



PERSISTENCE IS ALL

*Persistence:* the quality of being persistent or the act of persistence.

The fact of continuing in an opinion or course of action in spite of difficulty or opposition.

*Related words:* perseverance, tenaciousness, durability, continuity, stamina, endurance, commitment.

*In Dutch:* vasthoudendheid, doorzettingsvermogen, volharding

All these notions are embodied in

art practice - in every-day work of creativity.

In our street history – through years of building lives and personal stories of never giving up

In our collective – through building a body of our W1555 community.

In the neighborhood, greatly populated by emigrants and expats - seeking a life or striving to better one.

What we all have in common are challenges of acceptance, identity, perseverance, hardship and patience.

In an ever-growing city which is continuously expanding in its cosmopolitanism and where multicultural diversity became the only persistent culture, cultural attitude of Charlois, led by cultural workers and citizens' associations is persistence itself -

having a goal or vision in mind that motivates and drives despite or due to crises and social and economic changes.

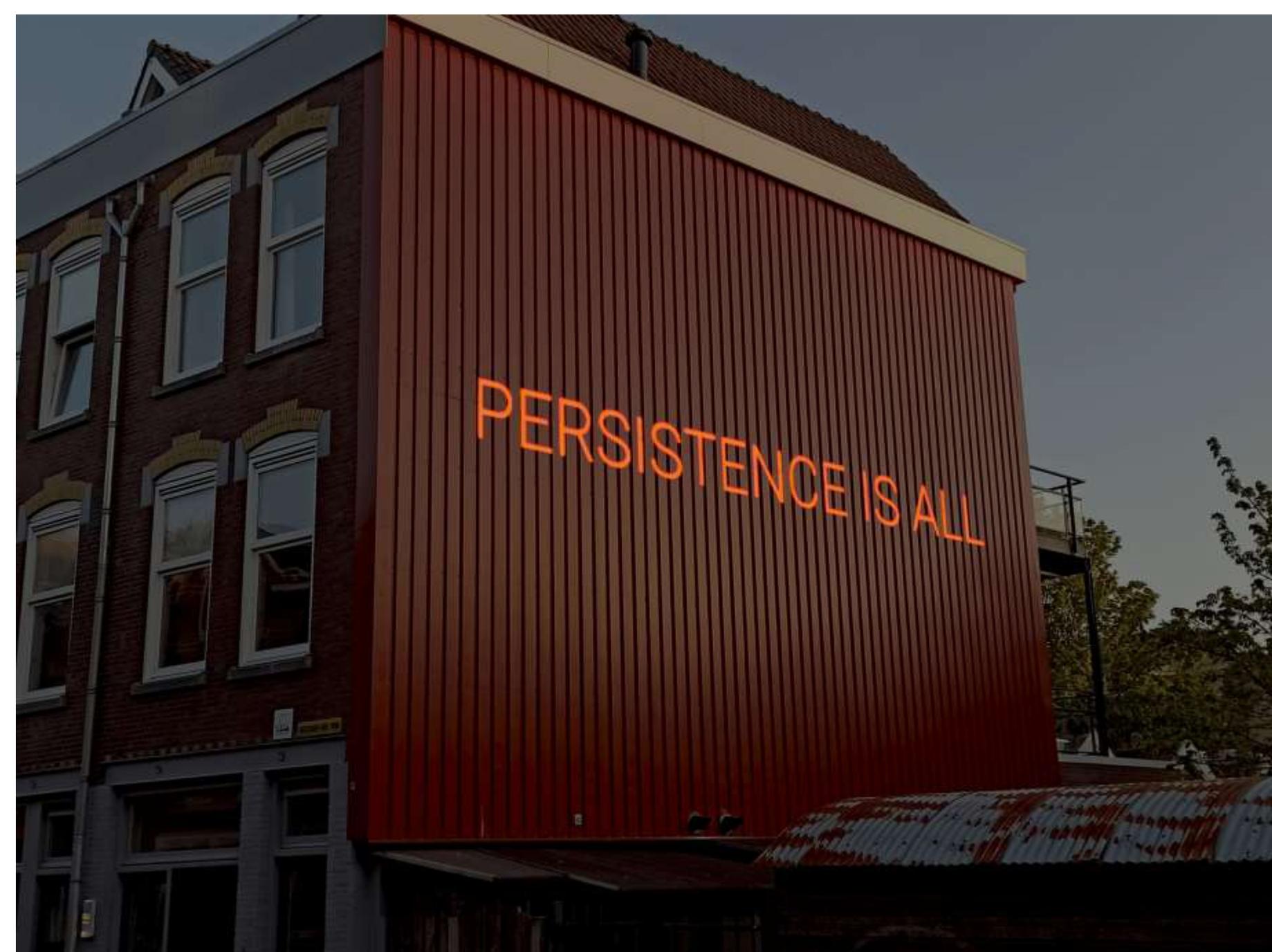
Hence, this message easily communicates different narratives of this neighborhood, highlighting a value of what people of different backgrounds and seemingly not similar experiences have in common.



**PERSISTENCE IS ALL**

Being persistent,  
one become  
resistant to  
failure and learn  
to appreciate  
the process.

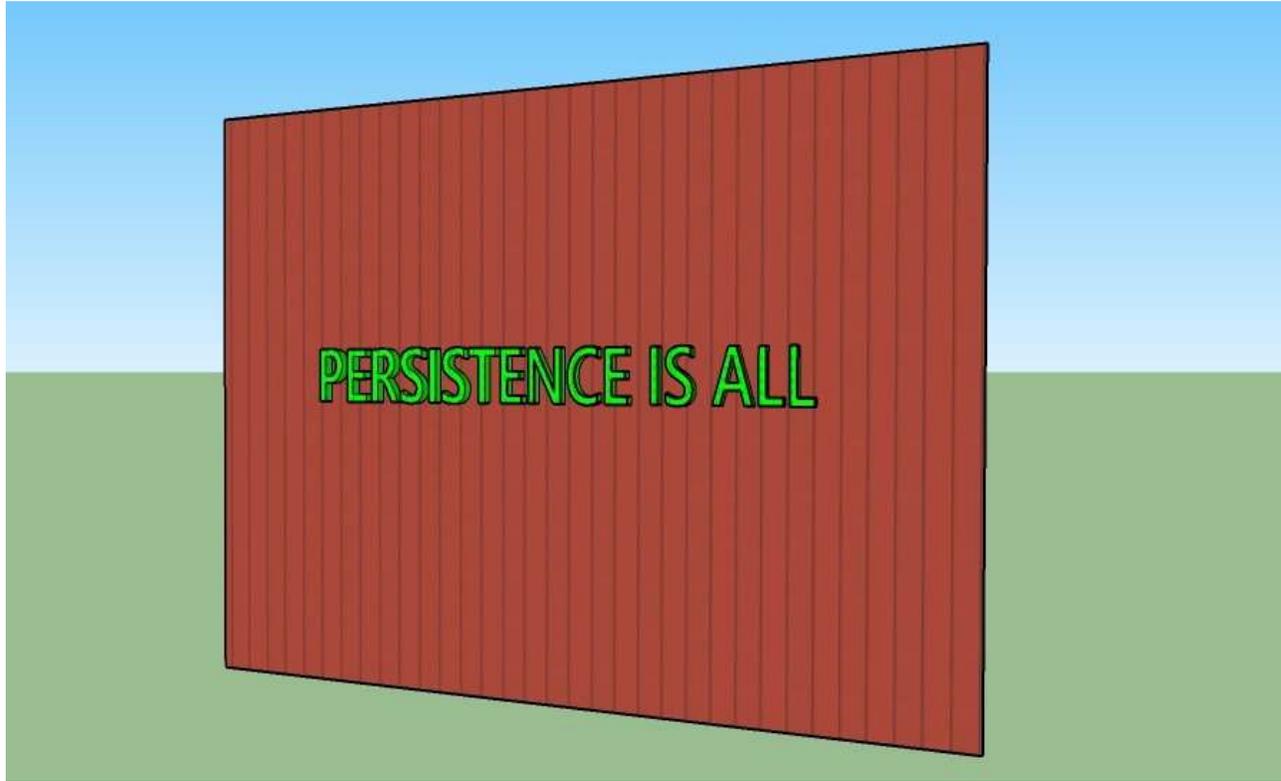
That is very  
much needed in  
our world that  
sometimes see  
ms like it is each  
day more and  
more  
challenging.



Changing colors stand for necessity to change in order to evolve in coexistence, a readiness to change not as to obey what is imposed, but as adapting in one's own perseverance towards an inviolable goal.



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Technically and visually simple, the sign carries the power of the message that reflects the spirit of our community and the whole neighborhood. It is a testimony of our experience and achievements and an impetus for everyone's future aspirations.



*There is still room left for some creeping plants eventually that do not damage the facade.*