

Yuujou – Ready for your biggest adventure?

The international media art project "Yuujou" is looking for participants to join on a free 100-day journey. "Yuujou" aims to create a circle of friendship around the world to show that we are all connected - not only virtually, but in real life. Those who are ready for a big adventure can apply now on www.yuujou.world!

People who love challenges, love Yuujou: In spring 2019, two teams of three people each start in Berlin and head off in opposite directions. Within 100 days, both teams try to make it to the other side of the world - Japan. The travelers don't know their route. The rule of Yuujou is: You can only travel from one friend to another! The next destination must always be the home of a friend of the current host. If the two teams meet again at the end of their journey, the point of Yuujou is proven: We are all connected, not only by digital means, but through real friendship. Travel experiences and stories about friendship can be followed at www.yuujou.world and social media in real time.

The purpose: Inspire far more face-to-face moments

The project strongly focuses on friendship. The founders of Yuujou, three friends from Switzerland, believe there is nothing more important than friendship. Large-scale scientific studies say the same: They show that friends and face-to-face moments are the key to a happy, healthy and long life. However, numerous surveys show a dark picture in this respect: 50% of the U.S. Americans report to feel alone and to miss meaningful face-to-face interactions on a daily basis. The loneliest generation of adults is the 18 to 22 years olds. Surveys of other countries show similar results. Yuujou founders know that they can't beat loneliness: "But we can show the importance of friendship!"

The founders: Swiss best-selling author and internet pioneer

What sounds like a project that was created in Silicon Valley is an idea from Switzerland: Corinne Eisenring, an award-winning Swiss journalist and her sister Yvonne, bestselling author and TV-reporter, always had this idea of creating a circle of friendship around the world. Thanks to the support of the famous Swiss entrepreneur and internet pioneer, Oliver Herren, the dream of the two sisters now comes true. Oliver Herren is the founder of Switzerland's No. 1 e-commerce shop "Digitec Galaxus" and the online wealth management platform "True Wealth". The successful entrepreneur has always wanted to realize an innovative online project that authentically tells relevant stories and sets an example against the flood of negative news.

The Yuujou travelers: The world-wide casting is now open!

People from all over the world can go on the Yuujou journey. Yvonne is the first traveler. The other five participants will be found online. The casting is open now: www.yuujou.world
Creative skills to interpret and share the travel experiences such as photographing, illustrating, singing or filming increase the chance to get selected. Everyone can apply! Only criteria: Participants must be 18 years old and speak English. The casting is open till January 18th 2019.

Contact:

Press / Community Manager, Katrin Tiefenauer: +41 76 804 05 17 | katrin@yuujou.world

More information: www.yuujou.world/about

High res pictures: www.yuujou.world/newsroom

Casting call video: <https://youtu.be/aPlpwCP0yIY>

Video What is Yuujou: <https://youtu.be/BkBN7tkvBII>