



# BELIEVE TO SEE

A PROJECT OF POSITIVE CHANGE  
BY GABY HERBSTEIN

**HUMAN NEGATIVITY AND CHAOS ARE DESTROYING OUR PLANET,  
THE WHOLE NATURE AND EVERY SPECIE, INCLUDING US.**

**CHANGE IS URGENT. AND OUR GENERATION  
IS RESPONSIBLE FOR MAKING IT HAPPEN.  
HOW DO WE DO IT?**

# EXPANDING OUR CONSCIENCE



# BELIEVE TO SEE

IS A MULTIDISCIPLINARY ARTISTIC PROJECT THAT UNITES **12 SPIRITUAL LEADERS** OF DIFFERENT BELIEFS, PHILOSOPHIES AND CULTURES FROM AROUND THE WORLD.

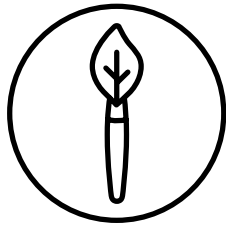
1 PURPOSE: TO EXPAND GLOBAL CONSCIOUSNESS THROUGH POSITIVE MESSAGES, IN A NON RELIGIOUS OR POLITICAL WAY.



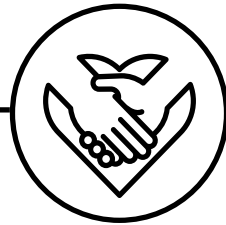
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# GOALS

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EXPAND GLOBAL HERITAGE  
THROUGH STREET ART  
INTERVENTIONS



JOIN WILLS OF  
INDIVIDUAL CHANGE



AWAKEN COLLECTIVE  
CONSCIOUSNESS



GABY  
HERBSTEIN

# GABY HERBSTEIN. CHRONOLOGY OF PROJECTS

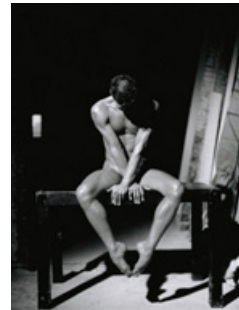
GABY HERBSTEIN IS A VISUAL ARTIST WITH MORE THAN 20 YEARS OF EXPERIENCE. SHE USES PHOTOGRAPHY TO RAISE AWARENESS THROUGH DIFFERENT PROJECTS THAT REFLECT HER CONCERN FOR THE PLANET AND MANKIND.



**2000**  
**UNITED NATIONS**  
**HUELLAS**  
Argentine native women.



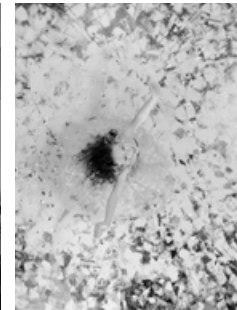
**2001**  
**HEROÍNAS**  
Women of Argentine  
History.



**2002**  
**FUNDACIÓN JULIO BOCCA**  
**NON-FOR-PROFIT**  
**ORGANIZATION**  
**JULIO BOCCA**



**2003**  
**FUNDACIÓN HUÉSPED**  
**NON-FOR-PROFIT**  
**ORGANIZATION**  
Celebrities Against HIV.



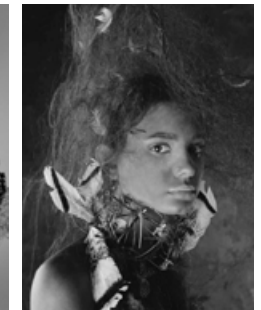
**2004**  
**FUNDACIÓN HUÉSPED**  
**NON-FOR-PROFIT**  
**ORGANIZATION**  
Prevention of mother-to-  
child transmission of HIV.



**2005**  
**FUNDACIÓN HUÉSPED**  
**NON-FOR-PROFIT**  
**ORGANIZATION**  
**ARGENTINE MUSICIANS**  
Fighting discrimination  
against people living with HIV.



**2006**  
**FUNDACIÓN HUÉSPED**  
**NON-FOR-PROFIT**  
**ORGANIZATION**  
**CELEBRITIES**  
Lucha contra el HIV.



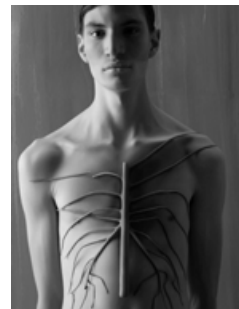
**2008**  
**FUNDACIÓN AZARA**  
**NON-FOR-PROFIT**  
**ORGANIZATION**  
**AVES DEL PARAÍSO**



**2009**  
**FUNDACIÓN AZARA**  
**NON-FOR-PROFIT**  
**ORGANIZATION**  
**ECOLOGICAL**  
**FOOTPRINT**  
Personalidades/Cambio  
Climático.



**2010**  
**FUNDACIÓN AZARA**  
**NON-FOR-PROFIT**  
**ORGANIZATION**



**2011**  
**FUNDACIÓN AZARA**  
**NON-FOR-PROFIT**  
**ORGANIZATION**  
**UNO**  
Uniqueness/Ecology.



**2013**  
**ESTADOS DE CONCIENCIA**



**2015**  
**DIVINA BELLEZA**



**2016**  
**BELIEVE TO SEE**

**WORK IN PROGRESS**



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# ABOUT OUR TEAM

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**GABY HERBSTEIN**

ARTISTIC DIRECTION  
AND PHOTOGRAPHY



**FLORENCIA RICO**

GENERAL  
COORDINATION



**JULIETA SOPEÑA**

COMMUNICATION



**DANIEL LOFFEDRA**

EXECUTIVE  
PRODUCER



**ROBERTO INTERIANO**

FINANCE AND  
INTERNATIONAL  
OPERATIONS



**MARCELO DECOUD**

SCIENTIFIC ADVISOR



**SEBASTIÁN MALUGANI**

DIGITAL  
DEVELOPMENT



**TEBAN KIM**

DIGITAL  
DEVELOPMENT



**LUCIA IRAZUSTA**

MARKETING ARGENTINA



**MARIANA CUEVAS**

MARKETING ARGENTINA



**CAROLINA ARECCO**

MARKETING ARGENTINA



**MARTÍN DIEZ**

SCOUTING AND  
IMPLEMENTATION



**ERIC DAWIDSON**

DIRECTION AND  
AUDIOVISUAL  
PRODUCTION



**MARIANO DAWIDSON**

DIRECTION AND  
AUDIOVISUAL  
PRODUCTION



**ROMINA RISSOLO**

MARKETING ARGENTINA



**CECILIA SCARABELLO**

MARKETING ARGENTINA



**PAOLA BRAILE**

DESIGN AND  
POST-PRODUCTION



**GABRIEL ARREGUEZ**

POST-PRODUCTION

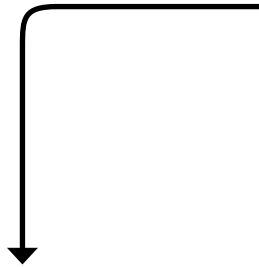
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# MULTIDISCIPLINARY ARTISTIC PROJECT

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# ECOSYSTEM



**BELIEVE TO SEE**



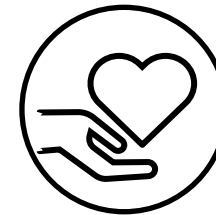
GOVERNMENT



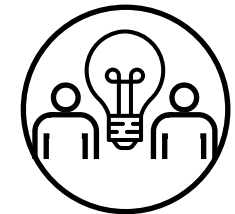
SOCIAL BONDS



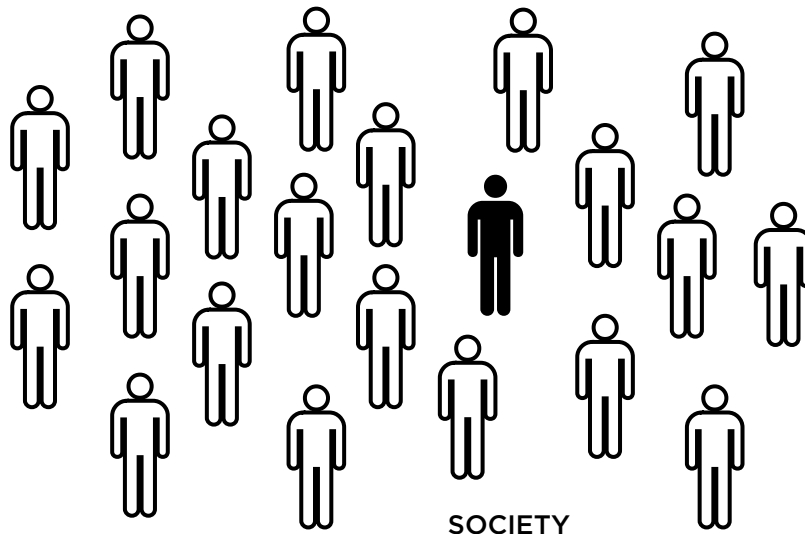
VOLUNTEER



BENEFACTOR

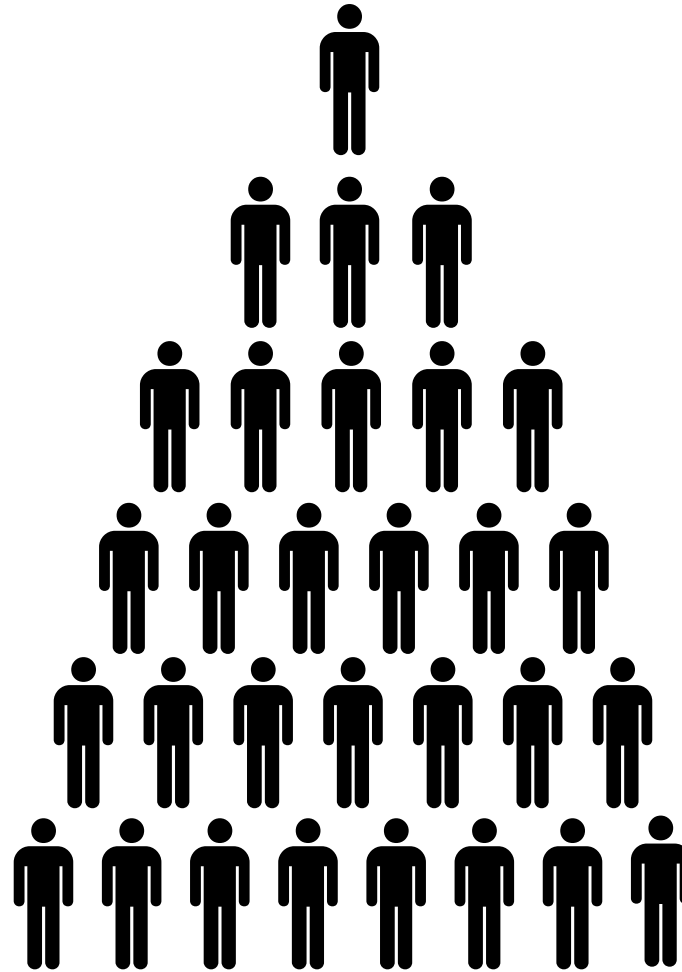


CROWDFUNDING

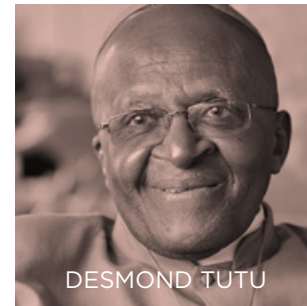
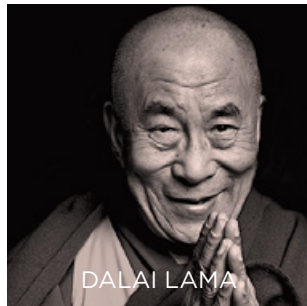
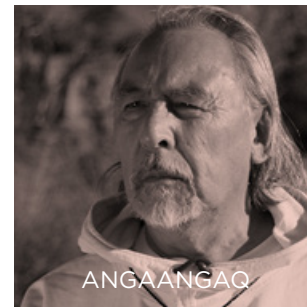
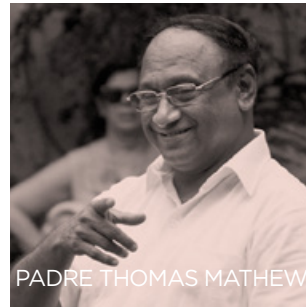


SOCIETY

**APPLYING THE TIPPING POINT TO GLOBAL CHANGE IS CRITICAL.  
MICRO-GOALS CAN TURN INTO MACRO-BEHAVIOR.**



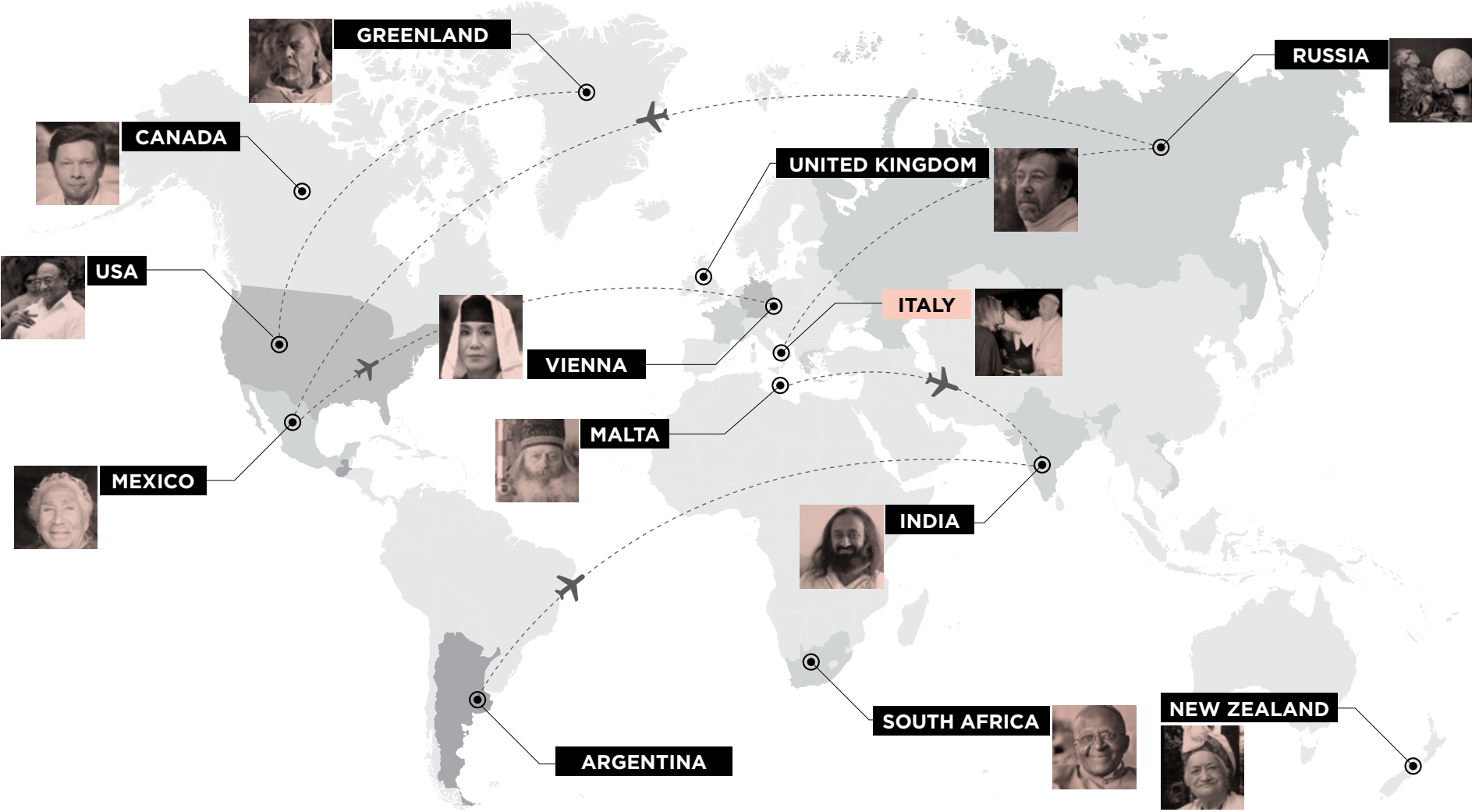
# 12 SPIRITUAL LEADERS



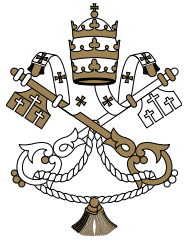
THEY ALL DEVOTE THEIR LIVES TO SPREAD MESSAGES OF UNITY AND EXPAND CONSCIOUSNESS.

\* THE FIRST 6 SPIRITUAL LEADERS ARE CONFIRMED. THE OTHERS 6 ARE TBD.

# 12 SPIRITUAL LEADERS, 12 DESTINATIONS



\* In process ... some destinations are not confirmed.

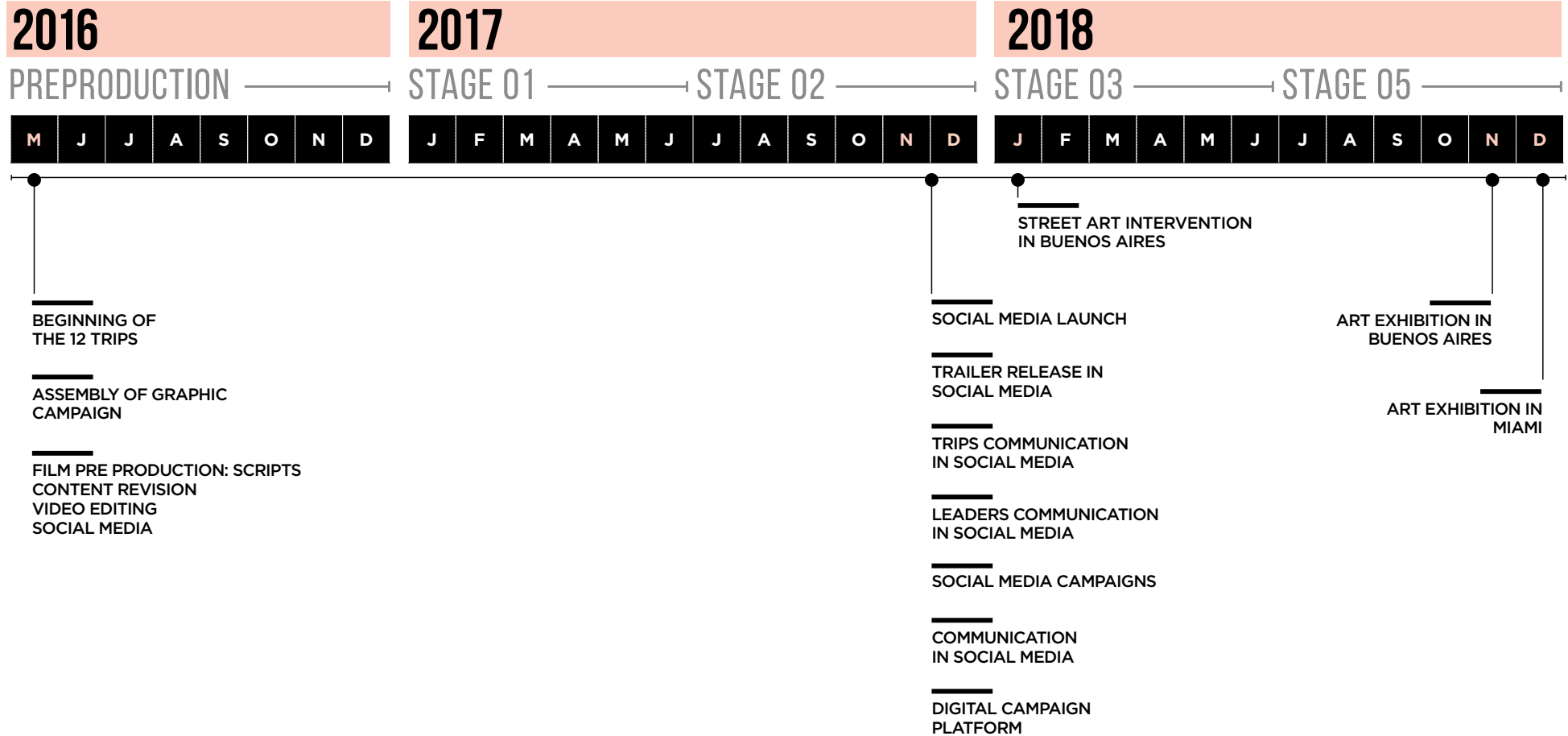


# MEETING WITH POPE FRANCIS

## Presentation and Blessing of the Project



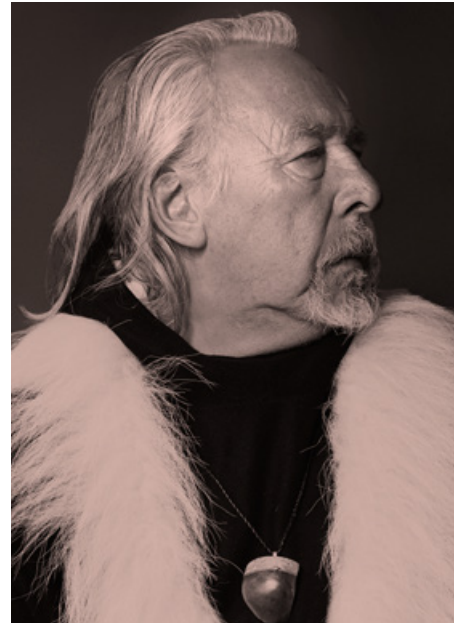
# IMPLEMENTATION SCHEDULE





# NOVEMBER 2017

PROJECT LAUNCH AND PRESENTATION OF THE FIRST SPIRITUAL LEADERS.



# TRAILER



PASSWORD: **cpv**

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# PHOTO EXHIBITION IN BUENOS AIRES 2018

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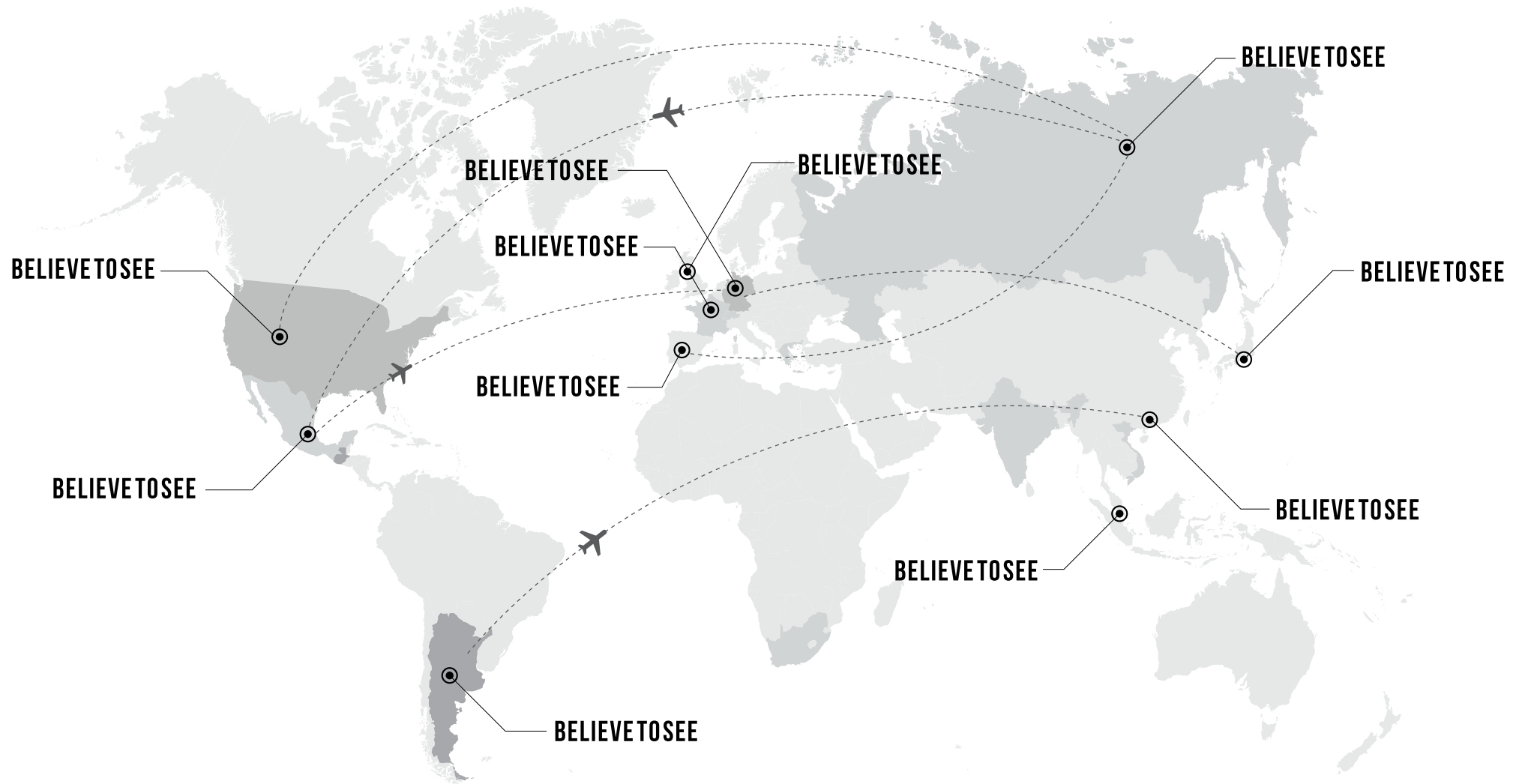
**AN INTERACTIVE MULTIMEDIA EXHIBITION THAT WILL PORTRAY THE THOUGHTS OF THE 12 SPIRITUAL LEADERS WHOSE MAIN PURPOSE IN LIFE IS TO SPREAD MESSAGES OF UNION, LOVE AND HEALING.**

**PROJECT CONTENT:**

- BIG SIZE PHOTO EXHIBITION.
- SPIRITUAL LEADERS MESSAGES.
- VIDEO AND MAPPING CONTENT WITH EACH INTERVIEW'S HIGHLIGHTS.
- PRINTED GRAPHIC MATERIAL.
- ORIGINAL MUSIC.
- COLLECTION BOOK.



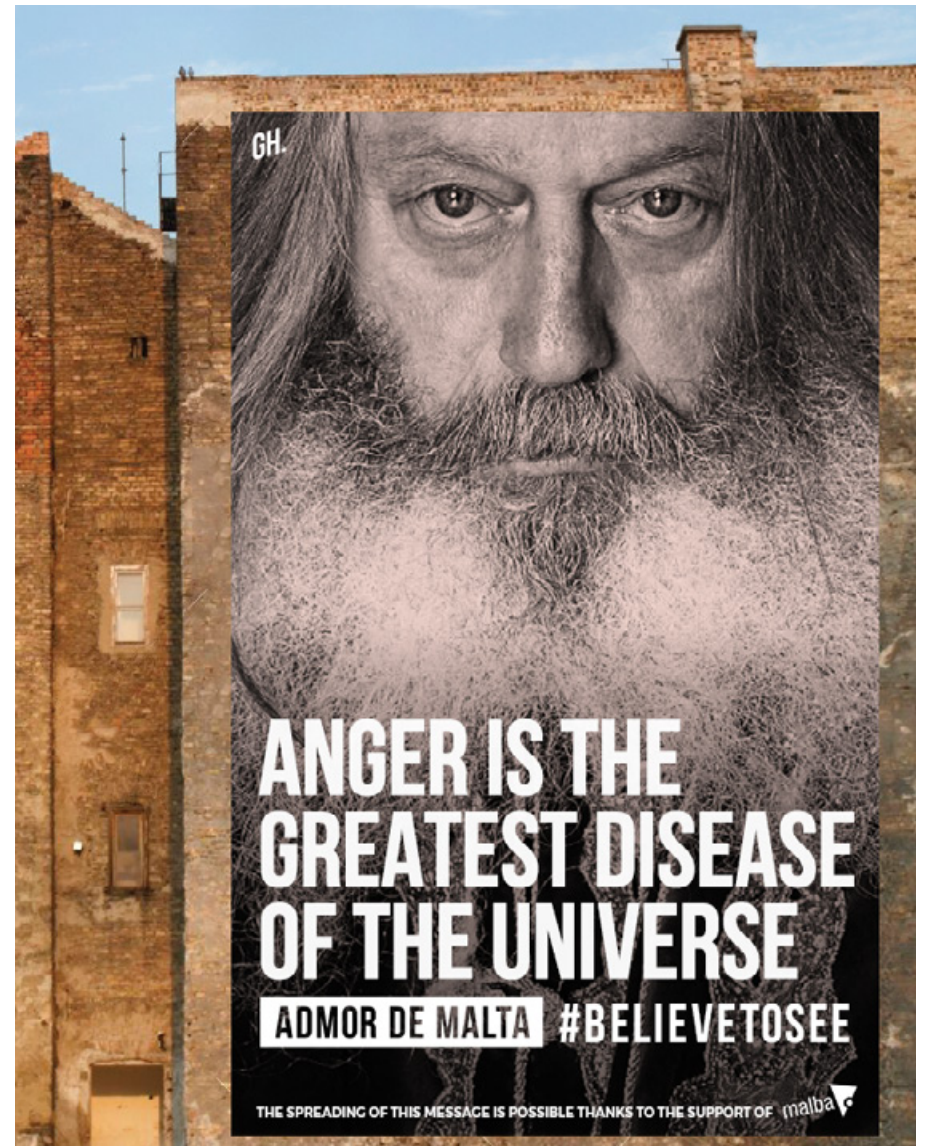
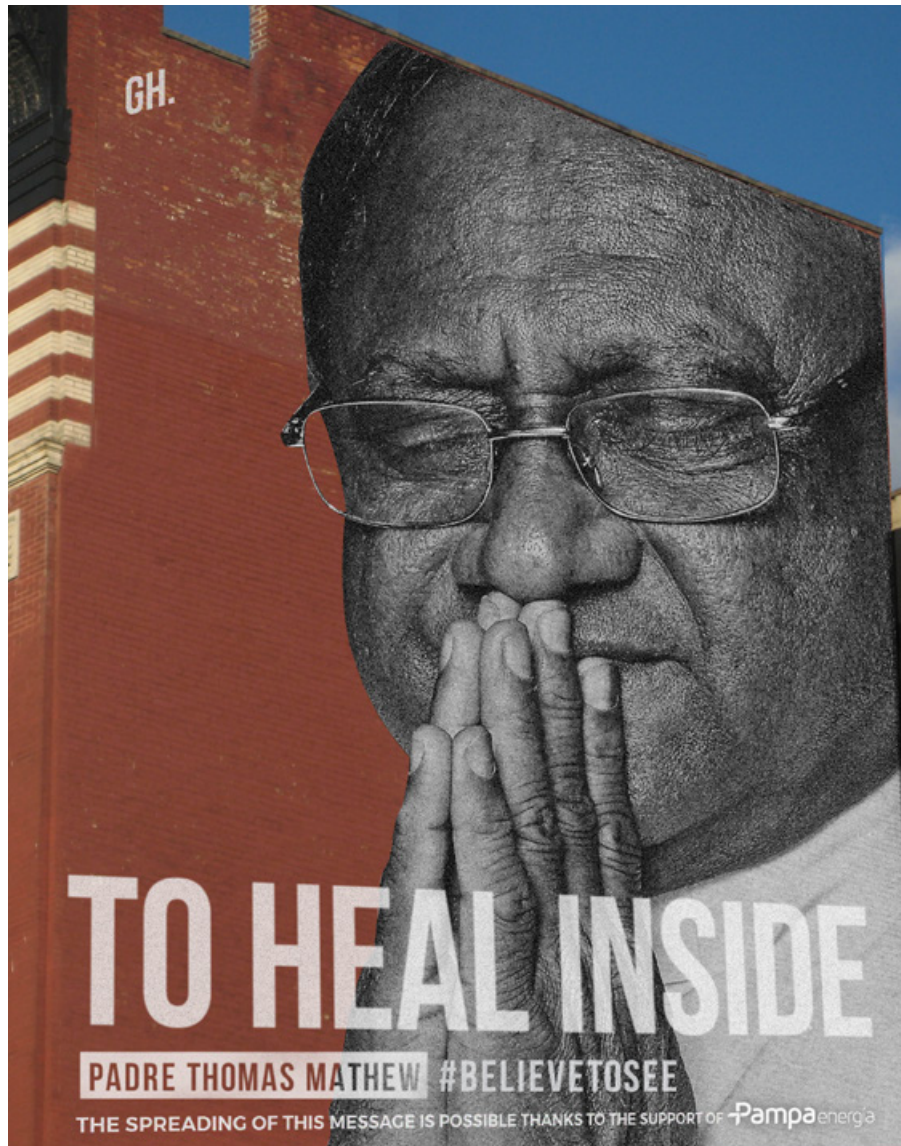
# ITINERANT WORLDWIDE TOUR IN 12 CITIES



\* SOME DESTINATIONS ARE TBD.

# URBAN ART INTERVENTIONS

# URBAN ART INTERVENTIONS



# URBAN ART INTERVENTIONS



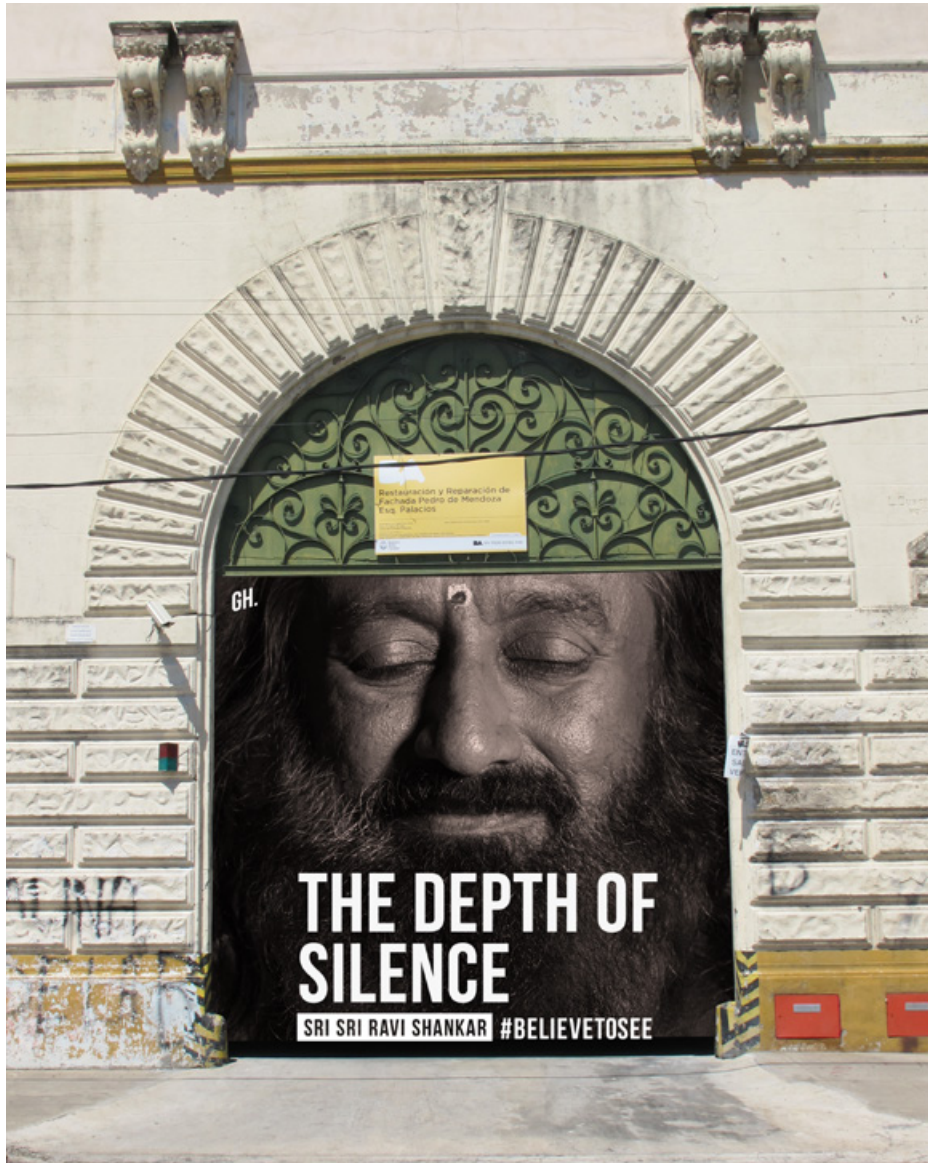
# URBAN ART INTERVENTIONS

IN LEVEL CROSSINGS AND BRIDGES





# URBAN ART INTERVENTIONS



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# URBAN ART INTERVENTIONS

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IN CONSTRUCTION FRONTS



# URBAN ART INTERVENTIONS

IN SUBWAYS



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# URBAN ART INTERVENTIONS

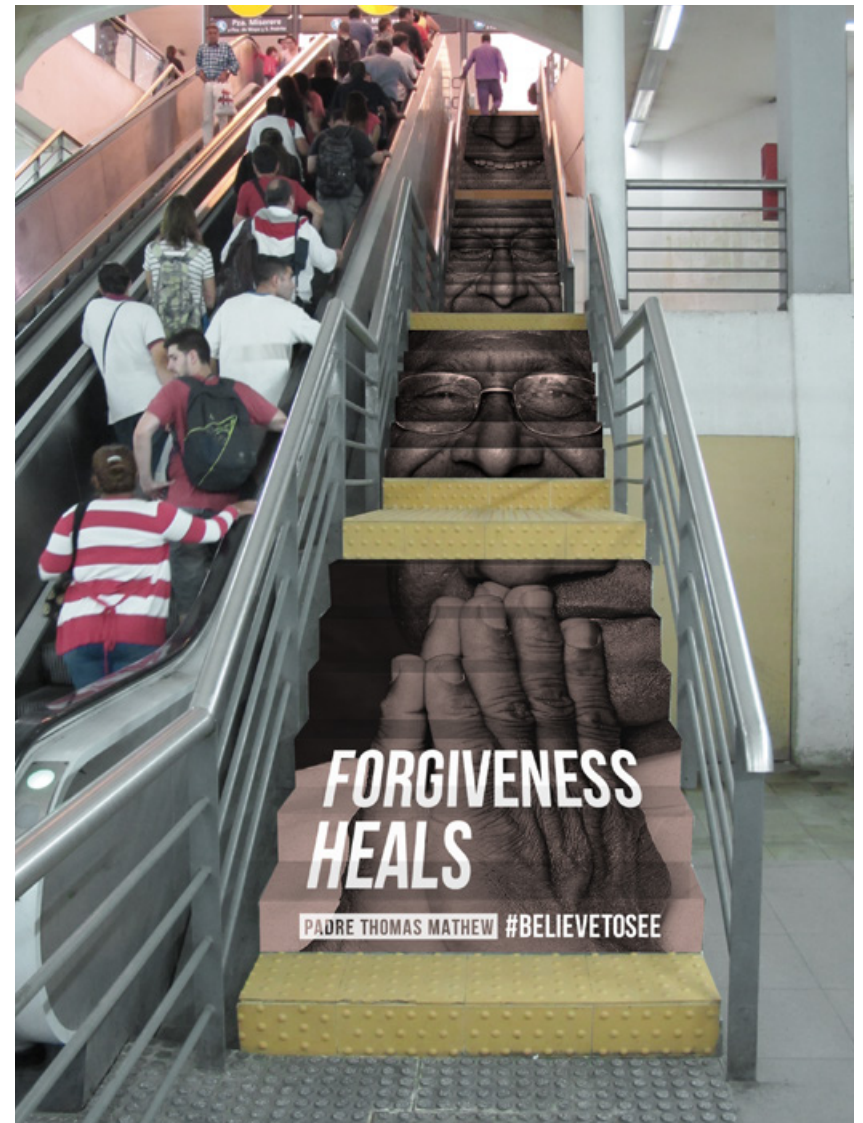
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IN SUBWAYS



# URBAN ART INTERVENTIONS

IN SUBWAYS



# URBAN ART INTERVENTIONS

IN PUBLIC TRANSPORT STATIONS



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# URBAN ART INTERVENTIONS

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IN PUBLIC TRANSPORT STATIONS



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# URBAN ART INTERVENTIONS

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IN GARBAGE TRUCK FLEET





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# URBAN ART INTERVENTIONS

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IN STAIRS



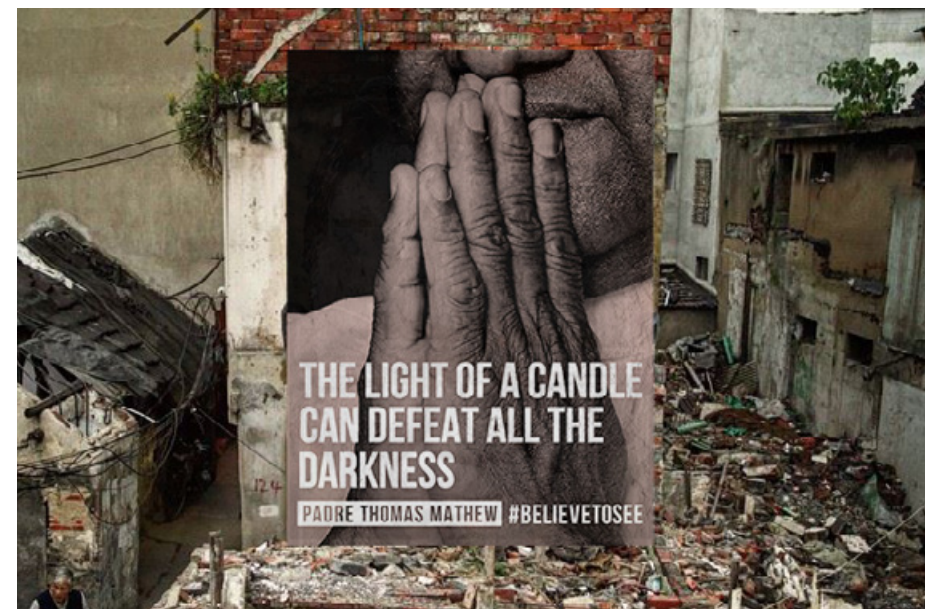
# URBAN ART INTERVENTIONS

## IN BIKE LANES



# URBAN ART INTERVENTIONS

## INTERVENTIONS IN LOW-INCOME AREAS



# ITINERARY INTERVENTION

## PARKS AND SQUARES INSTALLATION



# DONATE YOUR WALL CAMPAIGN (ON AND OFFLINE)

## DONATE YOUR WALL AND BE A CHANGE AGENT

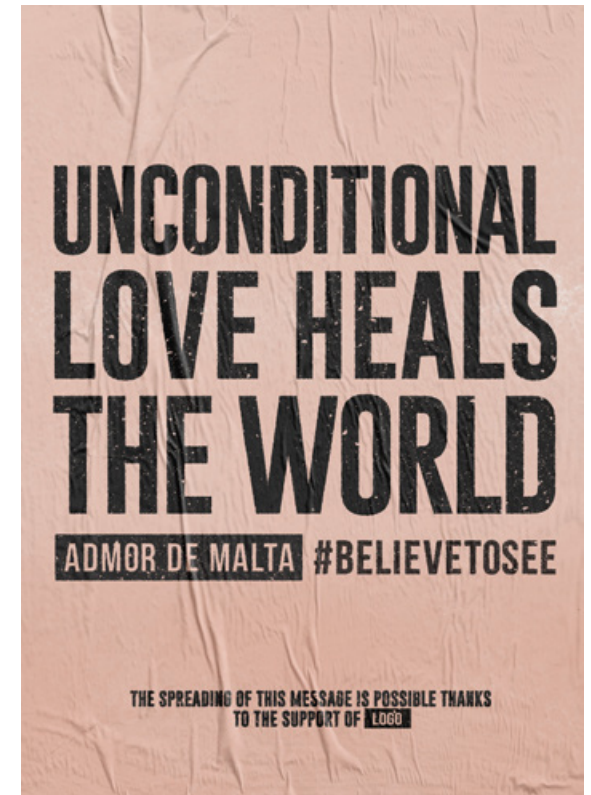
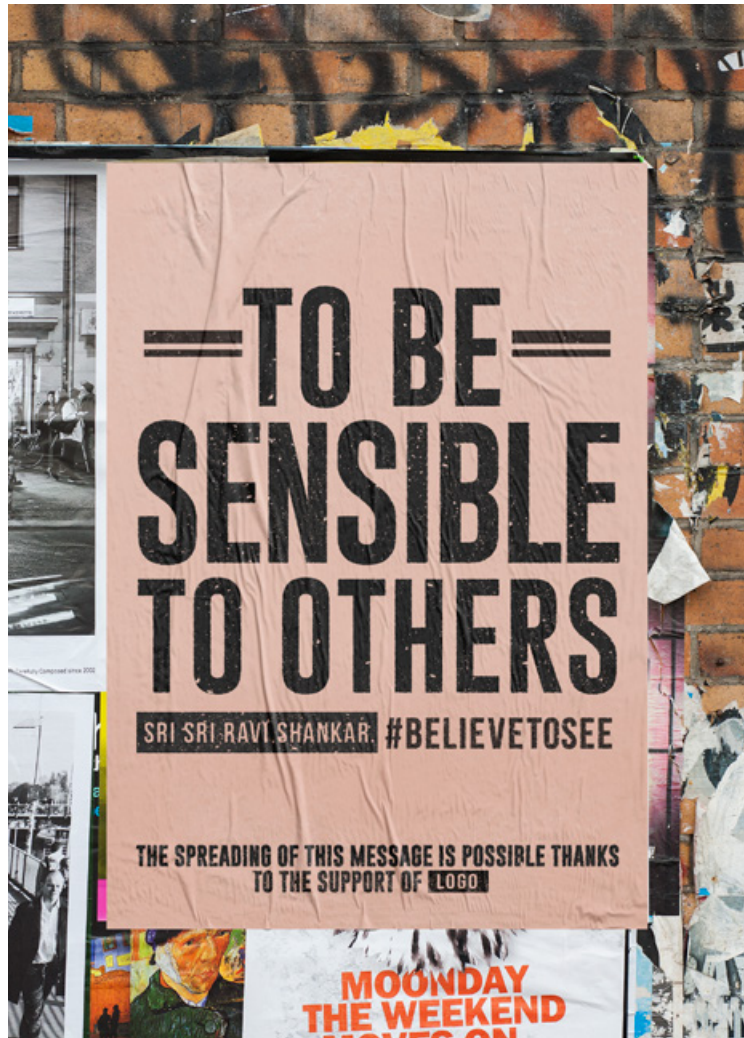
WRITE TO:  
[CHANGEAGENT@BELIEVETOSEE.ORG](mailto:CHANGEAGENT@BELIEVETOSEE.ORG)  
#BELIEVETOSEE



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# GUERRILLA MARKETING

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# INTERACTIVE ART WALL

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# INTERACTIVE ART WALL

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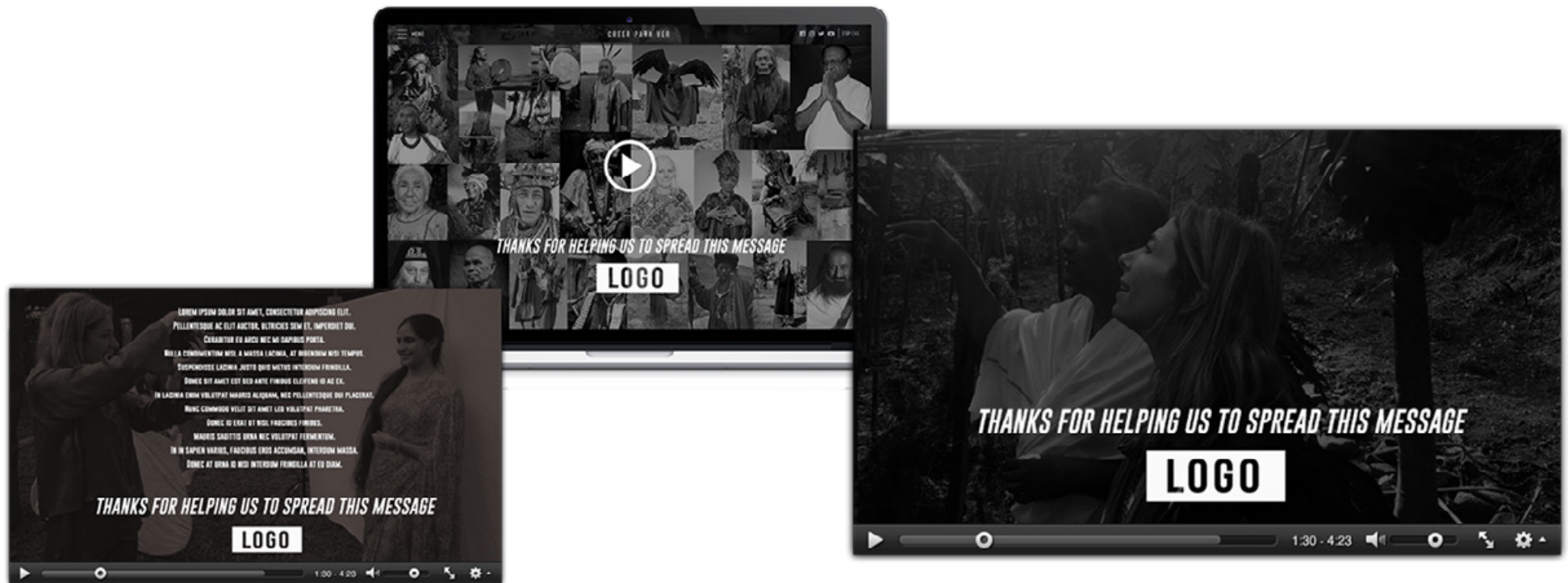


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# VIDEO CAMPAIGN

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WE WILL SUBMIT CAMPAIGNS WITH INTERVIEWS TO THE SPIRITUAL LEADERS, A TRAVEL DIARY AND MESSAGES THAT HUNDREDS OF PEOPLE FROM DIFFERENT PARTS OF THE WORLD SENT US.



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# PHOTO EXHIBITION

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# PHOTO EXHIBITION - VIDEO SPACE

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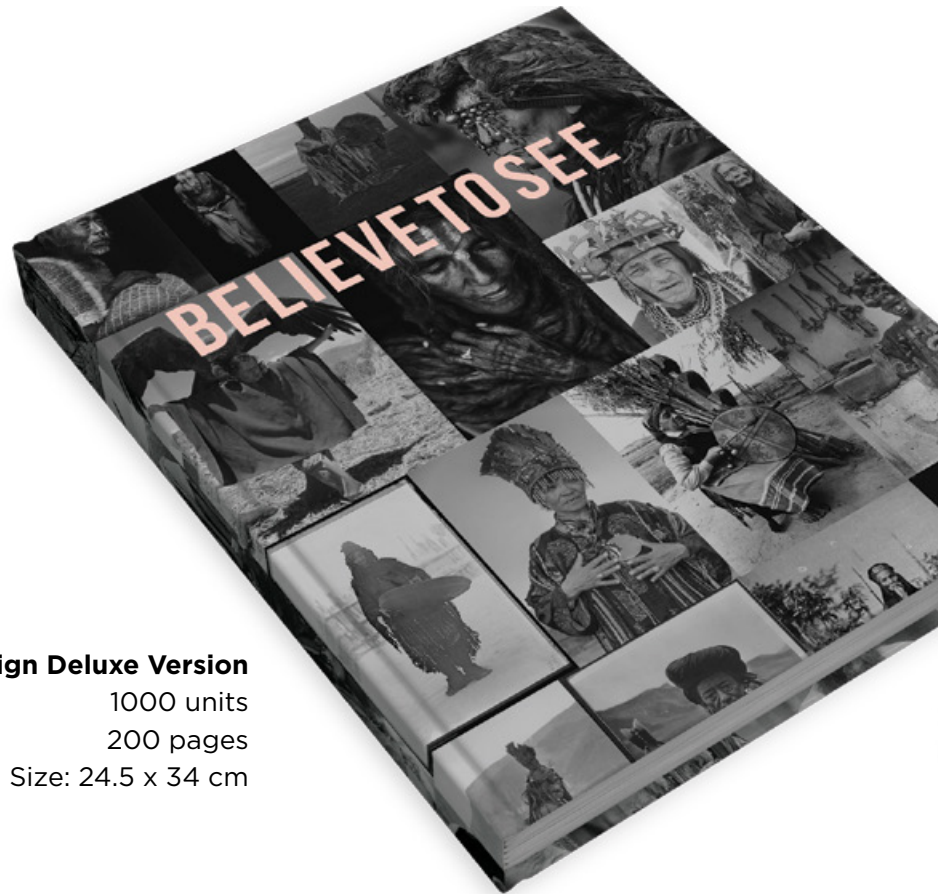


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# BOOK

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ALONGSIDE THE PHOTO EXHIBITION WE WILL LAUNCH THE BOOK "BELIEVE TO SEE". INSIDE YOU WILL FIND PHOTOGRAPHS, INTERVIEWS AND INFORMATION ON THE 12 TRIPS, THE LEADERS AND THEIR POWERFUL THOUGHTS.

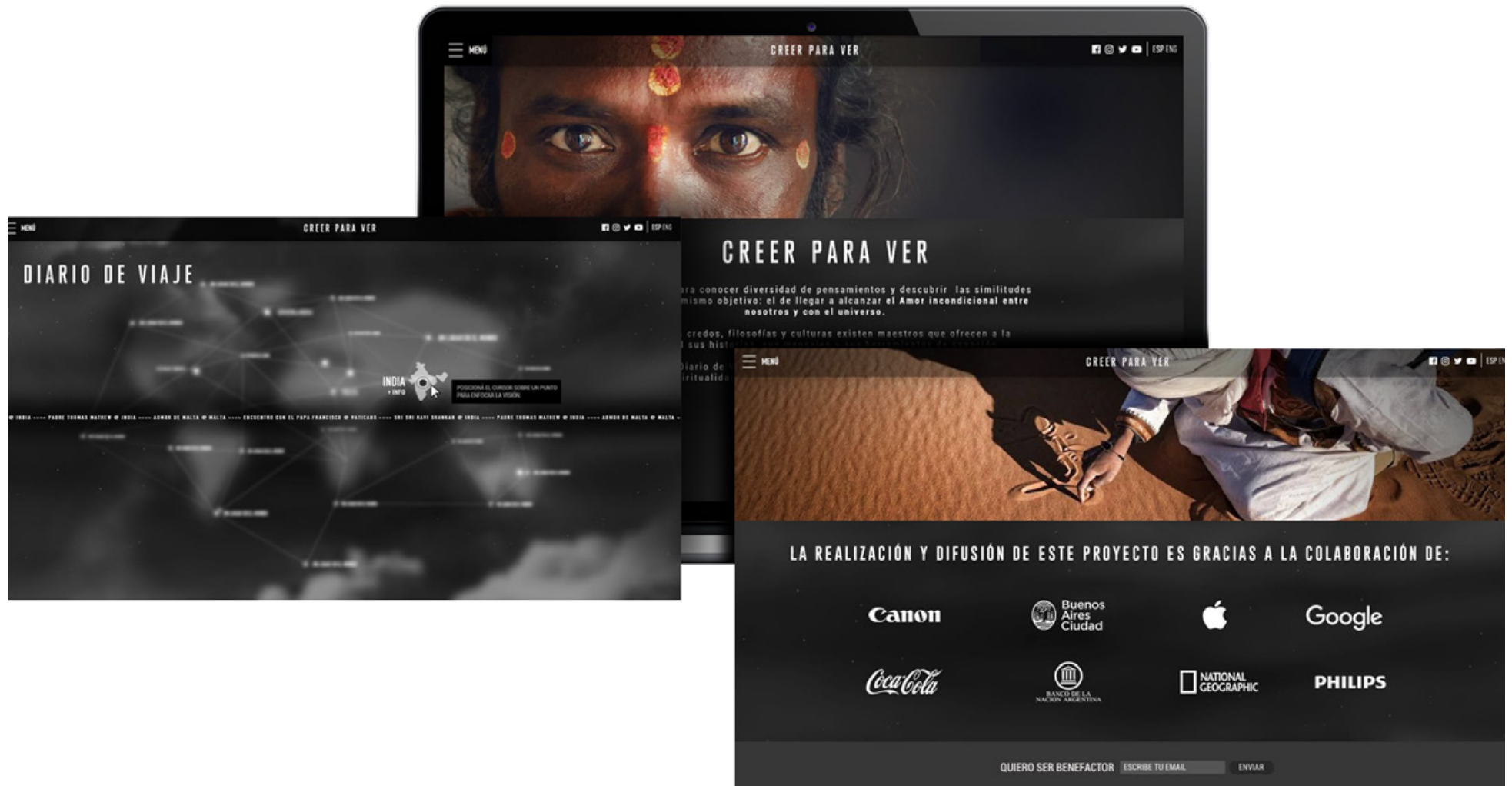


**Design Deluxe Version**  
1000 units  
200 pages  
Closed Size: 24.5 x 34 cm



**Design Pocket Version**  
3,000 units  
200 pages  
Size closed: 25 x 20 cm

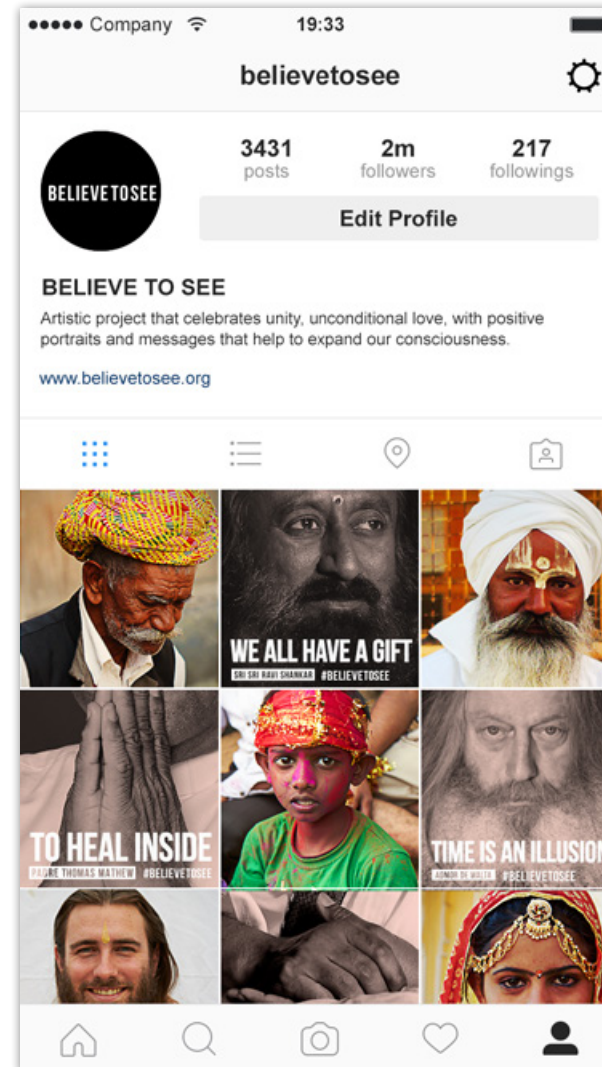
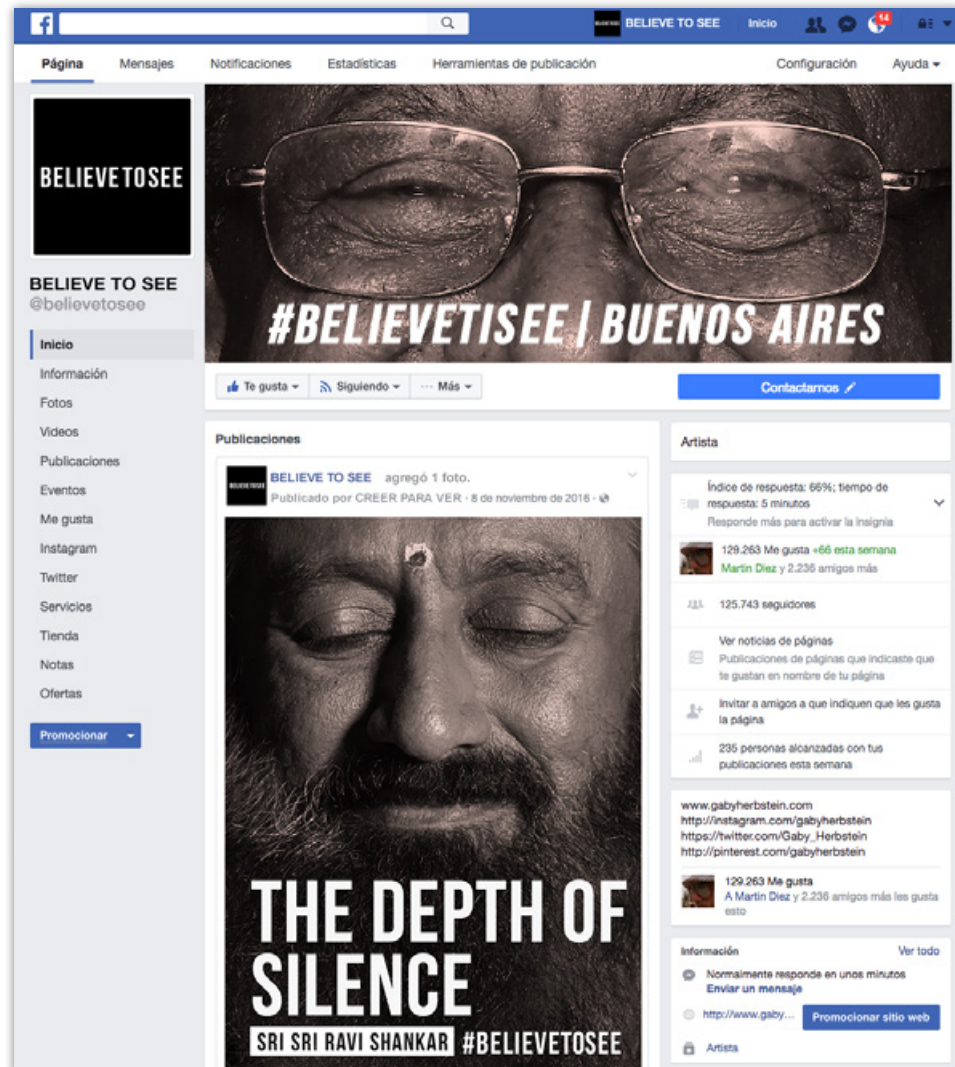
# OFFICIAL WEBSITE “BELIEVE TO SEE”



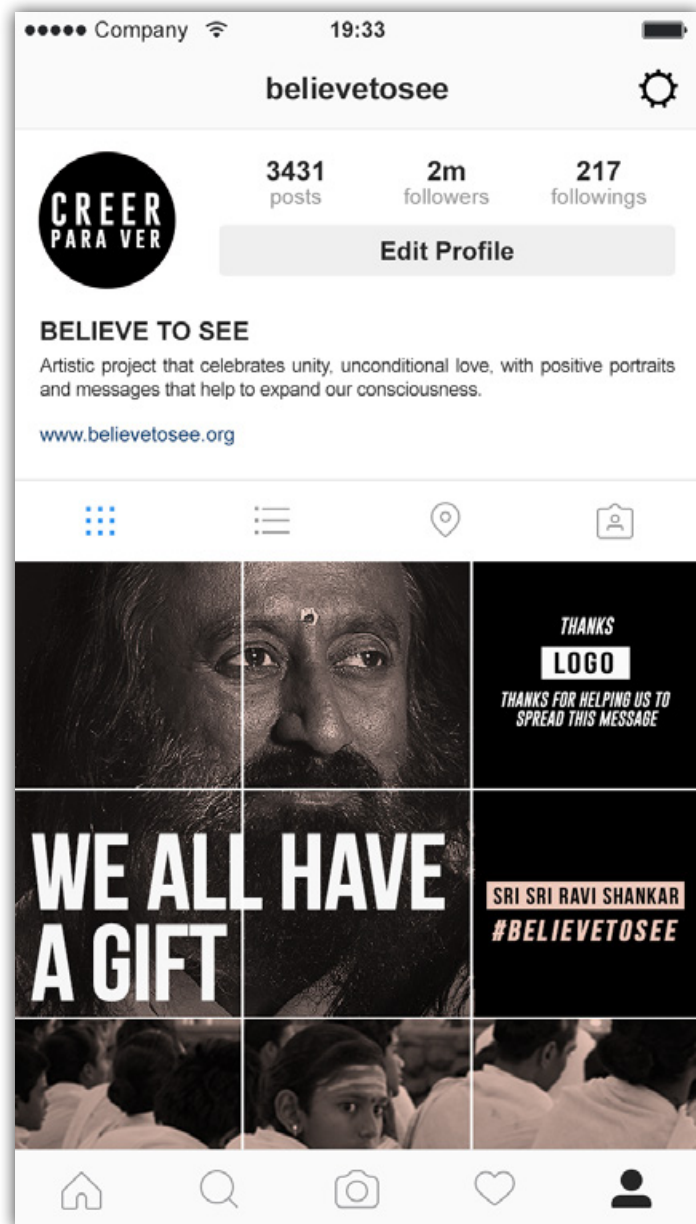
# DIGITAL CAMPAIGNS



**MULTIPLYING POSITIVE MESSAGES:** A SOCIAL MEDIA CAMPAIGN CAN GO VIRAL AND HAVE A HUGE IMPACT.



# DIGITAL CAMPAIGNS



**BELIEVE TO SEE**  
1 h · 🌐



**SRI SRI RAVI SHANKAR #BELIEVETOSEE**

Me gusta · Comentar · Compartir

**BELIEVE TO SEE**  
1 h · 🌐

**RELAX AND LET GO**

**SRI SRI RAVI SHANKAR #BELIEVETOSEE**

Me gusta · Comentar · Compartir

**BELIEVE TO SEE**  
1 h · 🌐

Thanks @benefactor for helping us to spread this message. Met Ravi and his deep knowledge. #creerparaver



**Sri Sri Ravi Shankar | Entrevista**  
YOUTUBE.COM | FECREERPARAVER

Me gusta · Comentar · Compartir

**BELIEVE TO SEE**  
1 h · 🌐



**ADMOR DE MALTA #BELIEVETOSEE**

Me gusta · Comentar · Compartir

**BELIEVE TO SEE**  
1 h · 🌐

**UNCONDITIONAL LOVE HEALS THE WORLD**

**SRI SRI RAVI SHANKAR #BELIEVETOSEE**

Me gusta · Comentar · Compartir

**CREER PARA VER**  
Ayer a las 14:24 · 🌐

Thanks @benefactor for helping us to spread this message. Met Admor and his deep knowledge. #creerparaver

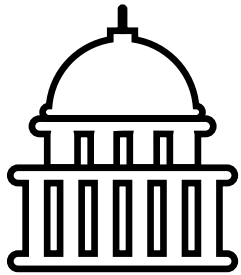


**Admor de Malta | Entrevista**  
YOUTUBE.COM | FECREERPARAVER

Me gusta · Comentar · Compartir



# HOW TO BE A PART OF BELIEVE TO SEE?



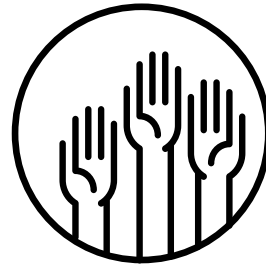
GOVERNMENT



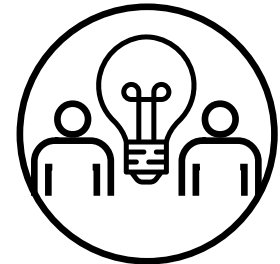
PRIVATE SECTOR



NGOS



MEDIA  
KEY OPINION  
LEADERS

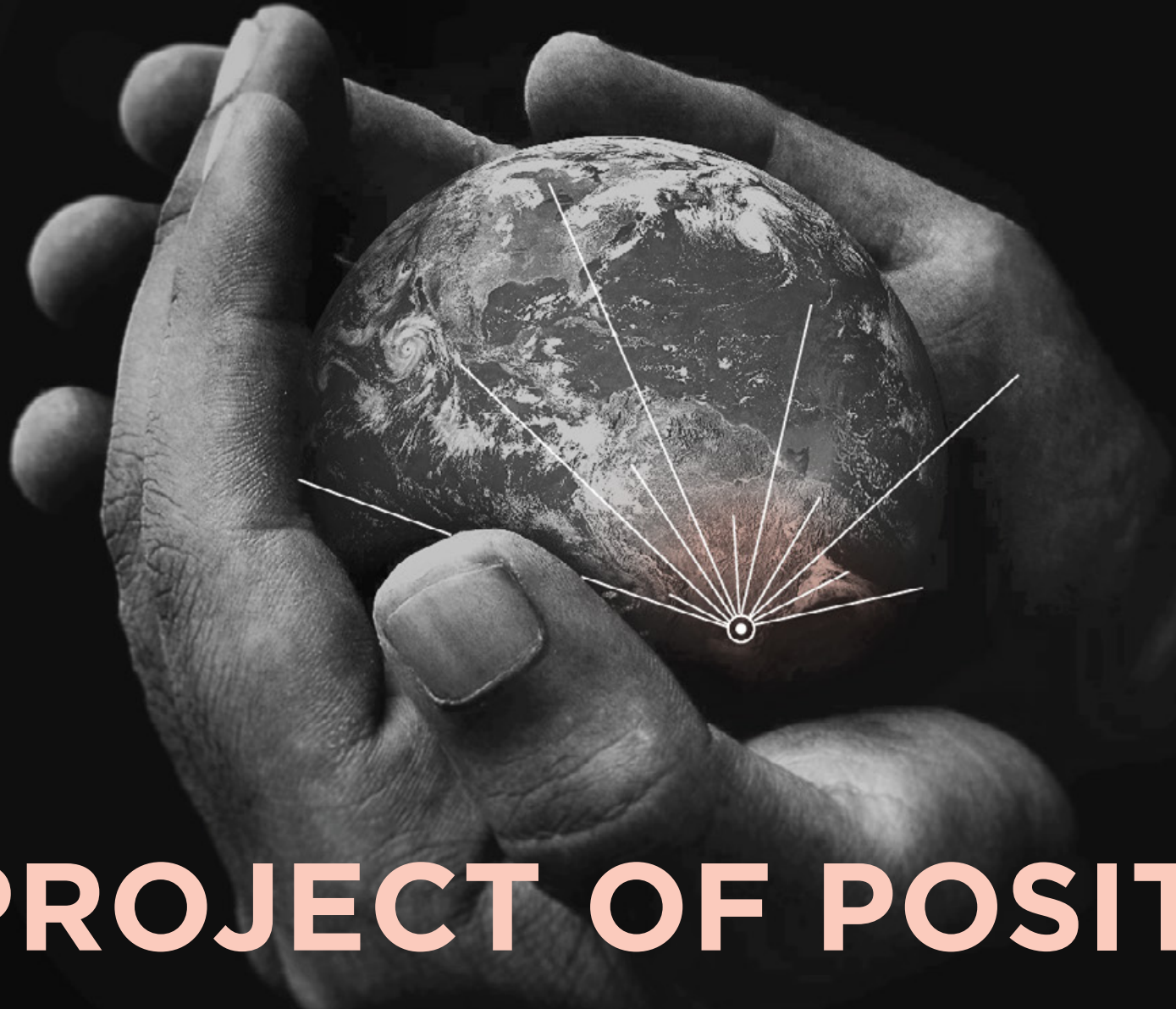


GENERAL PUBLIC  
CROWDFUNDING

THIS PROJECT IS POSSIBLE THANKS TO THE CONTRIBUTION OF THE DIFFERENT GOVERNMENTS, PRIVATE COMPANIES AND INDIVIDUALS THAT ARE TRULLY INTERESTED IN DOING SOMETHING GOOD FOR ALL MANKIND.

**“WE OURSELVES FEEL THAT WHAT WE ARE DOING IS JUST A DROP IN THE OCEAN. BUT THE OCEAN WOULD BE LESS BECAUSE OF THAT MISSING DROP.”**

**MOTHER TERESA OF CALCUTA**



**A PROJECT OF POSITIVE  
CHANGE, FOR ALL OF US.**