Eighty four harrowing statues depicting male suicide victims appear on ITV's Southbank studios

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The Evening Standard

Eighty four statues have been installed on the Southbank *CALM*

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Eighty four life-sized sculptures of male suicide victims have been installed on ITV's central London studios.

The realistic statues appeared on the Southbank to raise awareness of the 84 men who die through suicide each week.

Project 84 saw bereaved families work with suicide prevention charity CALM to get people talking about the biggest killer of men under 45 in the UK.

It calls for the government to take more action to improve suicide prevention and bereavement support.

The installation aims to raise awareness of male suicide (Project 84)

He said: "My brother Dan was my best pal and my idol. He was taken by something silent, something none of his friends or family saw coming. The true horror of what we as his family experienced when he took his own life is something that could be preventable if we all take a stand together."

This Morning hosts Holly Willoughby and Phillip Schofield backed the campaign.

Eight four sculptures of suicide victims have been installed on top of ITV studios on the Southbank

Phillip said: "Here at This Morning we never shy away from stories that can be difficult to talk about – and without doubt, one of the most heart-breaking is losing a loved one to suicide."

Holly added: "That is why today we are unveiling 84 life-sized sculptures – each representing a real man who has taken his own life, in the hope that it will stop people in their tracks, make them pay attention and get them talking."

Georgina Titley described her "guilt" over "not recognising the signs" leading up to her father's death.

Sisters talk about their father's suicide on This Morning

Londoners praised the haunting installation with one person writing on Twitter: "Amazing installation at @itvstudios raising awareness about the mental health of men. Every week 84 men take their own lives. Don't be afraid to talk. #project84."

Neil Wallis said: "Incredibly powerful imagery over mental health & suicide over the @thismorning studio on the Southbank today."

To sign the petition click here.

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