

ALL PEOPLE FREE x DUDA PENTEADO

Brick by Brick

UNVEILING THE CHAINS OF MODERN SLAVERY AND CHILD ABUSE

An interdisciplinary activist project uniting art, documentary film, fashion, advocacy, and action.



A FILM BY
DUDA PENTEADO
THE ARTIST

OVER 20 MILLION PEOPLE ARE ENSLAVED IN THE BRICK KILNS OF
NORTH AFRICA, ASIA AND THE MIDDLE EAST. **ALMOST HALF ARE CHILDREN.**

Art as a vehicle for social discourse.

“Duda Penteado creates artwork that provokes us to think about issues in our social and personal world - the work is visceral and visually engaging.”

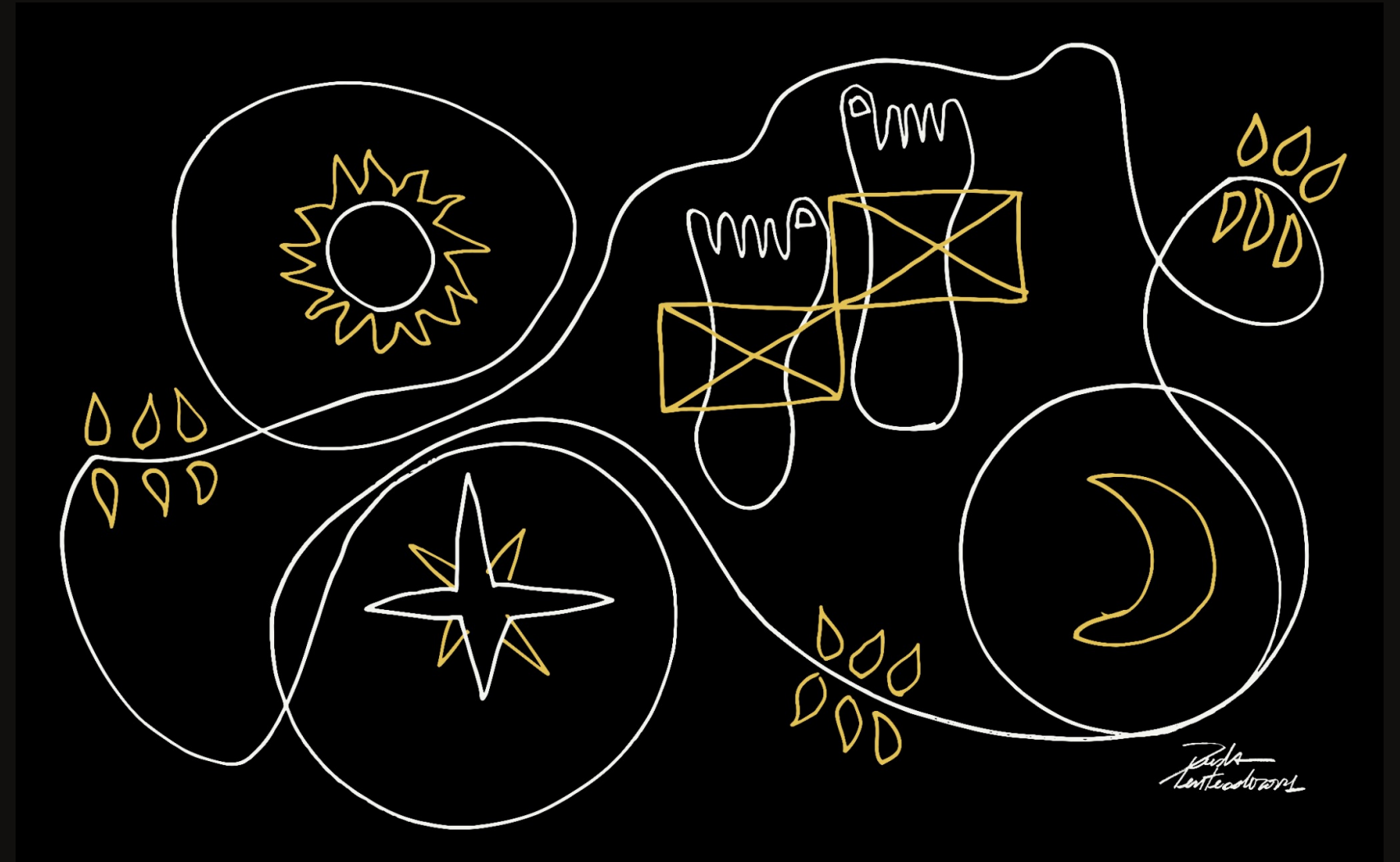
His creative vision cross-fertilizes primal imagery with modern culture, asking us to question our personal values and the values of the conflicted yet sophisticated society on which we all depend.

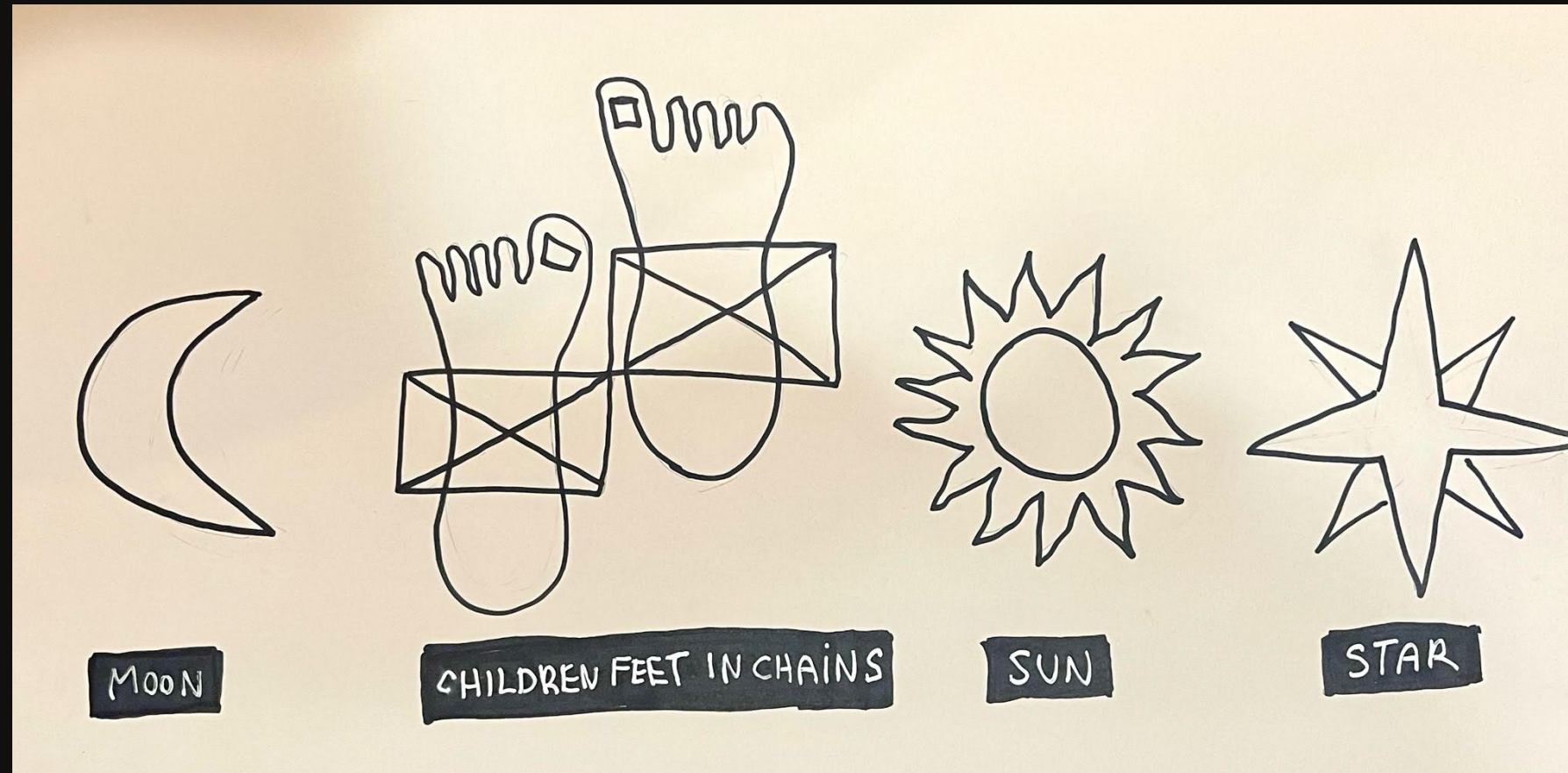
ART + ACTIVISM

Artivism blends art and activism into a creative practice with political and social purpose. The mission is to encourage reflection, critical analysis, and collective action.

The Sky Is the Limit

“Children have been liberated from slavery and can now dream of a better life - reaching toward the sun, the moon, and the stars.”





Four original symbols. One shared language of freedom.

The children's feet in chains confront exploitation. The moon, sun, and star represent hope, possibility, and a future beyond bondage. These drawings remain the essential and unaltered iconography of the project.

BRICK BY BRICK

UNVEILING THE CHAINS OF
MODERN SLAVERY AND
CHILD ABUSE

This installation is a living wall
constructed from artistic bricks,
each one a symbol of a story,
a life, and a hope for change.

Together, we build awareness.
Together, we break the chains.

SYMBOL LEGEND

CHILDREN'S FEET
IN CHAINS

MOON
SUN
STAR

04 - THE INSTALLATION

A living wall.

A collective responsibility. A call to action.

DUDA PENTEADO | THE ARTIST



CERTIFICATE OF AUTHENTICITY

This is to certify that this original
artistic brick is an authentic
part of the

"Brick by Brick"
Art Installation.

Each brick is one of a kind
and contributes to a greater
message of awareness,
solidarity, and hope.

BRICK NUMBER

0247

1000

EDITION

1000

Duda Penteado

Artist & Founder

The Artist

OWN A BRICK. BUILD CHANGE.

Acquire an original brick with a certificate of authenticity.

A copy of your brick will be added to the installation.

TAKE A STAND.
ADD YOUR VOICE.

Leave a message.
Create change.
Together.

SCAN TO LEARN MORE



PICK A CARD.
SHARE A MESSAGE.

BRICK BY BRICK / 05

Every brick expands the story.

01 EVERY BRICK TELLS A STORY

Each handmade brick carries one of four original symbols. Protruding and recessed forms create depth, texture, and hidden narratives.

02 EVERY COLLECTOR EXPANDS THE WALL

When a supporter acquires an original numbered brick with a certificate of authenticity, a copy is created and added to the installation.

03 EVERY VISITOR CAN PARTICIPATE

Messages, artwork, digital displays, and audio testimonies invite solidarity, reflection, and deeper understanding.

One brick. One story. Infinite impact.

Brick by Brick challenges viewers to confront the systems of oppression and exploitation that surround us. By making modern slavery and child abuse tangible, the installation opens space for urgent reflection, dialogue, and action.

Education, advocacy, and survivor support empower individuals to become agents of change. Every action - no matter how small - can contribute to liberation and a more compassionate and equitable society.

The Wind of Freedom

Wear the message. Carry the movement.

Bold silhouettes, innovative materials, and Duda’s symbolic linework transform the body into a moving canvas and the wearer into an ambassador for freedom.



DUDA PENTEADO
'THE ARTIST'

All People Free Project
Fashion Collection

	CREW T	VNECK T	HOODIE	SWEATSHIRT	BLAZER		SCARF		
CLOTHING						ACCESSORIES			
	WHITE	WHITE	WHITE	WHITE	BLACK		WHITE	BLACK	ORANGE
								CAP	HANDBAG
									
	BLACK	BLACK	BLACK	BLACK		Orange Lining	OFF-WHITE	BLACK	
									
	ORANGE	ORANGE	ORANGE	ORANGE			BLACK	Orange Lining	
									
							ORANGE		



“Wind of Freedom” Diptych

36 x 36 inches each panel | Mixed media on canvas | 2024 | Duda Penteadó

A symbol of hope and liberation.

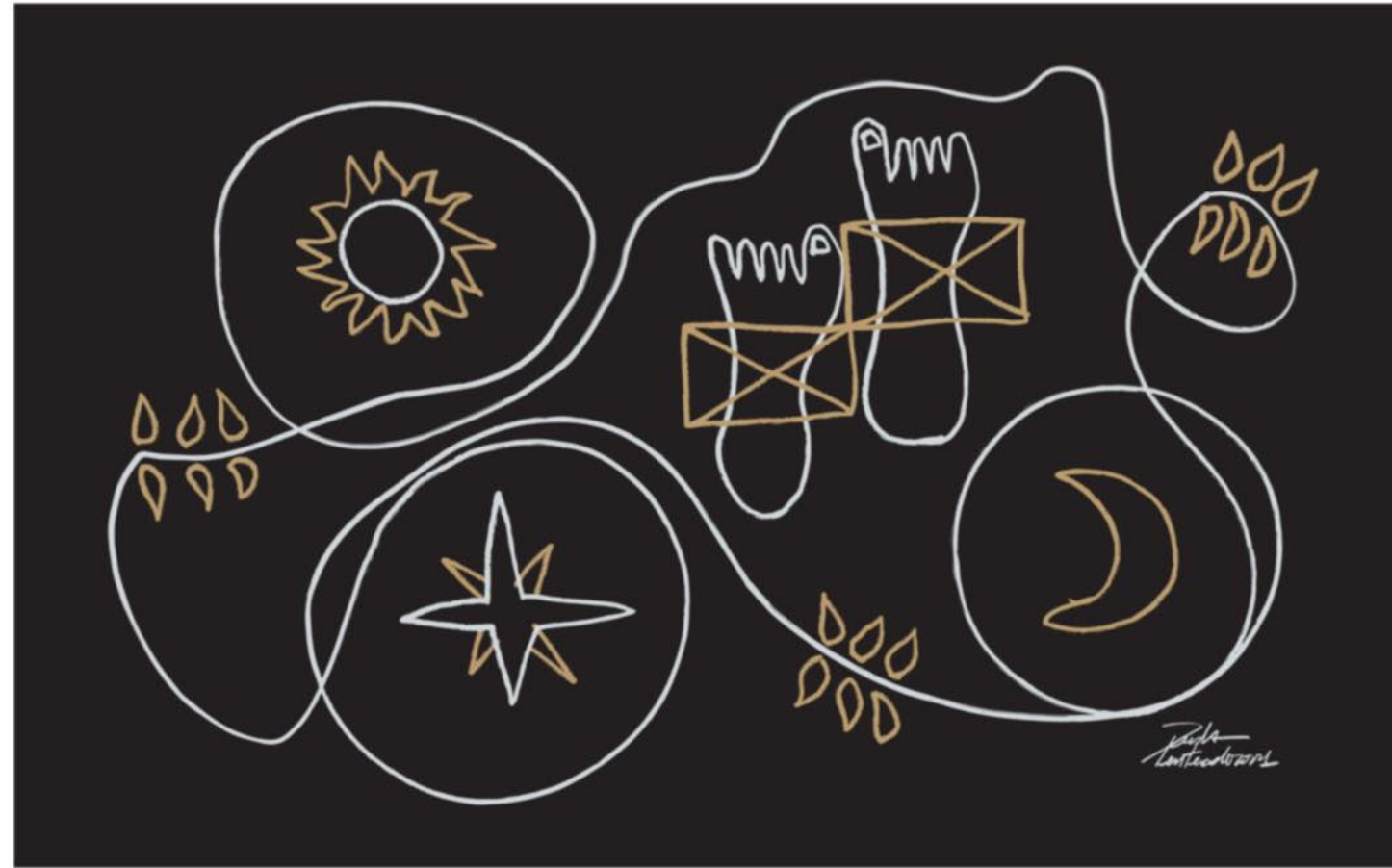
BY DUDA PENTEADO, THE ARTIVIST

The Wind of Freedom iconography by Duda Penteado, the ARTIVIST, is a poignant symbol of hope and liberation. Duda designed this work as a direct response to his visits to the brick kilns and his encounters with enslaved people. This dynamic activist movement brings together film, visual art, and fashion to represent children breaking free from slavery, embracing liberty, and reaching toward a brighter future.

Featured across film, fashion, social media, and the All People Free website, Duda's evocative imagery transcends words. It invites reflection, inspires action, and carries a message of freedom across communities and platforms.

Join the movement. Spread hope.

EXPERIENCE THE TRANSFORMATIVE POWER OF ART.



The Wind of Freedom Iconography. A visual language by Duda Penteador, the ARTIVIST, symbolizing children freed from slavery, reaching towards hope, liberty, and a brighter future.



DUDA PENTEADO

'THE ARTIVIST'



CONNECTING CULTURES THROUGH ART

Duda Penteado is an “Artivist”—a visual artist, filmmaker, educator, and cultural visionary whose multidisciplinary practice spans installations, murals, sculpture, painting, performance, and film.

Duda’s work cannot be relegated to solely a movement or a particular country. It is clearly the art of a global thinker.

His work has been exhibited internationally in museums, biennials, and cultural institutions across the United States, South America, and Europe. As a global thinker, Duda uses art to spark dialogue, connect communities, and address essential human concerns.

Creativity becomes advocacy. Advocacy becomes action.

Through documentary film, art installation, and fashion, All People Free and Duda Penteado spark critical conversations at the intersection of the arts and social justice.

01

RAISE AWARENESS

Expose hidden systems of exploitation through emotionally powerful storytelling.

02

SUPPORT SURVIVORS

Direct proceeds toward rehabilitation, education, and meaningful employment.

03

MOBILIZE CHANGE

Build community support and advocate for policies that combat trafficking and abuse.

A COLLECTIVE WALL. A COLLECTIVE RESPONSIBILITY.

Freedom is built brick by brick.

Collect an original brick. Support survivor-centered programs. Share the story. Add your voice.

ART | FILM | FASHION | ADVOCACY