

New call
2025

Seeds of kindness

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Seeds of kindness

A call to design empathy.

In a world driven by performance, where dominance and aggression often prevail, empathy grows thin. When we stop putting ourselves in others' shoes, distances deepen, inequalities harden, and exclusion becomes normalized—through a glance, a heavy silence, a careless remark. The fear of difference fuels the urge to assert oneself by stepping over others' insecurities.

Where empathy is absent, bullying and abuse take root. Not only in schoolyards, but also in workplaces, communities, online spaces, and even in the centers of politics and thought—especially in contexts marked by power imbalances. Sometimes these behaviors erupt in explicit violence. Other times, they hide behind indifference, when we believe—often silently—that certain people, because they're "different," are worth less, have fewer rights, and can be ignored, controlled, or misrepresented.

To reverse this trend, we must nurture relational skills, build trust in ourselves and in others, and recognize fragility and insecurity—starting with our own—as a natural part of being human. We must ground our relationships in shared values: plurality, mutual respect, and equality of rights.

Empathy is not pity. It's not even sympathy. Empathy is the ability to feel with—not just for—others. It is a shared emotional space, where different bodies, stories, and vulnerabilities can coexist, be seen, and uplift each other.

Kindness is empathy in action. It's not a weakness. It's a quiet strength that doesn't impose—it transforms. Kindness can disarm violence, break silence, and restore voice. Like a seed, it may seem small, but once planted and nurtured, it can change the landscape.

One simple act of kindness can spark many more—and help turn care into a new social norm.

**“Practice random kindness
and senseless acts of beauty.”**

Anne Herbert

The 14th edition of Posterheroes invites designers, artists, and visual storytellers to explore the generative power of empathy. To imagine a world where kindness is radical, visible, and contagious. A world where power is not measured by control, but by the ability to connect.

How do we design empathy?
How do we make small transformative gestures visible?
How can kindness rewrite our relationships, our spaces, our cultures—even contemporary geopolitics?

Let's sow new meanings together.
Let's design a future where being seen is not a privilege, but a right.

**Posterheroes is
waiting for you!**

www.posterheroes.org
staff@posterheroes.org