



THIS IS DIABETES

ART COMPETITION FOR
WORLD DIABETES DAY 2025



*The illustration captures the profound "diabetes distress."
It illustrates the exhaustion of constant monitoring (devices, syringes)
and the psychological struggle (the spectral figure, the 3:00 AM time) that
torments those living with this condition.*

Ariadna Castellón Calzada
Diabetes labyrinth
Mexico

This campaign was created by Ascensia to celebrate World Diabetes Day 2025 and highlight the anxiety that so many people with diabetes experience. Visit the website to explore the stories and works from this year's contest.



thisisdiabetes.com