

# AMPLIFIER ART

## DISTRIBUTION KIT



AMPLIFIER



# OVERVIEW

Amplifier and the Global Initiative for Justice, Truth and Reconciliation (GIJTR) are launching a campaign to assist communities around the world that are in—or emerging from—conflict by fostering reconciliation through the stories of survivors.

To holistically tell the stories of the survivors, the GIJTR campaign is profiling themes (justice, listening to survivors, peace and non-recurrence, memory and reconciliation, missing and disappeared, and unlawful detention) through artworks that feature fictional people and symbols representing communities from Africa, Asia, Latin America, and the Middle East.

The Global Initiative for Justice, Truth and Reconciliation is a program of the International Coalition of Sites of Conscience.

[Learn more at Amplifier.org](https://amplifier.org)





# ARTISTS AND ARTWORK

EMBODY THE ESSENCE OF RESILIENT COMMUNITIES





## NURUL

Nurul Yaquin is a graphic artist, game designer, and illustrator from Surabaya, Indonesia. He has built visuals for important movements over the past two years from the Wide Awakes relaunch in 2020 to the Reset Capitalism campaign for Imperative 21.







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## CAMILA ROSA

[camilarosa.net](http://camilarosa.net) | [@camixvx](https://www.instagram.com/camixvx)

Camila Rosa is a Brazilian Artist and Illustrator based in Sao Paulo, Brazil. She started her life as an artist in 2010 with a female street art collective and since then she has worked worldwide in advertising, editorial, art exhibitions, fashion, beauty, and graphic design. Her work approaches social issues and subjects that she cares about from an alternative perspective.





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GIE



GIE





# THOMAS WIMBERLY

[thomaswimberly.com](http://thomaswimberly.com) | [@thomaswimberly](https://www.instagram.com/thomaswimberly)

Thomas Wimberly III is an artist and designer from southern Louisiana. After earning his BFA in Graphic Design from Louisiana State University he has been acting as an art director and designer, both for agencies, and for himself as a freelancer.





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# AMPLIFIER ART AMPLIFIES MOVEMENTS

We believe that in times of uncertainty, art is more than beauty or decoration: It is both a weapon and a shield. Art has the power to wake people up and serve as a catalyst for real change. It is a megaphone for important but unheard voices that need amplifying. It is a bridge that can unite movements with shared values in ways other mediums cannot. Art gives us symbols to gather around, building community and helping us feel like we are not alone. But for all the tools art can be in this fight, for Amplifier it is a COMPASS. It points to the future we want to live in, and that we want our children to live in.

Photo Credit: Aaron Huey





# ANALOG DISTRIBUTION

SPACE HACKING AND RECLAIMING PUBLIC SPACE

Photo Credit: Alisa Geiser



# WHY ART IN PHYSICAL SPACES?

If we literally hold this art and carry it in front of us, if we hang it on our walls or in our windows every day for our family and neighbors and colleagues to see, then we remind ourselves of what we are building, and we find strength when we become tired.







## HERE ARE EXAMPLES OF WAYS THIS ARTWORK CAN BE USED IN THE PHYSICAL WORLD

- Marches and rallies.
- Street art campaigns and installations such as murals and banners.
- In schools, community centers and businesses.
- Printed newspaper and outdoor advertising spaces like billboards and bus shelter ads.
- Given away at community events and conferences.
- Projections.





Through mass distribution of posters at marches, we're able to create a unified message by flooding the streets and providing a tool for participants to express their demands or calls to action.

### PRO TIPS

- Print double-sided on sturdy paper stock so people can hold their signs above their heads and artwork can be seen from the front and back.
- Setup on busy corners or close to entrances so you can hand out posters as crowds pass by.





# WHEATPASTING AND STREET CAMPAIGNS

Wheatpasting is an installation technique that uses a mixture of water and wheat flour to create an adhesive to post thin posters to a surface. This is a very low cost way of getting your artwork out into public space. You can use step and repeat patterns of the posters to cover more space or print to the size of the wall you want to install on for a larger presence. [Learn how to wheatpaste here!](#)


## PRO TIP

- Do a call out to your communities to see if anyone has a public wall they want art on, that way you don't have to worry about illegal posting.

Photo Credit: Aaron Huey







Vinyl and fabric banners can be used for dropping over byways for public stunts or installed on the sides of buildings for a more semi permanent installation. A banner drop can enable you to get a simple message out in dramatic style. They can be most effective in crowded environments during special events, or to accentuate and clarify an action taking place nearby.

The spot you pick to deploy the banner should be somewhere which is highly visible to the public so more people can see your banner.

### PRO TIP

- For a lower budget install, find a wood wall and add grommets to the artwork so you can drill the art directly into the wall.





# AD TAKEOVERS

## NEWSPAPER, BILLBOARDS & BUS SHELTER ADS

Investing in newspaper advertising is an effective way to reach a lay audience and get the message to hundreds of thousands of people if not millions on a single day.

Bus advertising and billboards reaches a vast audience of passengers, drivers, and walkers. It also reaches prime locations from suburban areas to shopping malls and business districts to universities.

### PRO TIP

- Alongside a newspaper advertisement, be sure to launch a communications campaign leading up to the ad asking your core audience to buy the ad and take a public action with it.

Photo Credit: Spencer Platt



# PROJECTIONS

Street projections are an effective and exciting way of reaching audiences and catching them by surprise.

## PRO TIPS

- Do the projections at sunset and capture documentation of the projections before it gets dark for high contrast beautiful photographs.
- Bonus points! Work with someone who can capture documentation with a drone for unique and eye catching documentation.





# WEARABLE ART

Make a fashion statement. Print these t-shirts for your team and members of your community. People become walking billboards when they wear these messages.

Photo Credit: Alex Britt







## FREE HIGH RESOLUTION DOWNLOADS

The sky's the limit when using Amplifier art in your work. We've been most impressed by how people have used this work in their own creative way, which is why we encourage people to download and print and then they can be a conduit and amplifier for these important and urgent messages.

All of your artwork with Amplifier is available as free high resolution downloads for you and your community at [amplifier.org](https://amplifier.org).

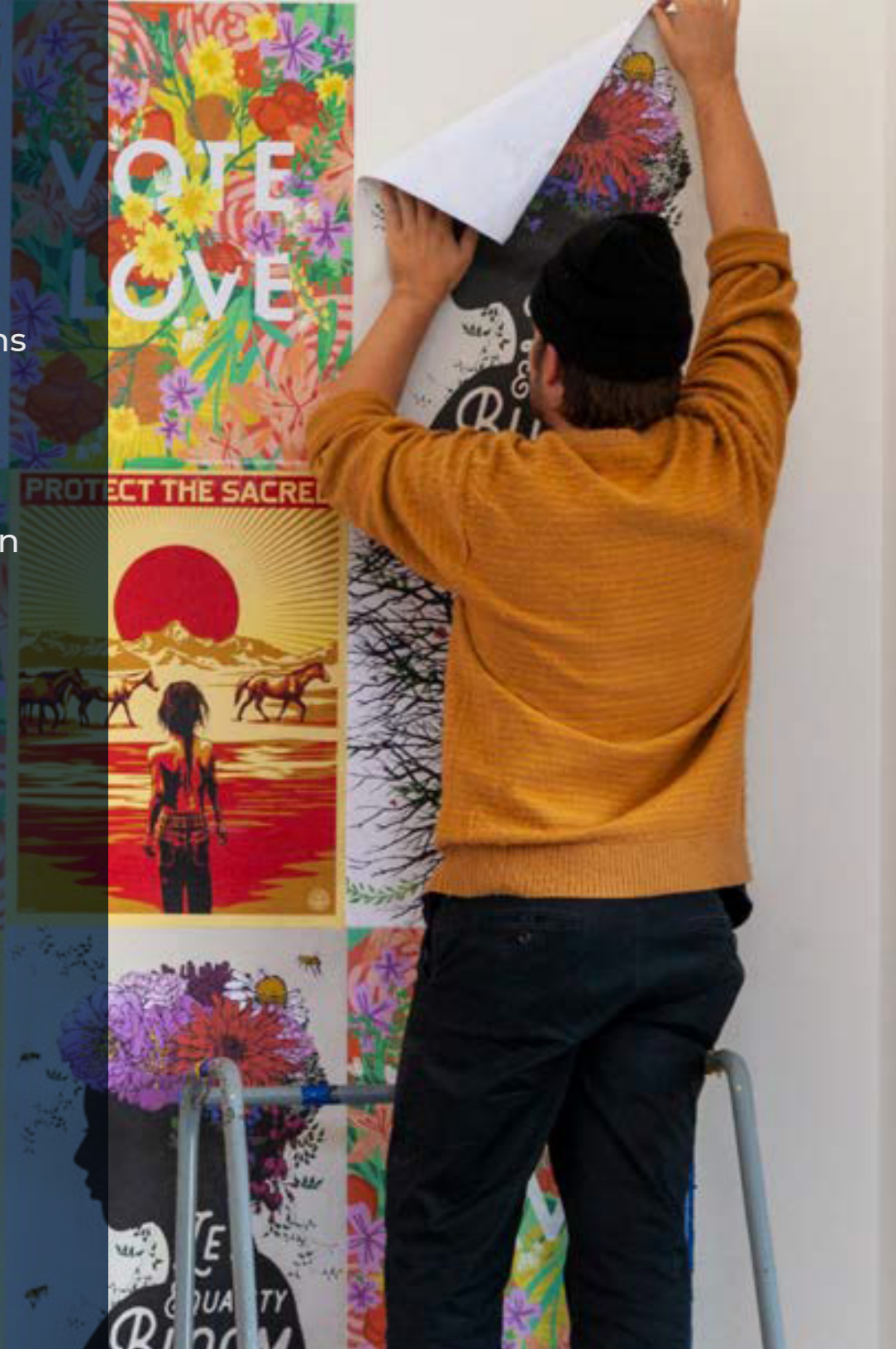


There are endless possibilities on how to print your artwork. Feel free to reach out to the Amplifier team if you have any questions on how to bring your art alive in a new way.

Here's some more ideas that have been effective for us:

- Mass produce stickers, postcards or button to freely spread the work for a low cost.
- Host a free art giveaway at event.
- Have a postcard writing party.
- Encourage engagement with your online audience by doing a free poster pack or sticker pack giveaway.
- Encourage your community to download and print these at home and put them in their windows or make into lawn signs.

Remember Amplifier art is for non-commercial purposes only and cannot be used for sales or fundraising.





# DOCUMENTATION

A group of people, mostly women, are marching down a snow-covered street. They are holding large posters featuring portraits of women and slogans such as "WOMEN ARE PERFECT", "OUR BODIES OUR MINDS OUR POWER", and "WE THE PEOPLE". The scene is set in winter, with snow on the ground and trees in the background. The image is overlaid with a semi-transparent blue filter.

Beyond creating a “wow” factor, for maximum impact it’s crucial to document all public art stunts you produce. Documentation supports campaign storytelling, metrics to funders, and feeds into your digital distribution.

## PRO TIPS

- Engage a professional photographer to document when possible for highest quality content. Try to capture photographs of people interacting with the artwork in real time.
- Focus on close-up frames of individuals with the art in public spaces anywhere from the streets to their front lawn—really anywhere they live, work, or play.
- But also be sure to get images of communities mobilizing around your artwork by creating and documenting scenes flooded with the art like marches or any community organizing gatherings.



# DIGITAL DISTRIBUTION

BUILDING COMMUNITY THROUGH MASS COMMUNICATION TECHNIQUES

Photo Credit: Michael Hurst



# HOW CAN YOU USE ARTWORK TO STRENGTHEN YOUR DIGITAL COMMUNICATIONS?

Digital communities allow you to reach your audience where they are, from anywhere in the world. Combine analog distribution with an engaging digital distribution strategy to cut through the noise and reach hundreds, thousands or even millions of people.





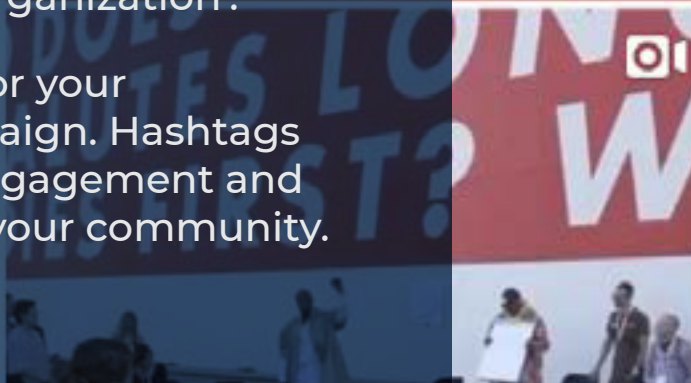


# OPTIMIZING SOCIAL MEDIA POSTS



## ATTRIBUTIONS & TAGGING

- Tag all stakeholders in both the images and the text copy to ensure your posts reach a wider audience and you engage and celebrate your collaborators.
- We ask that you always tag the artist's social media handle first, then Amplifier. For example, 'Artwork by @artisthandle\_x @amplifierart for @yourorganization'.
- Find a unique #hashtag for your organization and/or campaign. Hashtags are helpful for tracking engagement and increasing dialogue with your community.







## INCREASING ENGAGEMENT AND BUILDING COMMUNITY

- Language is key! Ask your audience questions, inspire folks to take action, or host a free art giveaway. Each of your posts should be worded to inspire, inform, or active.
- Ensure you share beautiful engaging images with each post. When posting artwork, make sure the full artwork is showing for maximum impact and respect for the artist.
- Reply to comments, reshare when people post about your work on twitter or in your IG or facebook stories, and when possible take the time to like and comment on the accounts of community members you want to engage with.

Photo Credit: Alex Britt



# CROSS PROMOTION

Cross promotion reaches a wider audience and brings more attention to the launch of the campaign.

Build momentum around your launch by bringing your community of partners, including influencers and community partners into the creation of your campaign. If they are engaged in the creation they are more likely to commit to reposting your content.

It is important to send partners a document with sample social media content and artwork prior to launch, so that everyone is cross-promoting at the same time.

They tried to  
BURY US  
they didn't know  
WE WERE SEEDS.







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