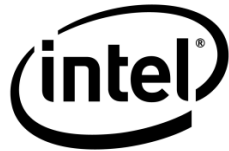


**Intel Corporation**  
2200 Mission College Blvd.  
P.O. Box 58119  
Santa Clara, CA 95052-8119



# Backgrounder

## World Mural Project

Intel Corporation is commemorating its 40th anniversary by asking young people around the world to share their unique perspective on “what computers will empower us to do” over the next 40 years. The result became the basis for the World Mural Project, in which more than 500 youth in 21 countries and 14 U.S. states collaborating together to create probably the world’s largest youth-developed digital mural.

Earlier this year, Intel CEO and President Paul Otellini committed giving back a million hours of volunteer work to the community during the upcoming year. The World Mural Project is one of the activities supporting that call and highlights Intel’s year-long celebration of its 40 years of innovation. Intel volunteers worked with young people who participate in the Intel Computer Clubhouse Network, an after-school program for youth in underserved communities in more than 20 countries. With the help of Intel volunteers, more than 75 Clubhouses in the United States, Latin America, Europe, Middle East, Asia and Africa contributed to the project.

Renowned digital muralist Favianna Rodriguez served as the creative director, guiding and sharing in the creative process. The inspiration for the project is the power in the voice of young people as they offer a vision for the future that we may not always see in the mainstream media. The Clubhouses serve as a hub for creative expression through technology, which also enables young people to connect in our increasingly global society. As such, the Clubhouses provided an ideal way for youth to collaborate on the global project and create a dynamic and unified artwork with a world view.

The Clubhouse teams were asked to create a digital mural submission that answers the same central question: In 40 years, what will computers empower us to do? Clubhouse members were asked to reflect on how technology has changed the world in the past 40 years, and envision how it will change the world 40 years from now, in areas such as health, education, community and the environment. Each Clubhouse was given the challenge of providing a six-word answer to the question of what computers will empower us to do, and then to create an artistic, visual representation of their six word

response. Each creation was developed by a collaborative group process to represent its community. The project weaves together the submissions by the Clubhouses into one expansive and exciting digital mural that speaks to the role of technology in the future.

The Intel Computer Clubhouse Network provides a creative after-school learning environment where young people in underserved communities can work with adult mentors to explore their own ideas, develop skills and build self confidence through the use of technology.

The World Mural Project is just one of Intel's efforts to give back to and collaborate with the communities that have contributed to the company's 40 years of success. In education, Intel believes that students everywhere deserve the skills necessary to succeed in a knowledge-based economy. Intel has invested more than \$1 billion and Intel employees have invested more than 2 million hours to improve education in more than 50 countries.

In addition to the Clubhouses, community-based programs such as Intel<sup>®</sup> Learn extend educational opportunities beyond the classroom to help young people develop 21st century skills, including digital literacy, critical thinking, problem solving and collaboration. The Intel Teach program helps K-12 teachers to be more effective educators by training them on how to integrate technology into their lessons. To date, the program has trained more than 5 million teachers who have reached 662,000 learners in more than 40 countries.

Intel technology and its investments in education, volunteerism and community programs are helping young people around the world to become the next generation of innovators.

More information on the World Mural Project is available by visiting [www.worldmuralproject.com](http://www.worldmuralproject.com). For more on Intel's commitment to education, visit [www.intel.com/educate](http://www.intel.com/educate), and additional information on Intel's community efforts is available at [www.intel.com/community](http://www.intel.com/community).