



ART

Scores of Artists Deface Russian Rubles in NFT Project for Ukraine

Goodby Silverstein spearheads 'Rubles for Ukraine'

@hannah_stouffer



An art project led by Goodby Silverstein & Partners and Amplify London transforms Russian banknotes into a currency of hope for Ukrainians enduring the ravages of war.

Dubbed "**Rubles for Ukraine**," the initiative features more than 40 artists from around the world creating original works by defacing the bills. The tricked-out money will be sold next month as NFTs to aid families and



Using these rubles as their canvas, diverse artists from across the globe have begun altering the notes ahead of a July [Kairos marketplace](#) sale on the Solana network. An IRL gallery show is planned, allowing the NFT buyers to claim their matching physical artworks.

This video breaks it down:

Introducing Rubles for Ukraine



And you can follow the project's progress at rublesforukraine.com, and on [Twitter](#) or [Instagram](#).

"The project founders aren't of Russian or Ukrainian descent, but all have friends, relatives and co-workers from the area who we want to support," says GS&P senior creative Clemens Zlami, who spearheaded the initiative.

"We have Ukrainian artists contributing to the project, and welcome their peers to join us."

Ace streetwear designer [Benny Gold](#) recruited many of the participants, while others "came from our industry contacts and friend groups. Our initial goal was for 10 artists, and that was blown away within about a day," Zlami says.



[View more on Instagram](#)

197 likes
bennygold

I am honored to not only take part in this [@rublesforukraine](#) project but also to help curate so many incredible artists together for a good cause. The idea? We're making Russian money value to the people they are trying to invade. Follow along on the rollout for these works from over 40+ artists 🎨🎨

[view all comments](#)

Add a comment...

Notions of post-war unity inform this playfully poignant piece from Matthew Zaremba:

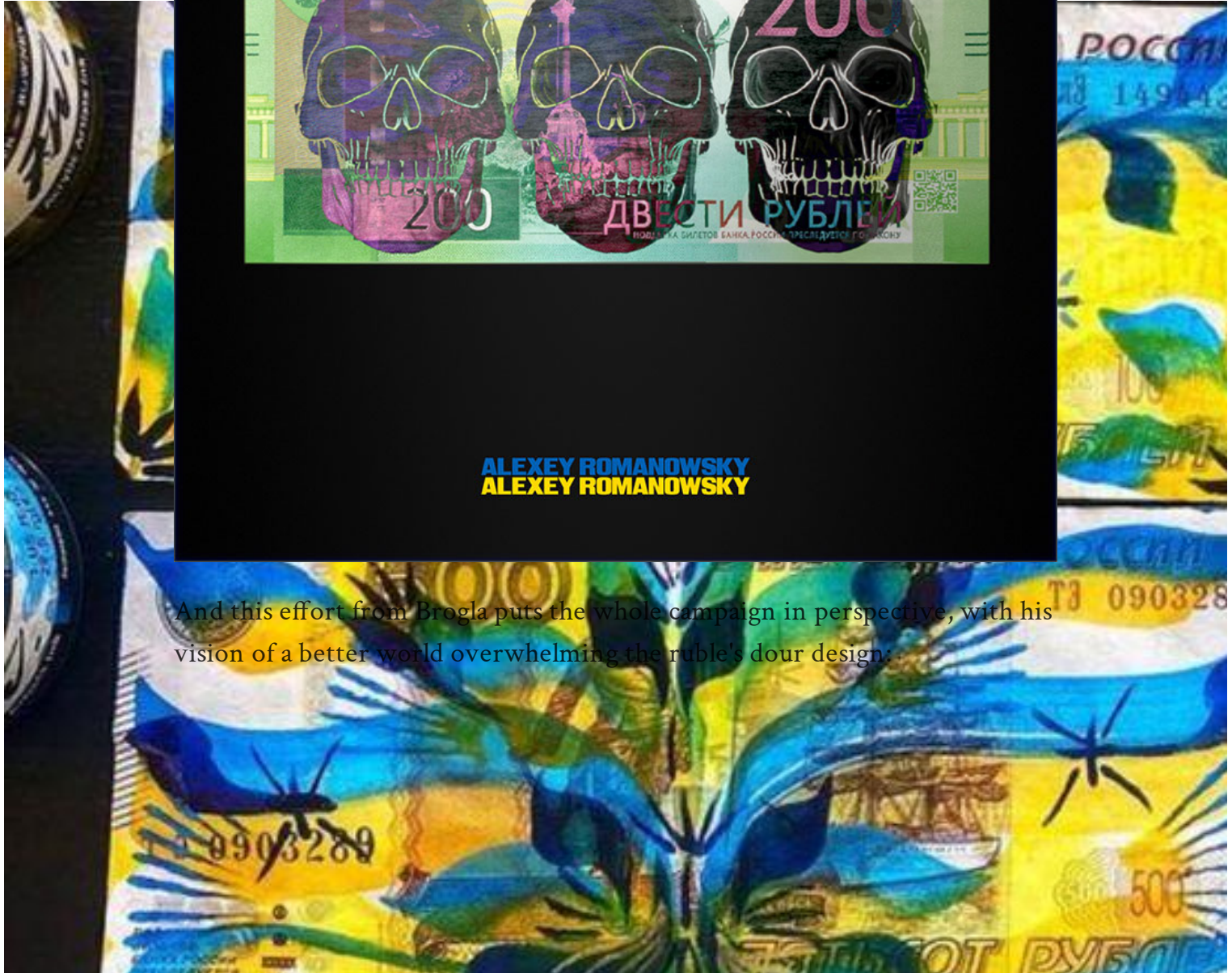


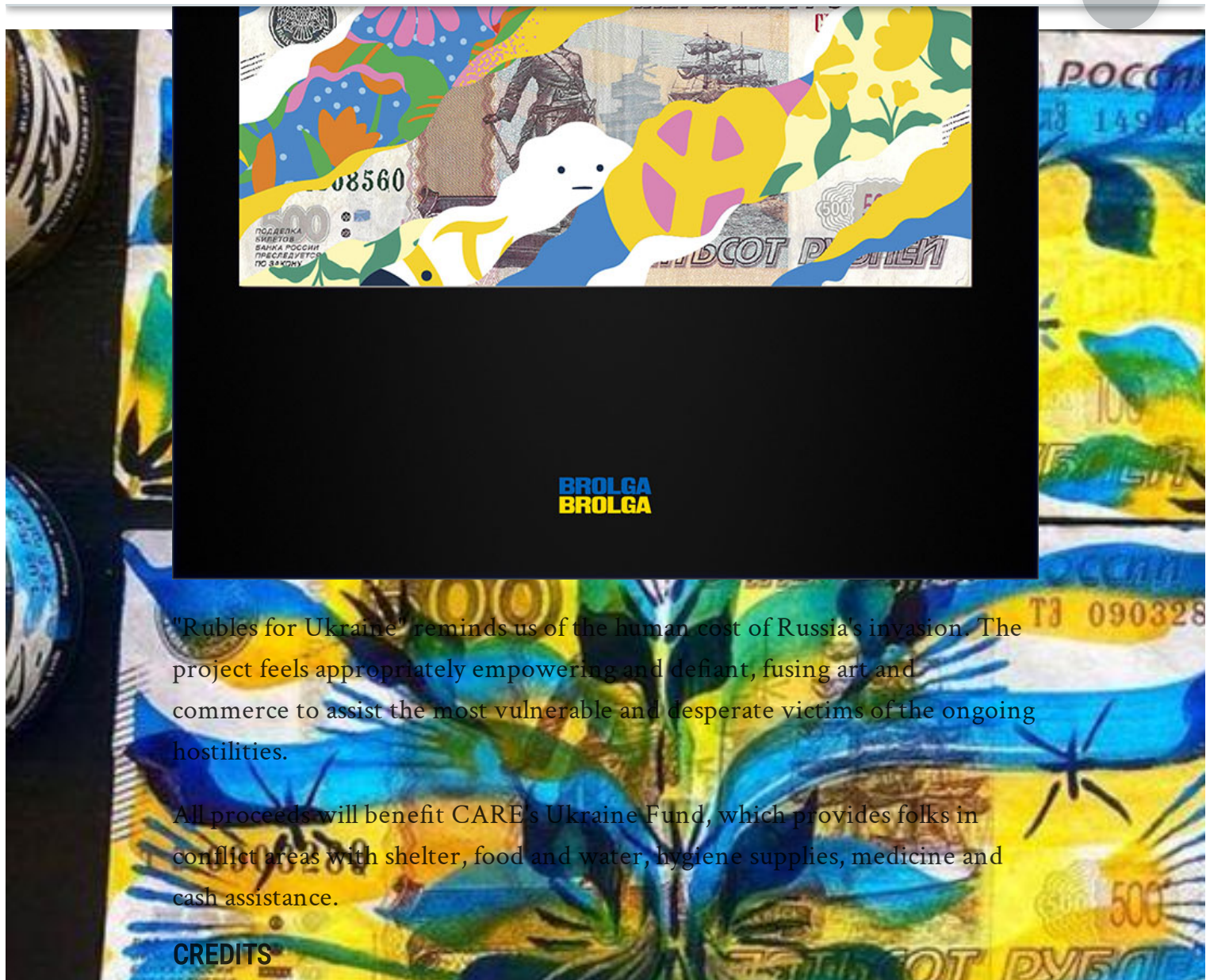
Ukraine's Alexey Romanowsky takes an ominous tack, boldly defacing a 200 ruble note in a disturbing twist on the Russian military code "Cargo 200," which refers to transporting battlefield fatalities:



ALEXEY ROMANOWSKY
ALEXEY ROMANOWSKY

And this effort from Brogla puts the whole campaign in perspective, with his vision of a better world overwhelming the ruble's dour design:





"Rubles for Ukraine" reminds us of the human cost of Russia's invasion. The project feels appropriately empowering and defiant, fusing art and commerce to assist the most vulnerable and desperate victims of the ongoing hostilities.

All proceeds will benefit CARE's Ukraine Fund, which provides folks in conflict areas with shelter, food and water, hygiene supplies, medicine and cash assistance.

CREDITS

Featured artists (so far):

- Adam Hathorn | Alexey Romanowsky (Ukraine) | Alyasha Owerka-Moore |
- Andy Howell | Asspie | Benjie Escobar | Benny Gold | B. J. Betts | Bordalo II |
- Brolga | Bryce Wong | Burritobreath | Chris Delorenzo | Claw Money |
- Curtis Kulig | Dave Taylor | David Mascha | Deerjerk | Efdot | Fabio Benê |
- Growcase | Hannah Stouffer | HAZE | Holly Ellis | Indie 184 | Jeremy Dean |
- Jon Contino | Jonathan Faust | Joshua Vides | Ken Davis | Mary Joy Scott |
- Marylou Faure | Matthew Zaremba | Never Made | Rich Silverstein | Russ

TAGS RUSSIA UKRAINE GOODBY SILVERSTEIN & PARTNERS ART



David Gianatasio

@DaveGian

David Gianatasio is senior editor at Clio Awards.

[More from David Gianatasio](#)

RELATED STORIES



Makers

How Rethink Made an Unburnable Copy of The Handmaid's Tale

By Amy Corr



Art

Museum Exhibit Encourages Touching the Art to Feel Signs of Breast Cancer

By Amy Corr

EDITOR'S PICKS



TAGLINE

Canal+ 'The Bear' The French Ad That Conquered the World

By Tim Nudd



2 MINUTES WITH

2 Minutes With ... Grace Francis, Chief Creative and Design Officer at WONGDOODY

By Jessica MacAulay



ADVERTISING

Liquid Death Staged the Most Nauseating Taste Test Ever

By David Gianatasio



Advertise With Us

Premium Ad Units &
Client-Driven Partner Content

[Request Info](#)

FEATURED CLIO AWARD WINNER

CLIO



Dream Foundation: Dreams Add Up - Beach

2021 Clio Health Bronze



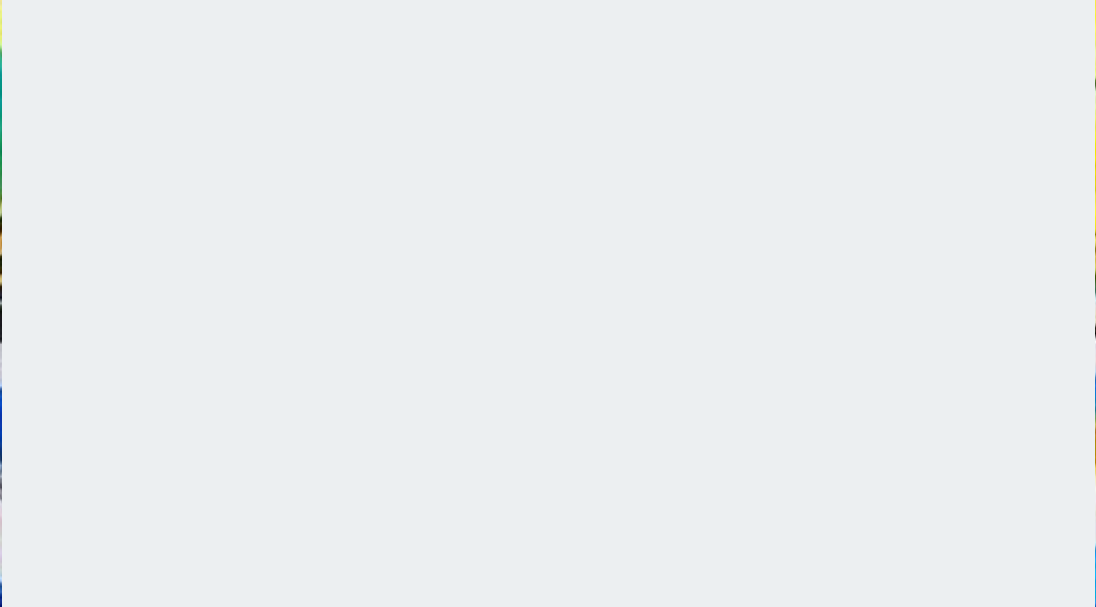
[VIEW WINNER](#)



The best in creativity delivered to your inbox every morning.

Sign Me Up

ADVERTISING



ADVERTISING

Like What You've Read?

Sign up for the daily Museletter for the latest ad campaigns and the stories behind them.

Subscribe



Muse

MUSE by Clio © 2022

[About Us](#)[Contact Us](#)[Cookie Policy](#)

[Privacy Policy](#)[Terms of Services](#)

[Advertise With Us](#)

