**World ID**

**The new Munken campaign explores elemental identity codes of humanity aboard Spaceship Earth, presented as a curated journey in five stages that reveal the infinite possibilities of the Munken Design Range.**

Inspired by the Golden Record sent into space in 1977 to tell the story of human culture, the new Munken campaign is an encounter with our planet – seen from a great distance – allowing us to perceive and understand it anew. The centrepiece of the campaign is an elaborately designed and produced box set. It contains five components, each created from Munken paper, each with its own shape and story. Together they form a haptic and inspiring overall experience for the mind and senses.

**Exploring the world in five stages**

**The World ID Brochure** – A short and surprising world tour that touches on fundamental questions: What is the DNA of humanity? How is our striving for happiness, community and recognition connected to the planet? The brochure features informative data about world facts, presented visually through special infographics. It also features a unique folding technique and an unconventional trim – cut at the bottom and on one side. Printed on two premium uncoated papers, Munken Polar 100 g/m² and Munken Pure 100 g/m², it uses two vibrant Pantone spot colours: neon pink and neon green.

**Earth Card** – A card printed on Munken Kristall Rough 1200 g/m² shows the world map from a new perspective. Developed in 1999 by Japanese architect Hajime Narukawa, the AuthaGraph projection minimises the distortions of conventional maps such as the Mercator projection by maintaining the proportions of continents and oceans as accurately as possible.

**Curiosity Cards** – These cards feature four extracts from the work *The Native Picture* by the artist collective robotlab. Using image data recorded by NASA's Curiosity rover, a robotic arm draws a vast work of art consisting of 144 individual images on Munken Lynx paper. *The Native Picture*, which has been on exhibit in art institutions across the world,reflects humanity’s dream of leaving Earth while confronting the impact this has on nature: Can untouched landscapes still be depicted today? While Mars remains largely pristine, Curiosity’s tracks mark the start of human presence. This artwork combines the utopian, technical and artistic dimensions of human curiosity in one ongoing development. The cards are printed on Munken Kristall, Munken Polar Rough, Munken Lynx and Munken Pure Rough at 300 g/m².

**Inventory of Love** – This lovingly designed leporello showcases the world's spoken and endangered languages. Of the almost 7,000 languages worldwide, around 2,500 are considered endangered, with many expected to disappear by 2100. This is partly because around 95% of the population speak only 5% of the world's languages. This list of 1,205 was created with the help of artificial intelligence and is therefore possibly incomplete and incorrect in places. The leporello, printed on Munken Lynx Rough 150 g/m², features a striking infographic and a multilingual glossary of the word ‘love’, offering a poetic reflection on the beauty and fragility of human culture.

**The ID Box** – In 1977, the Golden Record was sent into space on Voyager 1 and 2 as a time capsule for potential extraterrestrial life. It contains music, natural sounds, greetings in 55 languages and images showcasing Earth’s diversity. The ID Box was designed following this inspiration: a neon pink, lovingly produced paper box that contains important information about the state of our planet and its cultures. The box itself acts as a cultural carrier, featuring blind embossing and hot foil stamping. It is printed on Munken Kristall Rough 450 g/m².

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**Arctic Paper Group** is a European company and a leading producer of high-quality graphical fine paper, bio-based packaging solutions, high-quality wood pulp, and energy, increasingly of non-fossil origin. The company is present with its own sales offices in Europe. Arctic Paper S.A. is listed on the Warsaw Stock Exchange and NASDAQ in Stockholm. The Group is the main owner of the listed Swedish pulp producer Rottneros AB**.**