition period: *What is Home?*

3 May – 17 September 2018

Exhibition period: *WALLonWALL*:

13 October 2017 – 23 April 2018



Photo: Kai Wiedenhöfer

WALLonWALL by the German photographer Kai Wiedenhöfer.



Photo: Johannes Grønseth / Nobel Peace Center

What is Home? – a photo exhibition about young people and belonging, created in conjunction with National Geographic

Other Exhibitions



Photo: Nisal Friiseth / Nobel Peace Center

Ban the Bomb

The 2017 Peace Prize Exhibition was both a realistic account of today's nuclear threat and a tribute to the year's Nobel Peace Prize laureate, ICAN. The series of photos entitled *Fallout* by that year's Peace Prize photographer Sim Chi Yin showed how today's nuclear threat is visible in the landscapes of two of the world's nuclear powers: North Korea and the USA. The exhibition featured historic images and testimonies detailing the aftermath of the atomic bombs that were dropped on Hiroshima and Nagasaki in 1945. At the centre of the exhibition was a display-case containing personal items belonging to some of the bombs' victims. The items, which had never been shown in Europe before, were kindly lent by three museums in Japan. The exhibition was supported by the City of Oslo.

Exhibition period:

11 December 2017 – 25 November 2018

No. of visitors:

234 626



Photo: Inge Pedersen / Nobel Peace Center

Take the Ball – Hit the Goals

In the summer of 2018, an exhibition on the UN's sustainable development goals (SDGs) was shown in the Nobel Peace Center's arrival hall. A key feature of the exhibition was the "sustainability ball" that was signed by Norway's Prime Minister Erna Solberg and the UN Secretary General António Guterres at its official opening. The aim of the exhibition was to show that what is being done to reach the SDGs is inextricably linked to the creation of a more peaceful world. Visitors could try and kick the ball into the goal, and thereby show that they intend to do what they can to achieve the SDGs. The exhibition was created by the Nobel Peace Center in conjunction with the Norwegian Foreign Ministry.

Exhibition period:

19 June – 28 August 2018

No. of visitors:

87 310

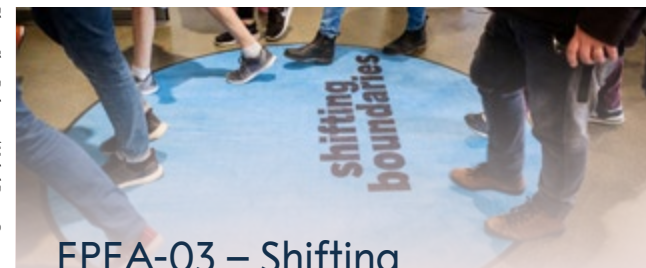


Photo: Johannes Granseth / Nobel Peace Center

EPEA-03 – Shifting Boundaries

The European Photo Exhibition Award (EPEA) is a European collaboration that aims to highlight relevant issues through the work of young photographers. In 2017 and 2018, the Nobel Peace Center hosted the EPEA Exhibition in Norway for the third time. Twelve European photographers had been selected to interpret the theme of *Shifting Boundaries*. The result was an exhibition that showed how boundaries are being challenged in a Europe undergoing change. The photographs on display explored physical and psychological, geographic and technological boundaries.

The EPEA's initiators are the Körber-Stiftung (Germany), the Fondation Calouste Gulbenkian – Délégation en France (Portugal), Fondazione Banca del Monte di Lucca (Italy) and the Fritt Ord Foundation (Norway). The exhibition was shown in Paris, Lucca and Hamburg before it came to Norway.

Exhibition period:

15 September 2017 – 25 January 2018

No. of visitors:

59 830

The Permanent Exhibitions

The Nobel Peace Center's permanent exhibitions tell the story of Alfred Nobel, the Nobel Peace Prize and all the Nobel Peace Prize Laureates. The ***Peace Cloud*** hanging from the ceiling in the Arrival Hall is the first exhibition visitors encounter. The installation, featuring photographs of all the Prize laureates, is a tribute to the unique men, women and organisations that have been awarded the Nobel Peace Prize since 1901.

The ***Nobel Field*** is often referred to as the beating heart of the Nobel Peace Center. Each Nobel Peace Prize Laureate is presented on a separate screen, surrounded by thousands of lights. The most recent laureate's screen is unveiled the very same day as the award is announced in October. Every 15 minutes, visitors can hear authentic recordings from the award ceremony, in which one laureate speaks about one or more of the others. The voices and overall experience are reinforced by soft music and a rippling light effect that binds the laureates together.

In the ***Nobel Chamber*** visitors will find an interactive digital book about scientist and inventor Alfred Nobel. This installation brings Nobel's life story and inventions to life in a fun and interactive way.

The ***Wall Papers*** contain pictures, texts and video clips of the Peace Prize laureates' lives and work, as well as facts about the Nobel Peace Prize and the Nobel system. More than 2800 articles and over 1500 photos, videos and animations can be called up. Visitors can hear extracts from Martin Luther King's "I have a dream" speech, read why Malala was awarded the Peace Prize in 2014 or learn how they themselves can get involved in efforts to promote peace and protect human rights. Each year, the Nobel Peace Center pays tribute to the new Peace Prize laureate by displaying the announcement in the gilded ***Passage of Honour***. Here, visitors can also see Christian Lous Lange's actual Peace Prize medal from 1921. The medal was designed by Gustav Vigeland and bears the inscription "Pro pace et fraternitate gentium" (For peace and fraternity between peoples).

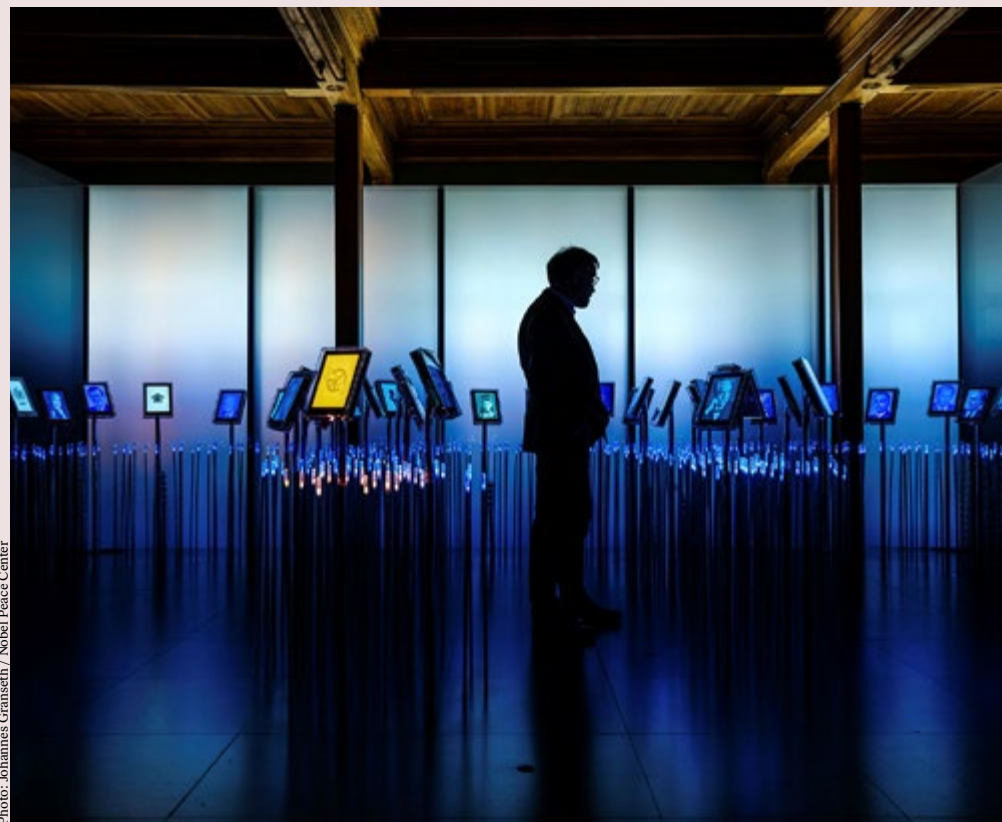


Photo: Johannes Granseth / Nobel Peace Center



Photo: Johannes Granseth / Nobel Peace Center

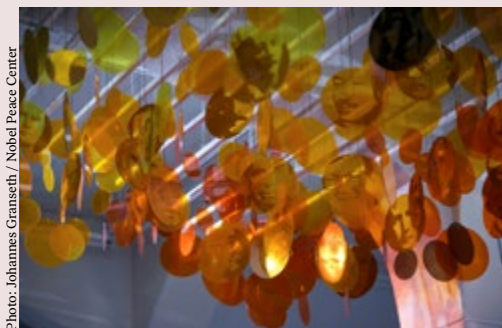


Photo: Johannes Granseth / Nobel Peace Center

Education



513 guided tours for school children
10 unique educational programmes
466 guided tours for adults
9 languages in our audioguiden

Knowledgeable guide and an hour that went by very quickly.

Excellent guide and a first-rate, relevant exhibition. Well conducted, with involvement from the pupils.

What The Teachers Says:

The guide was a fantastic educator! Very knowledgeable and able to explain clearly. Excellent!

The session combines in-depth knowledge and a commitment to creating a better world in a way that both appeals to and communicates very well with pupils.

It was an exciting session and the woman who showed us round was enthusiastic and very good! The pupils were impressed and inspired, and would like to go back again :-)



Photo: Johannes Gramseth / Nobel Peace Center



Photo: Johannes Gramseth / Nobel Peace Center

Who cares?

Each time a new exhibition opens at the Nobel Peace Center, it is accompanied by a specially tailored educational programme. Sometimes, the topic of an exhibition is far outside the children's personal experience. A good example of this was the *Tell the World About Us* exhibition, with photos of people around the world who have lost their freedom in one way or another. How do you get Norwegian schoolchildren to both understand and feel that the violation of other people's human rights has anything to do with them? And that it is a situation they can do something about? The key is to link the topic to the pupils' own day-to-day lives and give them tasks and questions that

elicit their reactions and encourage them to express their own opinions.

What do you do if you see someone being unfairly treated or discriminated against? Do you just walk on by? Do you stop and watch? Or do you intervene? An awareness of one's own role in situations is something that can be learned and practised. Moral courage is something that can be practised and reinforced. By making young people aware of the role they themselves can play, the Nobel Peace Center can help to create fellow citizens who care, and who want to make a difference.



Photo: Johannes Granseth / Nobel Peace Center




Photo: Johannes Granseth / Nobel Peace Center



Photo: Johannes Granseth / Nobel Peace Center

Events



50 different events with
27 628 attendees
22 debates and panel discussions
11 music events
6 film screenings
5 exhibiton openings

Events

In 2018, the Nobel Peace Center planned and executed 50 events that were open to the public. These were attended by a combined total of 27 628 people. Several of the events were related to issues deriving from the exhibitions *Tell the World About Us* and *Ban the Bomb*. Major Oslo-wide events, such as *Tourist in Your Own City* and the *Mela Festival* attracted many visitors to the centre. In August, rock legend Roger Waters came to the Nobel Peace Center and talked to Executive Director Liv Tørres about music and politics, before playing two songs. As usual, the Nobel Peace Prize award ceremony was marked by Save the Children's *Peace Prize Party*, the live broadcast of the ceremony from Oslo City Hall and the opening of the year's Peace Prize Exhibition. In 2018, for the first time, the Nobel Peace Center, the City of Oslo, the Norwegian Nobel Institute and the University of Oslo jointly invited the city's population to an eight-day celebration of peace and human rights, called the Oslo Peace Days. In connection with the Oslo Peace Days, the Nobel Peace Center instituted a Peace Walk, which included several different locations throughout the city linked to the Nobel Peace Prize. The walk was also launched as a mobile phone app, so that tourists and the city's residents can follow the route on their own.



13 February: Opening of the exhibition *Generation Wealth* with photographer Lauren Greenfield.



13 August: Roger Waters came to the Nobel Peace Center and talked to Executive Director Liv Tørres.



10 December: the Nobel Peace Prize award ceremony was marked by Save the Children's *Peace Prize Party*.

Songs that Changed The World

Music can change the world! Some songs inspire social change, others go down in history as symbols of important events. With this in mind, the Nobel Peace Center contacted the Øya Festival to create a slightly different series of events for young people. The result was the *Songs that Changed the World* project. A well-known Norwegian artist was invited to interpret a song, on a particular topic, that meant something special to them. Over the course of 2018, Amanda Delara, Silje Halstensén, Honningbarna and Myra have sung about the pressure to conform to modern beauty standards, environmentalism, nuclear weapons and freedom of expression. The artists also took part in lively discussions on these topics with the music journalist Asbjørn Slettemark

and the Nobel Peace Center's Education Director Toril Rokseth. *Songs that Changed the World* events were staged five times in 2018, three times at the Nobel Peace Center, once at the Øya Festival and once in London. When the Norwegian Christmas tree was lit in Trafalgar Square in early December, the Nobel Peace Center and *Songs that Changed the World* were included as the cultural element of the City of Oslo's traditional annual gift to the people of Britain. Rapper Myra sang for the British audience both during the tree-lighting ceremony and at the *Songs that Changed the World* event that took place in Free Word's premises the following day. *Songs that Changed the World* has been a popular event series, which will continue in 2019.



Photo: Kim Roksten Grønneberg / JCP Nordic

Rapper Myra performed for the British audience both during the tree-lighting ceremony at Trafalgar Square 6 December.



Photo: Kim Roksten Grønneberg / JCP Nordic

Artist Amanda Delara covered Christina Aguilera's «I am Beautiful».



Photo: Kim Roksten Grønneberg / JCP Nordic

Preview 2019

The Peace Prize Exhibition featuring Denis Mukwege, Nadia Murad and the struggle to stop the use of sexual violence as a weapon of war will remain on show until November 2019. The Nobel Peace Center will continue to focus on the issue, with several events and educational sessions throughout the year.

In April 2019, the Nobel Peace Center will open *KlimaLab*, a major exhibition on climate change. The City of Oslo has been named the European Green Capital 2019, and the exhibition is part of the events to mark that accolade. *KlimaLab* will be an exhibition in the spirit of Alfred Nobel, with visitors invited to help shape its contents. In the spring and autumn seasons, the Nobel Peace Center will invite speakers to participate in roundtable discussions and debates related to the exhibitions' themes. And in conjunction with its regular partners, such as the *Mela Festival*, *Culture Night* and *Tourist in Your Own City*, the centre will also stage events that appeal to a large and diverse audience in the Oslo area. When a new Peace Prize laureate is announced in October, the public will be invited to an open day. And in December 2019, it will once again be time for an eight-day celebration of the Nobel Peace Prize and the Oslo Peace Days.



Photo: Johannes Grønseth / Nobel Peace Center

Our sponsors:



Telenor Group is a leading provider of communications services worldwide. It is one of the world's major mobile operators with 170 million subscribers in Scandinavia and Asia. Telenor is based at Fornebu outside Oslo.

Our vision is to contribute to strengthen the communities we are part of, by making it possible for people to communicate across all kinds of borders. This is how we create value, but also how we create understanding and co-existence. The cooperation with the the Nobel Peace Center is a source of great inspiration to us.

– CEO of Telenor, Sigve Brekke



Hydro is a global supplier of aluminum with activities throughout the value chain, from bauxite extraction to the production of rolled and extruded aluminum products and building systems. Based in Norway, the company employs 35,000 people in more than 40 countries.

Hydro is proud of its long-standing partnership with the Nobel Peace Center. The Nobel Peace Center reflects courage, respect and foresight, which are fundamental values for Hydro. Therefore, it feels both important and right to cooperate with the Nobel Peace Center.

– Svein Richard Brandtzæg, CEO of Hydro



ABB is a pioneering technology leader in power grids, electrification products, industrial automation and robotics and motion, serving customers in utilities, industry and transport & infrastructure globally. Continuing a history of innovation spanning more than 130 years, ABB today is writing the future of industrial digitalization with two clear value propositions: bringing electricity from any power plant to any plug and automating industries from natural resources to finished products.

For ABB it is an honour to be a supporter of the Nobel Peace Center. The Center has become a national arena, with international reach, and with a message it is easy to support.

– Steffen Waal, Managing Director ABB AS