

*Normality generates a vacuum and leaves no room for diversity

WEmbrace[®]
AWARDS

art4sport

DIVERSITY

Diversity exists and unites us all. But we also need to further examine the concept of 'normality'. Maybe we need to talk about a 'majority' as well as minorities. Numbers are a tangible criterion, but when speaking of quantity, it is equally important to resolutely examine its relationship with 'quality', 'expertise, and 'value'. Let us move away from a judgement that leads us to label what relates to a majority as "right" and what pertains to a minority as 'wrong'. This is a fundamental principle around which growth and evolution revolve - the human being and nature itself.

ART4SPORT

art4sport was created 14 years ago, for a practical purpose: give young people with amputated limbs access to the world of sport. A minority. It became a mission for Bebe Vio Grandis, born of her strength and determination. By telling a story and welcoming all those who wanted to listen, she has shown the world what inspiration truly is.

THE WEMBRACE MOVEMENT

Her experience led to the creation of a movement under the WEmbrace logo, and nowadays events, initiatives and actions are organized by the association with the aim of starting informative and collaborative dialogue, and a view to creating an exchange between 'diversity' and 'normality', allowing them to coexist.

We have come to realize that understanding diversity is a process and both sides need to be listening. As we learned from Bebe, the process requires opportunities, it needs examples that can be followed.

The WEmbrace Games were born, games with no barriers ... for all. Later, WEmbrace sport was created to experience sport in its most authentic form. And finally came the WEmbrace Awards.

AWARDS

Inclusion entails a fundamental step: knowledge. When we have knowledge, we can assess it... the unknown creates detachment, distance and if we apply this to society, it generates marginalisation. For this reason, WEmbrace seeks to create a social forum.

Too often, diversity lives in a vacuum giving rise to a deafening silence. It is hidden, repressed, withdrawn, altered. Those who live with it frequently accept it, often in solitude. Others do not understand it, do not identify it, do not experience it.

WEmbrace is intended as a yearly accolade awarded to diversity stories that were (and are) able to create a forum for dialogue, that can inspire and bring together diversity and its value.

We want to use the power of communication and media coverage to raise awareness for WEmbrace and give a voice to the silence that today's society often "hides".

The Awards are intended to drive forward, or rather to redefine, the intersection between these two concepts that we would like to see become closer.

THE GOAL

To ensure these stories reach the greatest number of people. To inspire. To stimulate curiosity. To promote the idea that changing the world into a better place is possible. For all of us.