AMPLIFIER IS A NONPROFIT DESIGN LAB THAT BUILDS ART AND MEDIA EXPERIMENTS TO AMPLIFY THE MOST IMPORTANT MOVEMENTS OF OUR TIMES.

Our experiments are built on a foundation of free and open source art, the unlimited possibilities within the human centered design process, and the potentials when analog and digital technology merge.
At Amplifier we are not just designing art, we are designing the future by making the directions to get there unmistakable.

We have always thought of this work as a compass in the storm. It is not meant to tell you what to stay away from, it does not say “NO,” it says “YES! This is the way, keep going! You can do it!”

We have witnessed first hand that in times of uncertainty, art becomes more than beauty or decoration - it has the power to wake people up, to shift culture and catalyze real change. It is a megaphone for important but unheard voices that need amplifying, and 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.

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.

At Amplifier, the work we do building these symbols matters—but not as much as the work you do carrying them into the world. This is a partnership with every living soul that encounters it. The way YOU hold our art determines what kind of tool it is. You are what makes this art powerful. You too are the Amplifier.

What started as a media experiment to reach new audiences over a decade ago, with free art and teaching tools (shared primarily through wheat-pasted posters), has expanded from a two person team operating out of a backyard in Seattle to a globally operating organization. Our expanded portfolio includes augmented reality storytelling, a community website that activates artists in 90+ countries, and partnerships with educators and global allies that allow the work to reach hundreds of millions, changing not just hearts and minds, but policy and practice.
Executive Summary - Letter from the Executive Director

We knew 2020 would be a high-stakes year with a historic election and census count, but none of us could have predicted what was to come.

The crises were unrelenting, coming one after another in rapid succession. Our role as cultural first responders became crystal clear as we, in the midst of a pandemic activated our networks of world health experts, leading curators and concerned philanthropists to create a rapid response global open call for art that put over $100,000 into the hands of 150+ artists hard hit by the pandemic. Over the course of three weeks, 10,500 new artworks were created and submitted to our new open call platform. We successfully flooded digital and analog public spaces around the world with messages promoting public health and safety and mental health and wellbeing that saved lives.

Throughout 2020 we also deepened our relationships with key partners that make our work possible, and together we built 18 campaigns that helped shift culture around the biggest stories of the year. Our work gave communities the tools to tell their stories to larger audiences and directed those audiences to real ways to become involved. We helped people see the role they might play in racial justice action, visually articulated new ways of building our economy, and showcased Indigenous sovereignty in a new light. Our new Amplifier AR app helped people see the power of their vote and voice differently, and our Education Amplifier work helped millions of teens across the US see how they could tell their own activist stories to audiences nationwide. Our Educator network continued to expand as we attached teaching tools for most programs in 2020 including 120 pages of new curriculum content for millions of young learners, and engaged new, digital audiences through Microsoft’s Flipgrid platform. We also branched into retail partnerships with high profile brands like Levi’s and Zumiez.

If you are reading this you have played some role in our work, and we are so grateful for your partnership and support through all of it! Our goal is to reclaim and rebuild the narratives that surround us, rooting them in equality, dignity, diversity, truth, and beauty. With a clear understanding that this work starts within and isn’t possible without a strong community that holds us accountable, we can’t wait to do this work together with YOU!

Cleo Barnett

CLEO BARNETT
EXECUTIVE DIRECTOR
“Partnering with Amplifier brings another dimension to the cause marketing work we do at the Ad Council. Their community of artists creates powerful, culturally resonant art that extends the reach and impact of our public service messages— from collaborating on an open call to develop artwork featuring life saving messaging in response to the COVID-19 pandemic to curating a collection by female artists to encourage girls to see a future for themselves in STEM disciplines, our work together helps brings critical messages to the American public through the power of art.”

— MICHELLE HILLMAN
CHIEF CAMPAIGN DEVELOPMENT OFFICER, THE AD COUNCIL
OUR IMPACT AT A GLANCE

- 48 organizations serviced through our campaigns
- 11,500 + artworks submitted to our open call platform
- 48 organizations serviced through our campaigns
- 74% increase in the size of our social media network
- 200 digital billboards
- 45,000 + new subscribers to our mailing list
- $219,000 distributed in artist fees
- 105 public art murals & city-specific projections across 25 states
- 11,500 + artworks submitted to our open call platform
OUR IMPACT AT A GLANCE (CONTINUED)

54
MEDIA OUTLETS COVERED OUR WORK, RANGING FROM THE LOCAL TO INTERNATIONAL LEVEL

10,000,000 +
AVERAGE NUMBER OF PEOPLE REACHED PER CAMPAIGN

427
ORIGINAL ARTWORK COMMISSIONS

1,400,000+
PHYSICAL PIECES OF ART DISTRIBUTED

2,700
NEW SIGN-UPS TO OUR EDUCATION AMPLIFIER PROGRAM

105%
INCREASE IN PAID ARTIST NETWORK SIZE

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RAPID RESPONSE
CULTURAL FIRST RESPONDERS
RAPID RESPONSE

GLOBAL OPEN CALL FOR ART

In response to the worst pandemic in one hundred years — COVID-19 — Amplifier and our partners launched an emergency campaign with top art curators and public health advisors from around the world. Amplifier ran this campaign from March 30 - May 8th, 2020. Over the course of five weeks, we received more than 10,500 artwork submissions from 90 different countries across 6 continents. Works were submitted in over 20 languages, including Spanish, Mandarin, Hindi, Farsi, and Arabic, and inspired tens of millions of viewers worldwide.

The press took interest in our campaign, and it was featured in a New York Times article, on NPR, within National Geographic, and in the Stanford Social Innovation Review. The open call was also the focus of a dedicated stand alone NBC news television feature, as well as international coverage in India and other locales.

As a commitment of solidarity with our global community of artists and with the support of our partners, we raised over $100,000 to distribute as rapid response grants for 130 selected artists.

VIEW THE WORK HERE
“I’ve always been in reverence of the work of Amplifier. Their work not only gives voice to talented artists and creatives, but these powerful images speak to our times and are the symbols of activism and social change.”

—Kelly Pajek
PUBLIC ART DIRECTOR, 4CULTURE
RAPID RESPONSE
MOVEMENT FOR BLACK LIVES

To lend institutional support and long-held commitment to the largest civil rights movement in the history of the world, Amplifier launched a pro bono Black Lives Matter campaign in collaboration with Nikkita Oliver and the Decriminalize Seattle Coalition. This consisted of 8 original artworks supporting the movement.

Nikkita Oliver is a Seattle-based creative, community organizer, abolitionist, educator, and attorney, and the Decriminalize Seattle Coalition is a grassroots coalition of Seattle abolitionist organizations driving the #DefundSPD movement in Amplifier’s hometown.

Ultimately, these artworks were wheat pasted around the nation and were also put up in schools, businesses, and as yard signs.

LEARN MORE HERE
2020 PARTNER SPOTLIGHTS
50 years ago Milton Friedman published his seminal essay in The New York Times that said capitalism essentially needed to maximize profit no matter the cost to human lives - just so long as it made big profits for shareholders (Shareholder Primacy). That system didn’t work out so good… and ended up stripping the face of the earth like a swarm of locusts.

On the anniversary of that essay Amplifier and Imperative 21 - a network representing 70,000 businesses, 20 million employees, $6.6 trillion in revenue, and $15 trillion in managed assets - teamed up in collaboration with a global network of artists and cultural influencers to create a body of artwork that re-imagines and contributes to a RESET of our economic system rooted in the recognition of our fundamental interdependence. This campaign is not a theoretical exercise, it is a literal attempt to begin redesigning Capitalism to do less harm with the backing of trillions of dollars in influence. Our goal was to create a powerful visual campaign to help clear the path for meaningful changes both in corporate and investor behavior and in supportive public policies.

Our 14-piece artwork series in English, Portuguese, Spanish, and French pictures what it looks like to RESET for workers, RESET for children, RESET for justice, RESET for climate, RESET for inclusion, RESET for racial equity, and RESET for gender equity. RESET to put purpose into practice. RESET for the long term.

Through projections, digital content strategy, and the newspaper ads we reached tens of millions of people across the U.S., Latin America, and Europe. Public art stunts included full page ads in the Sunday New York Times and in the UK Financial Times, video on NASDAQ’s screen in Times Square—which has 100,000+ daily visitors - and large-scale projections in downtown São Paulo, Brazil, the financial capital of Latin America.

VIEW THE WORK HERE
MINIMUM LIVING WAGE

Nasdaq
“The art from Amplifier was the distinguishing element of the RESET campaign. The art distilled the complex and intellectual issue of economic system change into imagery that connected emotionally with global leaders in business and finance and also with the citizens whose interests those leaders must serve to retain their license to operate. We’re confident there is much more to do with Amplifier in the coming years to make the RESET come alive and resonate.”

—JAY COEN GILBERT
IMPERATIVE21
PARTNER SPOTLIGHTS

REALIZING DEMOCRACY

Amplifier had a busy fall pushing civic engagement through art! We were a key partner helping get out the vote in key swing states in an election with the highest turnout in over 100 years.

In our second year for the Realizing Democracy project for the Ford Foundation, we explored how community building and human-centered design could create the grounding for impactful narrative change work on the regional and national levels and bring new frameworks for civic engagement into popular culture.

For this effort, Amplifier launched racial justice-focused get out the vote campaigns for the New Florida Majority, We The People in Michigan, and ISAIAH in Minnesota to amplify the voices of localized movements working towards the themes of Realizing Democracy. We the People MI sought to use art as a call to action to ‘Fund Our Futures’ – fund the futures of people of color, working-class folks, Indigenous people, and Michiganders all over the state because we deserve to live with dignity and have the adequate resources to meet our needs to thrive.

For the New Florida Majority, Amplifier created artwork to uplift voting for shared values in Florida this November. The message was - when our people vote, we have the power to change this country. (And we did!)

VIEW THE WORK HERE
“This campaign has been truly amazing. We’ve been able to really get young people across Florida, who love the art, be excited to place it all over to push their peers to vote in this election. The art is beautiful, and this collaboration has really made it easy to get young people to want to be in the electoral process.”

—JABARI MICKLES
FLORIDA FOR ALL DIGITAL ORGANIZER
PARTNER SPOTLIGHTS

MOVEON: YOUR VOTE IS POWER

To build upon our Get Out The Vote efforts, Amplifier teamed up with nationally renowned artists Nevermade, Amanda Phingbodhipakkiya and Thomas Wimberly to amplify the GOTV efforts of MoveOn, a leading national progressive advocacy organization, to launch “Your Vote Is Power.” The new initiative used art and culture to drive voter registration and turn out young voters in November.

Through billboards, stickers, GIFS, memes, innovative voter engagement tactics, and more, the Your Vote Is Power campaign provoked young people to imagine what is possible when we join together to change the direction of our country and our politics with our votes.

“If our votes held no power, no one would try to silence us. Our aim is to connect people to this message through the power of art,” said Michael Crawford, Cultural Director at MoveOn.

LEARN MORE HERE
EDUCATION AMPLIFIER
EDUCATION AMPLIFIER
IN THE CLASSROOM

Over the last three years Amplifier has built the largest network of educators committed to amplifying progressive movements in their classrooms. With 15,000 registered educators, our current reach is approximately 1 million students in every state across the US and tens of millions through organic reach when our artwork is shared in public spaces in tens of thousands of schools across the country.

This year, Education Amplifier continued to shape the next generation of artists and activists by providing free artwork, lesson plans and teaching tools that help facilitate non-partisan conversations around social and environmental justice in K-12 classrooms. We produced 120 pages of new curriculum in partnership with the J. Paul Getty Museum, IllumiNative, Nia Tero, and the Opportunity Agenda! These four projects, alongside the other 11 in our content library, help students learn how to take their place in some of the most important movements of our time.

This content speaks to our educators’ recent requests for:

• Fun, project-based learning that provides opportunities for students to work away from screens
• Activities that encourage active learning
• Opportunities for meaningful engagement with teachers, peers, and parents for social support
• Social emotional learning integration to help students cope with the pandemic
• Self-paced content (key for accessibility concerns during the pandemic)

In response to school closures and parents’ needs to not only to teach their children but also discuss social justice matters in the home, Amplifier also launched a 5,000 member Parent Network and redesigned select We The Future units for remote and distance learning to help our Education Amplifier students get off screens and investigate and learn from the world around them.

We also now have our own, dedicated Education Amplifier channel on Flipgrid, a Microsoft platform that connects 100M+ PreK to PhD educators, learners and families!

LEARN MORE HERE
On September 29, Amplifier launched an open call for art for teens with the Unshuttered program at the J. Paul Getty Museum. “In Pursuit of___” is the 2020 theme of the Getty’s award-winning Unshuttered photography program.

For it, we put together a ‘masterclass’ style 30-minute video featuring Amplifier founder and creative director Aaron Huey and an accompanying lesson plan teaching students how to make powerful visual artwork documenting the issues they care about from the environment to mental health and immigration. Our joint panel of judges included Richard Rand, Associate Director for Collections and Tuyet Bach, Interpretive Content Specialist at The J. Paul Getty Museum, Aaron Huey and Cleo Barnett from the Amplifier team, and artists Chip Thomas, Joanna Toruño, Phil America, Arlene Mejorado, Chuck Grant, and Maceo Paisley.

We received thousands of submissions on a variety of topics. 32 winners were selected and had their artwork installed at projections in Los Angeles, New York, Seattle, Washington, DC and Anchorage, Alaska, and will be featured in a special J. Paul Getty Museum exhibit over the course of 2021!

VIEW THE WORK HERE
INDIGENOUS PEOPLES’ DAY

Starting on Indigenous People’s Day (October 12, 2020) and running thru the election and into Native American Heritage Month, Nia Tero, Amplifier, and IllumiNative teamed up to produce a public art and education campaign to remind people that we should celebrate Indigenous peoples every day, and uplift leaders living with the land, and of the land.

Leveraging the power of both digital and analog art, our 8-piece campaign featuring art works by Gregg Deal (Pyramid Lake Paiute), Mer Young (Hidalgo Otomi and Mescalero-Chiricahua Apache), Weshoyot Alvitre (Tongva), and Lmnopi that helped millions of viewers nationwide see Indigenous sovereignty in a new way.

We reached viewers of all ages in 18 states spanning every region of the country. Campaign works were projected in Washington, DC, Anchorage, AK, and New York, NY, and works were wheat pasted up in Tempe, AZ; Los Angeles, CA; Denver, CO; Columbus, Cincinnati, Cleveland, OH; Portland, OR; and Seattle, WA. They were also rotated on digital billboards in Baltimore, Cleveland, Denver, San Antonio and St. Louis. In addition, physical artworks were distributed to community groups in Arizona, California, Hawaii, Minnesota, Nevada, New Mexico, North Carolina, Oklahoma, Puerto Rico, South Dakota, and Wisconsin.

In order to engage additional audiences, Amplifier created an original lesson plan that was distributed to over a million K-12 students, which asked, What are the impacts on human lives, the land, biodiversity, and air and water quality when we honor and restore land stewardship to Indigenous peoples?

VIEW THE WORK HERE
BRAND COLLABORATIONS
BRAND COLLABORATIONS

LEVI’S® X AMPLIFIER SUPPORTS YOUNG INDIAN ARTISTS

Over the years, the Levi’s® brand has worked with and promoted many budding and talented young artists through partnerships, collaborations, grants and more. The brand is continuing that work globally through its recent collaboration with Amplifier, an artist-driven design lab that builds art to amplify the voices of grassroots movements. Levi’s® x Amplifier offers an exciting opportunity to young designers in India looking to grow by helping them gain exposure through the Levi’s® platform.

“We believe in being a force for positive change in our communities. As a brand, we understand how hard the pandemic has been for many people. We felt it was important for us to support the artists who are spreading the word of love and optimism through their craft,” said Sanjeev Mohanty, Managing Director for Levi Strauss & Co. South Asia, Middle East & North Africa.

Made as a capsule collection for our changing times, Levi’s® x Amplifier aims to spread enthusiasm and hope through inspiring designs and messages by the local artists on Levi’s® T-shirts and sweatshirts so that consumers can wear messages of hope, positivity and love every day. The bold, eye-catching designs and quotes showcased from the artists drive home messages of safety and togetherness while amplifying the voices of the young creatives behind each message. Those artists include Shruti Sinha, Maíra Martines Da Costa, Dennis Vernooij, Mark Blamire and Chris Maze.

The collection allows artists to build on the zeal of life while showcasing their talents and inspiring designs. Keeping up with the brand’s value of equality and authenticity, every product tag also includes the original artwork as well as the artist’s name, giving them due credit for their creations.
BRAND COLLABORATIONS

ZUMIEZ STAND UP AND VOTE

Zumiez partnered with Amplifier to launch an open call for art to inspire and activate Zumiez community. With over 500 stores located throughout North America and a young audience of 13-24 year olds, Zumiez wanted to provide a dedicated platform to empower their community to use their voice through art to amplify the issues that matter most to them, through an open call for art.

Thousands of artworks were selected and over the course of five weeks leading up to the election, Zumiez favorite brand founders, artists and athletes selected a winning artwork. Ultimately 5 artworks were selected and were installed as part of national get out the vote projection campaign. Zumiez also distributed the winner artworks as posters where were distributed to every store within North America.

VIEW THE WORK HERE
AMPLIFIER LABS
While we highlighted our largest campaign on our Community Website, via our Global Open Call, the innovation of the site itself deserves a call out. Built from scratch to allow artist from around the world to interact with each other and be part of building movements, the launch of our Community site was a big step for us!

The complex social network, capable of storing and sorting tens of thousands of images, made it possible for more artists to be part of the conversations around the issues we are working on. In addition to submitting work, each creator is able to share social links and bio information and interact with each other. The general public is empowered to join the curatorial process by voting on their favorite artworks. As artworks gain more votes, that artwork moves towards the top of the open call page.

As a result of this platform, our visual language has expanded exponentially to represent styles from artists and communities we would have never seen before, and has shined a light on new talent deserving of attention. These emerging artists have since been projected in cities around the world, been woven into educator lesson plans, and become apart of the core amplifier artist network through commissions and publicity spotlights.
AMPLIFIER LABS
AMPLIFIER AR

Amplifier was founded on a media experiment and distribution hacks to reach new audiences. Staying true to that mission we continue to push into new spaces with new technology!

Right before the election, Amplifier launched our first ever Augmented Reality app, which transforms the analog 2-D posters, stickers, and murals we are known for into art that literally comes to life to deliver a call to action!

Hearing messages straight from movement leaders exposes the heart of the most important movement of our times, and reveals the deeper conversations that have always been just beneath the surface of our artwork.

Through the app, you can see Shepard Fairey’s portrait of Indigenous movement leader Xiuhtezcatl Martinez come to life as he talks about the work ahead of all young people in their fight for climate action and climate justice. And thanks to the generous support of the Pop Culture Collaborative’s Becoming America Fund, we were able to AR activate 3 works from our Indigenous Peoples’ Day campaign so that viewers could listen to Black and Indigenous leaders of our time urging and inspiring us to take action to fight for the world we all want to live in.

DOWNLOAD THE APP HERE
Indigenous Activists Launch Political Art Campaign Ahead of the Election

Four works uplifting Indigenous narratives were distributed around the country as posters and stickers, and as large-scale murals and projections in cities across the U.S.

by Angie Jaime
November 2, 2020
FINANCIALS

2020 INCOME: $1,389,822.74

- 30% SMALL DONORS
  (STORE.AMPLIFIER.ORG)
- 36% FEE FOR SERVICE
- 34% GRANTS + MAJOR DONORS

2020 EXPENSES: $1,226,901.52

- 9.5% ADMINISTRATION AND FACILITIES
- 76% PROGRAMS
- 14.5% MERCHANDISING
THANK YOU TO OUR SUPPORTERS

PARTNERS

4 Culture
Ad Council
California Endowment
Cookies
David Rockefeller Fund
For Freedoms
Ford Foundation
Guerrilla Foundation
IllumiNative
Imperative21
MoveOn
Nia Tero
Levi’s
Pop Culture Collaborative
Skoll Foundation
Story Network Foundation
The Getty
The Opportunity Agenda
University of Utah UpSwell
The Wellbeing Project
Zumiez

MAJOR DONORS

Arturo Tabuenca
Hank Willis Thomas
Irv and Marge Weiser
Joseph Bougani
Oliver Jeffers
Stuart Sheldon
Thomas Zimmerman
Rajesh Chandran
IMAGE CREDITS

Pg 1: Photo by Bettina Hansen for the Seattle Times featuring Roxanne White in front of a mural in Seattle by LMNOPI
Pg 2: Photo by The Illuminator featuring artwork by Marvin Madariaga
Pg 3: Photo by Amplifier
Pg 4: Photo by Alex Britt
Pg 5: Photo by Alex Britt
Pg 6: Photo by No Touching Ground featuring artwork by Thomas Wimberly, Nevermade & Shepard Fairey in Los Angeles
Pg 7: Top: Photo by Linda Lyerly featuring artwork by Sarai Llamas
Bottom: Photo by Sisters In Stem featuring artwork by Sarai Llamas
Pg 8: Photo by Alex Britt
Pg 09: Top left: Photo by Emily Goulding featuring artwork by Mer Young in Los Angeles
Top Right: Photo by Wiseknave featuring artwork by Gregg Deal in Seattle
Middle left: Photo by Amplifier
Middle Right: Photo by Wiseknave featuring artwork by Rebecca Cook projected in Seattle
Bottom Right: Photo and artwork by Thomas Wimberly
Pg 10: Top left: Photo by W1Curates featuring artwork by Shepard Fairey
Top Right: Photo and Artwork by Das Frank
Middle left: Photo by Dr. Lauren Mangione featuring artwork by Sarai Llamas
Middle Right: Photo by Amplifier featuring artwork by Thomas Wimberly
Bottom Left: Photo by Ian Douglas featuring artwork by Nevermade in New York
Bottom right: Photo by Bell Visuals featuring artwork by Ade Surya projected in Washington D.C.
Page 12: Photo by Joshua Johnston featuring artwork by Pegah Kavousi in Los Angeles
Page 14: Photo by Wiseknave featuring Stat The Artist in front of his mural in Seattle
Page 16: Photo by Wesley Allen featuring artwork by LMNOPI projected in Sao Paulo, Brazil
Page 17: Left: Photo by Nasdaq featuring artwork by Thomas Wimberly in New York
Right: Photo by Andrew Saunderson featuring artwork by Mike Nicholson in the New York Times
Page 19: Photo by Amplifier featuring artwork by Laci Jordan
Page 21: Top: Photo by Ian Douglas featuring artwork by Amanda Phingbodhipakkiya in New York
Bottom: Artwork by Thomas Wimberly
Page 23: Photo by Alex Britt
Page 24: Top: Image by Stephanie Mandle
Bottom: Image by Second Grade Crusade
Page 25: Top left: Photo by Bell Visuals featuring artwork by Hannah Lorenzana
Top right: Artwork by Kyla Tallman
Middle: Artwork by Kolya Clark
Bottom: Photo by Amplifier
Page 26: Photo by Amplifier featuring artwork by LMNOPI
Page 28: Photos by Levi’s India
Page 29: Photo by Wiseknave featuring artwork by Jesus Velazquez projected in Seattle
Page 32: Photo by Josue Rivas featuring artwork by Shepard Fairey
Page 33: Top Left: Photo by National Geographic
Bottom Left: Photo by Josue Rivas featured in Hyperallergic
Right: Artwork by Thomas Wimberly featured in the New York Times
Page 34: Left: Photo by The Illuminator featuring artwork by Marvin Madariaga in NPR
Top right: Photo by Amplifier featured artwork by Shepard Fairey in Flood Magazine
Bottom right: Photo by Bettina Hansen featuring artwork by LMNOPI in The Seattle Times
THANK YOU