

## #LETUSALLUNITE

### A global campaign on the occasion of the 80<sup>th</sup> anniversary of "The Great Dictator"

Corsier-sur-Vevey, 7 October 2020 – To mark the 80<sup>th</sup> anniversary of "The Great Dictator," one of Charlie Chaplin's most iconic films, Chaplin's World announced today that it is launching a year-long campaign with international partners. #LETUSALLUNITE, a human fresco on a global scale, will unite the citizens of the world around the universal values of the film.

#### THE GREAT DICTATOR – A film with universal appeal and timeless values

Chaplin was one of the few filmmakers who in the 1930s questioned the legitimacy of Adolf Hitler and his party, and the threat they posed to the world. Working on a satire of Nazism and the persecution of Jews on the eve of World War II was very brave indeed: Chaplin received death threats, faced financial and political pressure, and financed the film alone, against all odds. Contrary to popular belief, Chaplin was not Jewish; he simply felt compelled, as always, to defend the oppressed.

Premiering in New York on 15 October 1940, "The Great Dictator" and the values expressed in the film's final speech still resonate and inspire today, across borders and generations; world-famous bands such as U2 and Coldplay have passed on its universal message by playing the speech at the opening of their concerts.

Chaplin's visionary satire was shaped by, and has shaped, History.

#### #LETUSALLUNITE – The citizens of the world write the final speech of "The Great Dictator"

In the light of current socio-economic and geopolitical challenges the film's speech remains highly relevant. [Chaplin's World](#), the [Chaplin office](#) in Paris, the [Charlie Chaplin Museum Foundation](#), the [Non-Violence Project Foundation](#), and [Amnesty International Switzerland](#) (as education partner) are to bring it back into the spotlight with this creative and unifying project.

Launching on 15 October 2020, the #LETUSALLUNITE campaign invites you to take part in spelling out the words of the speech and, in doing so, to create a giant human fresco. A very simple online tutorial and website ([letusallunite.world](#)) will explain how to participate: it entails, with a group of family, friends or colleagues, dressing up as the Tramp, taking position to form a letter of the alphabet, and photographing yourselves.

Anyone can get involved and pay homage to the film in keeping with their own culture and environment.

Forming a letter from the speech is a way to endorse its message and become part of a group of people who believe in, and uphold, Chaplin's humanist values. As each person brings a ray of hope, together we form a message of peace, tolerance and unity.

After submission to [letusallunite.world](#), the letters will be put together by the artist [NOTsoNOISY Guillaume Reymond](#) (who created this project exclusively for Chaplin's World) to write the final speech of "The Great Dictator." On 20 June 2021 this creation will be unveiled on Instagram and printed on an immense banner to be displayed on the outer wall of Chaplin's World.

### OUTSTANDING PARTNERS



This year's partner, the [Non-Violence Project Foundation](#), promotes non-violence through educating young people. Brand ambassadors such as Paul McCartney, Yoko Ono and Oona Chaplin (Chaplin's granddaughter and Geraldine's daughter) are involved in the organization, helping with concerts and exhibitions.

The Non-Violence Project Foundation's visual identity, the famous sculpture of a knotted gun, can be found in 30 cities, including in front of the UN headquarters in New York.



Founded in 1961, [Amnesty International Switzerland](#) is an independent, worldwide organization bringing together over 7 million people fighting to uphold the rights laid out in the 1948 Universal Declaration of Human Rights and other international human rights regulations.



In 2017, [NOTsoNOISY Guillaume Reymond](#) contributed to the success of a human star made up of 662 Tramps in the Chaplin's World park. His videos, straightforward yet original, have taken the internet by storm, garnering over 30 million unique views. His [video "TETRIS"](#) won the 2007 YouTube Awards in the Creative category. The "Game Over Project" series was also shown on a giant screen during the opening of the 2014 BAFTAs in London.

Rewatch and listen:

["The Great Dictator" final speech](#)  
[U2 & "The Great Dictator" final speech - Introduction of the "eXPERIENCE & INNOCENCE Tour"](#)

With the support of:

- [Charlie Chaplin Official](#)
- [Charlie Chaplin Museum Foundation](#)
- [The Non-Violence Project Foundation](#)
- [Amnesty International](#)
- [NOTsoNOISY Guillaume Reymond](#)

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**CHAPLIN'S WORLD  
TIME FOR A NEW WORLD!  
2020-2021 SEASON**

**15 OCTOBER 2020 –  
ANNIVERSARY SCREENING NIGHT: "THE GREAT DICTATOR"**

For the 80th anniversary of "The Great Dictator," the film will be screened with special guests Eugene Chaplin and Laurent Le Forestier, Professor in the Department of Film History and Aesthetics at UNIL. The audience will be able to (re)discover this extraordinary film on the premises of Chaplin's own home.

For more information and for bookings, please write to [contact@chaplinsworld.com](mailto:contact@chaplinsworld.com)

**15 OCTOBER 2020 – LAUNCH OF THE DIGITAL CAMPAIGN #LETUSALLUNITE**

For more information on this digital performance, please visit [letusallunite.world](http://letusallunite.world)

**FROM 10 OCTOBER TO 1 NOVEMBER 2020 – HALLOWEEN**

Come and celebrate Halloween at Chaplin's World! Pumpkins, spiders, and skeletons will provide the atmosphere for some dubious culinary experiments! An event designed for all those who love to say, "BOO!"

**FROM 28 NOVEMBER 2020 TO 3 JANUARY 2021 – CHRISTMAS LIGHTS**

The grounds of Manoir de Ban will be decked out in Christmas lights for the end-of-year celebrations. Come and enjoy the warm and joyful atmosphere of the Manoir at the foot of the glittering Christmas tree!

**FROM 12 MARCH TO 29 AUGUST 2021 –  
SPECIAL EXHIBITION: CHAPLIN AND "THE GREAT DICTATOR"**

This showcase exhibition takes visitors behind the scenes, with never-before-seen artifacts detailing the history of the film's creation, production secrets, unfinished scenes and unpublished on-set photos.

**FROM 2 TO 18 APRIL 2021 – TO THE CIRCUS WITH THE TRAMP!  
16 AVRIL 2021 – CHAPLIN'S WORLD 5TH ANNIVERSARY CELEBRATIONS**

The Alchimie circus school will put on three special shows per day in the large circus tent set up in the park. They will pay tribute to Chaplin's iconic film "The Great Dictator".

**20 JUNE 2021 – #LETUSALLUNITE !**

A giant banner featuring the speech from "The Great Dictator" spelt out by Tramps will be unveiled to the public.

For more information, please visit [chaplinsworld.com](http://chaplinsworld.com)

## **SELECT QUOTES**

"The way of life can be free and beautiful, but we have lost the way."

"In the name of democracy, let us all unite!"

"You, the people, have the power to make this life free and beautiful, to make this life a wonderful adventure."

The Great Dictator

"In this speech I am merely a humanitarian speaking to the military, barbaric people. But I must confess that I wouldn't mind if it had an effect on the people of the United States - and everybody believes that it is going to do a great deal for our cause."

Charlie Chaplin, October 1940

"What is Chaplin's peculiar gift? It is his power to stand for a sort of concentrated essence of the common man, for the ineradicable belief in decency that exists in the heart of ordinary people."

George Orwell

"His appearance in films has always symbolised humanity at large - its humour, its fun, its tragedy, its pathos, its sympathy, its love. He is a man without nationality whatsoever. He belongs to the world. He always has and he always will."

Douglas Fairbanks Jr.