



**Global Design and Social Impact Project, 'What is Your Story?'
Launches *Interactive installation involving reclaimed books and untold
stories opens at Museum of Design Atlanta (MODA) Feb. 23rd***

February 12, 2019 TORONTO – 'What is Your Story?' a global social impact and design project makes its American premiere February 23rd at the Museum of Design Atlanta (MODA, 1315 Peachtree St NE). The interactive installation joins MODA's upcoming, 'Pasione Italiano: Art of Espresso' exhibit.

Designed by Spark Corps and Orange Sparkle Ball, in collaboration with BooknBrunch, 'What is Your Story?' is a touching look at struggles and secrets hidden deep within ourselves and our peers; and how these unsaid stories connect us all more than we realize.

There are very few burdens greater than carrying the weight of an untold story. People constantly have trouble finding their voice and sharing their story for fear of being judged. Books, are the silent storyteller. 'What is Your Story?' is made up of anonymous, handwritten stories displayed in used books—and it gives viewers the opportunity to respond to these stories by sending a supportive message via postcard. This back and forth interaction creates a connection and an understanding of solidarity. The person who initially shared their story ends up receiving responses for it, indicating that their voice was finally heard.

The installation made an appearance at DesignTO in January 2019 and is now on its way to Atlanta. 'What is Your Story?' is on the road to collect even more anonymous stories with a series of workshops centered around writing and sharing, as well as the opportunity for MODA visitors to fill out and display their own stories while the exhibit is open.

'What is Your Story?' plans to travel across US cities as well as additional global locations in Canada and Colombia. The mission is to create an impact that unites people in their struggles, putting an end to the isolation that comes with feeling misunderstood.

Those unable to participate in 'What is Your Story' at MODA can interact with the project virtually by emailing stories@sparkcorps.org and visiting [What is Your Story](#) on Instagram.

[About Spark Corps](#)

Spark Corps is a nonprofit social impact design firm in Atlanta focused on providing positive change through human-centered design.

[About Orange Sparkle Ball](#)

Orange Sparkle Ball, the for-profit sister company to Spark Corps, is a design consultancy that creates and frames new initiatives, products and services.

[About BooknBrunch](#)

Book, event, and restaurant marketplace BooknBrunch is the first company to bring together the book and hospitality industries. BooknBrunch allows you to organize and host book club meetings or workshops wherever you want and choose from a vibrant community of local restaurant owners or venues to partner with. Members choose from a unique selection of book club events and experiences, while hosts earn extra money doing what they love - reading and eating. A pioneer in the experience economy BooknBrunch is free to join, free to list and encourages readers and eaters of all walks to join the community. Brookies are on a mission to reconnect the world through books and food, one meal at a time. Discover the Brookie revolution: www.booknbrunch.com