

The Rainbow

A living symbol of diversity

The Rainbow is not just a symbol of progress but also of the need to keep that flame alive. It intentionally needs our interaction for its survival. Giving it our power, gives it its power.

Actions speak louder than words, and daily actions speak louder still. People come together in 'crowd-powering' for their own health and for the health of society, in a way that is also healthy for the environment. These personal, societal and planetary responsibilities are connected into a single purpose, a single monument and, importantly, a single activity.