



ANNUAL REPORT

2025

TABLE OF CONTENTS

03	INTRODUCTION
05	BY THE NUMBERS
08	OUR NETWORK
10	ENCODED AT THE MET
18	PLAN C
23	NOT FOR SALE
28	BINGHAMTON UNIVERSITY LIBRARIES
32	CREATIVE COURAGE

INTRODUCTION

03

THIS YEAR BEGAN CLOSE TO HOME.

Wildfires tore across Los Angeles, where much of our team lives or has deep roots. In the middle of the smoke and destruction, Amplifier's founder, Aaron Huey, entered the burn zone to document what was unfolding. What he encountered was a story the nation was not being told: incarcerated firefighters risking their lives on the front lines, earning just dollars a day.

When officials told him he could not film, he persevered—hiking deep into smoke-filled canyons late into the night, where cameras changed hands. The following day, those firefighters spoke directly to the world.

The photographs and video interviews spread across major publications and social media, reaching tens of millions. Through this work, we connected with the Anti-Recidivism Coalition, who used the images to successfully advocate for higher wages and protections for incarcerated firefighters. A story once hidden reached the public and helped move policy.

That moment stayed with us. Not only for what it revealed, but for what it demanded. It reminded us why we do this work, especially in a media landscape shaped by fragmentation, misinformation, and shortened attention. When done with care, storytelling still has the power to shift what people see, and what they believe is possible.

As the year continued, a pattern emerged.

Our public art installations in Tulsa, Oklahoma created to uplift the work of Plan C, were repeatedly removed. Our team was followed, threatened, and ultimately forced to pause installations for safety. Rather than retreat, we recognized what this moment required: cultural interventions designed to communicate crucial life saving information, even when challenged, removed, or erased. We rethought our approach—redesigning distribution strategies, decentralizing campaigns, and strengthening our coalition model. Finding spaces where artwork could be installed without vandalism, became part of the work itself.

Later in the year, we turned our attention to public lands. In partnership with Wild Montana, Protect the Arctic, and National Geographic photographers, we launched NOT FOR SALE, a decentralized public art campaign responding to one of the largest attempted public land sell-offs in U.S. history. From the Arctic to the steps of Congress, public spaces were transformed with calls from the people to protect public lands. Millions engaged in this cultural movement. The campaign revealed the power of collaboration across difference, and the urgency of defending what we hold in common.

INTRODUCTION CONT.

04

Alongside this work, we deepened our commitment to education as a catalyst for long-term change. In partnership with Binghamton University Libraries, we transformed a campus library into an interactive, AR-activated installation exploring freedom of speech, access to information, and collective knowledge. Students didn't just encounter ideas, they took free artwork into their communities and installed it in public spaces.

Through our collaboration with Stanford's d.school, we developed a design-thinking card deck that translates the essence of a graduate-level program into K-12 classrooms. It nurtures curiosity, empathy, and adaptability, skills essential for navigating a world defined by complexity and rapid change.

In the fall, we expanded the frame again. On Indigenous Peoples' Day, we launched ENCODED inside The Met, an unsanctioned Indigenous-led augmented reality intervention overlaying Indigenous artworks directly onto the American Wing. Visitors were invited to reconsider U.S. history, institutional storytelling, and the land and people who came before it.

Across these moments, one truth became clear: the most urgent challenges of our time are not only political. They are cultural. And culture is where lasting systems change begins.

As we move into the year ahead, our commitment remains steady. We will continue creating open-source tools for educators and young people. We will continue designing public art campaigns that resist easy erasure. And we will continue widening the frame, toward critical thinking, compassion, and collective responsibility.

To the artists who give shape to the future, the partners who open room for experimentation, and the educators reaching millions of young people: thank you. None of this work is possible without you.

With gratitude,



CLEO BARNETT
EXECUTIVE DIRECTOR, AMPLIFIER



ANNUAL REPORT
2025

BY THE NUMBERS

182,341,178+

PEOPLE REACHED
WORLDWIDE



7,293,647

AVERAGE REACH
PER CAMPAIGN

60

COMMISSIONED
ARTISTS

PUBLIC ART
IN THE WORLD

125

PUBLIC ART
INSTALLATIONS



113,260

PHYSICAL ARTWORKS
DISTRIBUTED

COMMUNITIES
REACHED

224

CITIES

44

STATES

3

COUNTRIES

283

MEDIA FEATURES
AND COVERAGE

27

PARTNER ORGANIZATIONS



HARNESS



revolveimpact



STACEY MITCHELL



Black Walnut Books



THE ELEVATE PRIZE
FOUNDATION

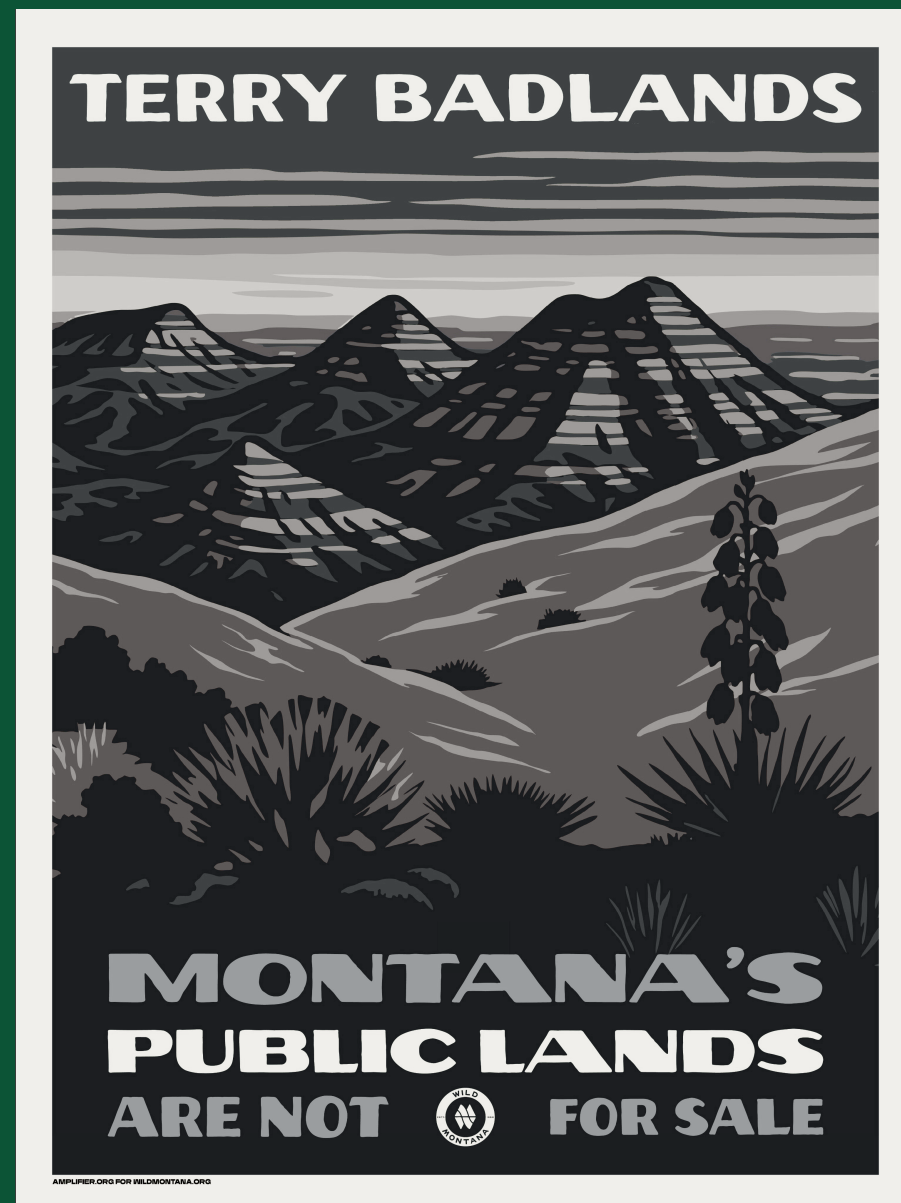
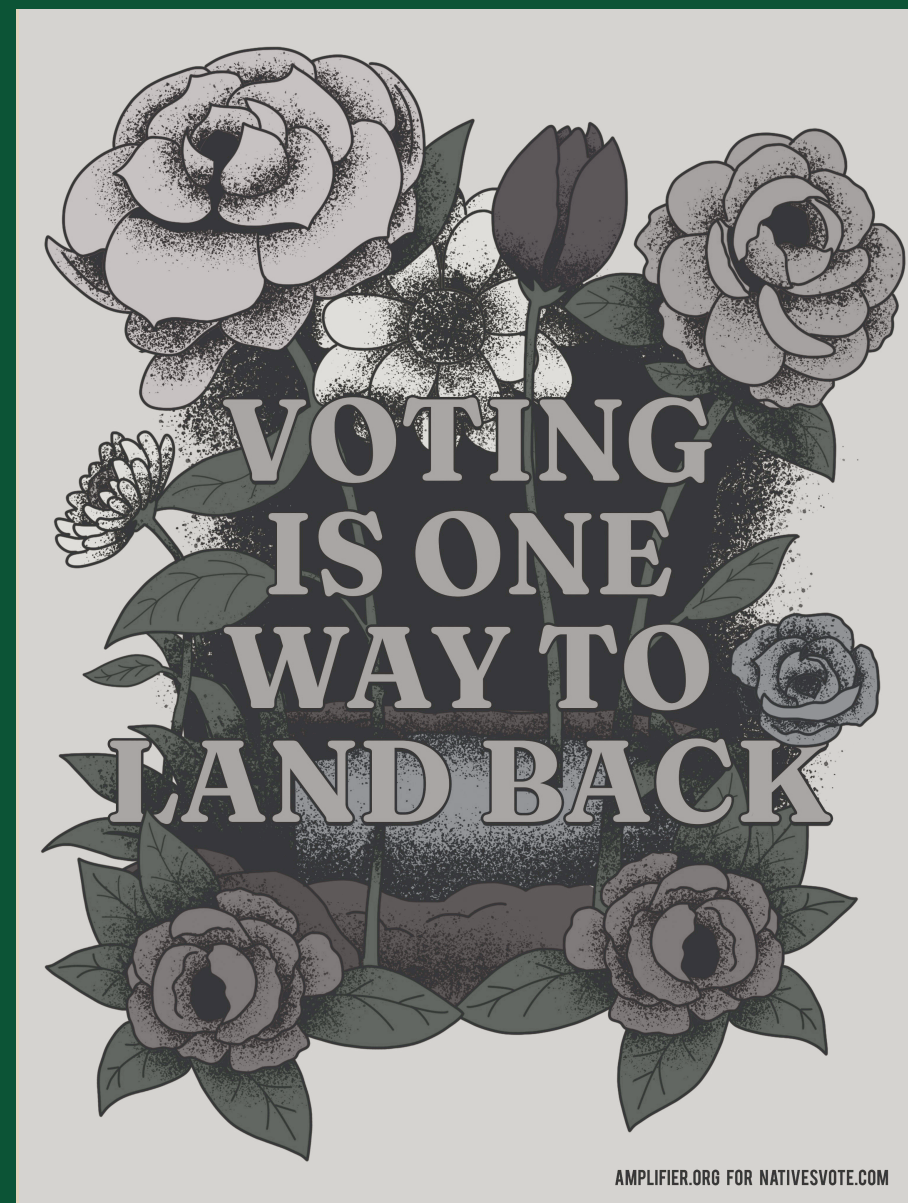
ARTWORK

1,250

FREE ARTWORK
DOWNLOADS

73,260

NUMBER OF PHYSICAL
ARTWORKS DISTRIBUTED



OUR NETWORK



EDUCATION AMPLIFIER

20,000+ K-12 educators
reaching over a million students in every state across the US



ARTIST NETWORK

10,500+ artist
located across 90 countries



STREET TEAM

233 volunteers
located across 161 cities and 41 states



MOVEMENT LEADERS

3,000+ social and environmental movements part of the Amplifier network

**AMPLIFIER
STREET TEAM
FOUNDED IN 2025**

233
VOLUNTEERS

161
CITIES

41
STATES





ANNUAL REPORT
2025

ENCODED AT THE MET



ABOUT

ENCODED: Change the Story, Change the Future was a historic, unsanctioned Indigenous-led augmented reality (AR) exhibition launched on Indigenous Peoples' Day 2025 and presented through December 31, 2025. The project reached 179.81 million people worldwide, transforming The Met's American Wing into a living portal for Indigenous storytelling by overlaying the existing museum collection with AR experiences and immersive sound design.

ENCODED was created in collaboration with seventeen Indigenous artists living across North America and generated coverage across 271 news outlets, alongside a social media reach of 790,038. The accompanying K–12 educational resource reached an estimated 15,000+ students around the world.

ENCODED delivered a historic and affirming experience for participating artists, demonstrating the power of experimental technology to reshape institutional storytelling. Artists reported strong alignment with the project's vision and described an onboarding process grounded in care and respect for their creative practices. Many gained valuable technical skills and felt supported by production and technology teams throughout implementation. Community response was overwhelmingly positive, with families and peers expressing pride, inspiration, and deeper engagement with the museum's collection.

“I WENT TO THIS EXHIBIT AND IT WAS HONESTLY THE BEST MUSEUM EXPERIENCE I'VE EVER HAD. IT WAS LIKE A FUN SCAVENGER HUNT FINDING THE PAINTINGS TO THEN SEE THE A.R. VERSIONS THEY CREATED. THE MET SHOULD DO AN OFFICIAL COLLABORATION WITH THESE NATIVE ARTISTS! @METMUSEUM”

@ICEMINX

⌋⌋AMPLIFIER⌋⌋





**“THE OTHER BEAUTIFUL LAYER OF ALL THIS IS THAT THEY
WERE ABLE TO CREATE A WHOLE EXHIBIT WITHOUT
MODIFYING OR DESTROYING ANYTHING ALREADY
PRESENT...TRUE PASSION AND THOUGHTFULNESS RIGHT
THERE.”**

@MANDOLIN1185

(((AMPLIFIER)))



**“I LOVE THIS SO MUCH ESPECIALLY THE FACT HOW THE ARTISTS ARE
LITERALLY CLAIMING THE PUBLIC SPACE AROUND A MAINSTREAM
CULTURE INSTITUTION AS THEIR FREE SPACE. THIS IS HOW I WANT
TO SEE TECHNOLOGY BEING USED!”**

@XIAOCHINESEART

⌋⌋AMPLIFIER⌋⌋



AMPLIFIER

ANNUAL REPORT
2025

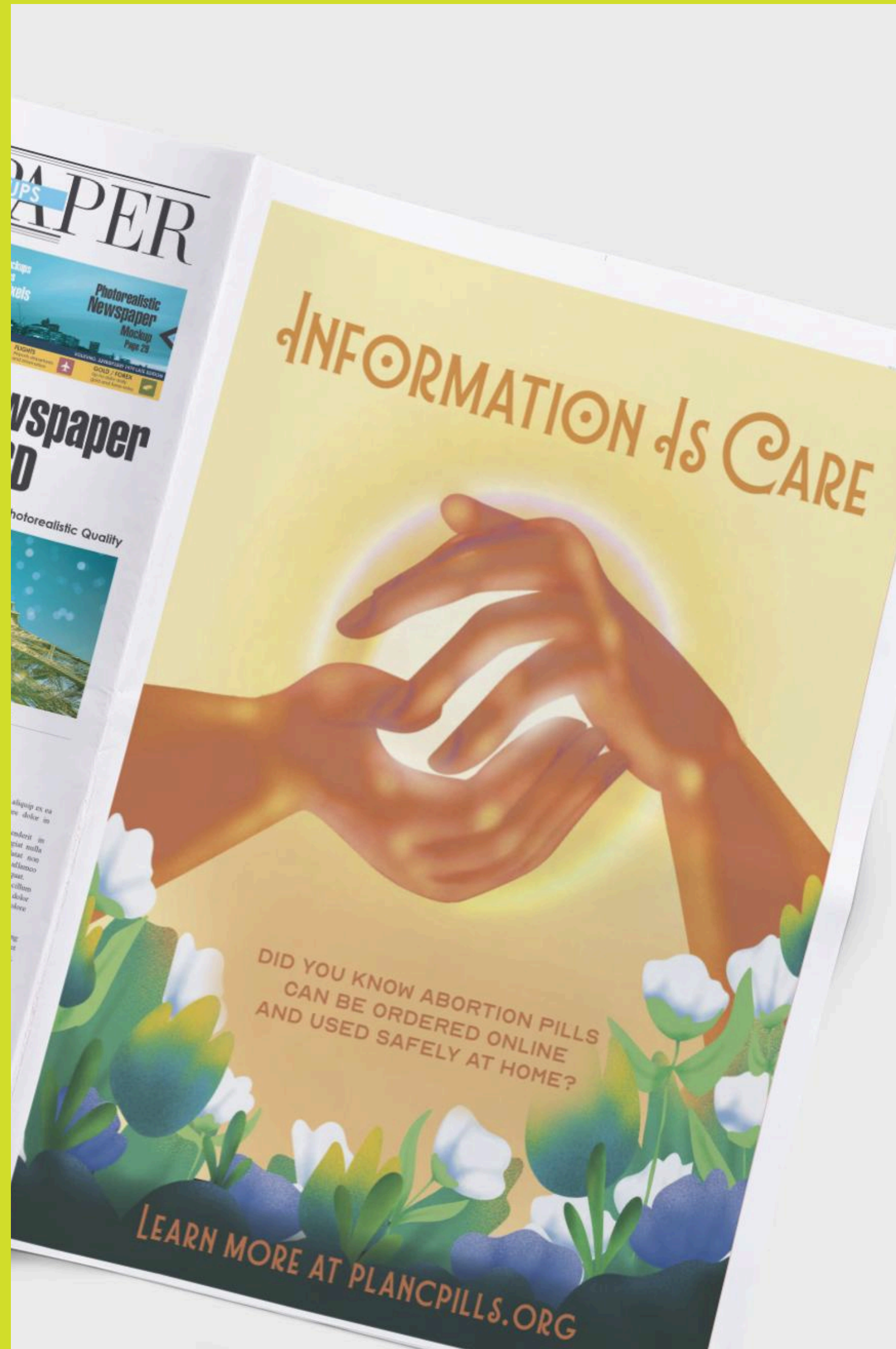
REPRODUCTIVE HEALTH IN TULSA, OKLAHOMA WITH PLAN C

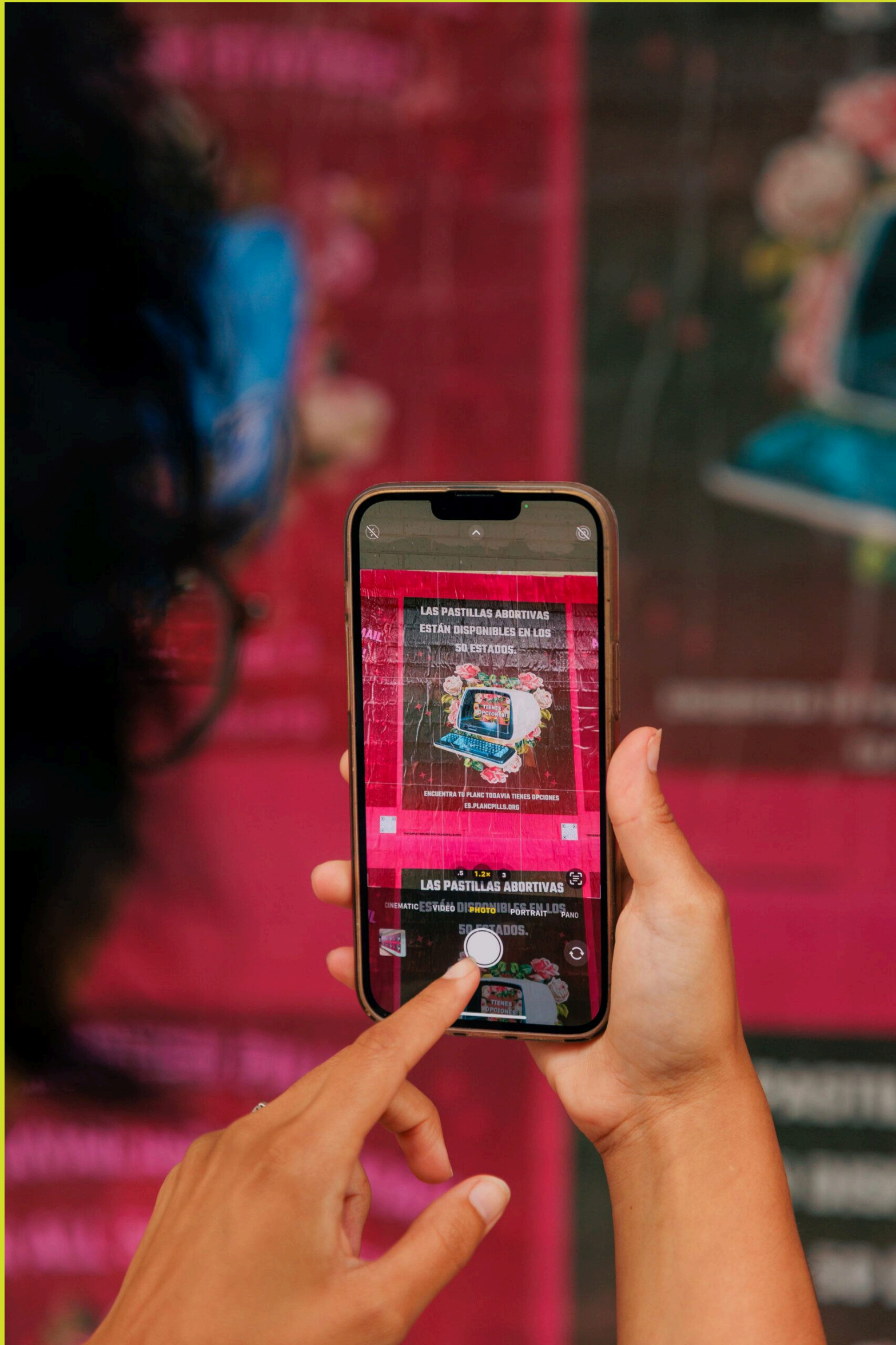


ABOUT

In the face of some of the harshest abortion restrictions in the country, Amplifier partnered with Plan C to launch Art, Access, and Action, a public art and storytelling campaign designed to cut through censorship, confusion, and fear in Tulsa, Oklahoma. Working with local artists, businesses, and third spaces, we distributed hundreds of physical artworks throughout the city and co-hosted a healing Juneteenth celebration with community leaders, artists, and organizers.

Despite a climate of intimidation that challenged on-the-ground distribution efforts, the campaign exceeded its impact goals—reaching 33% of Tulsa’s total population, generating 136,800 unique impressions, and approximately 396,780 total impressions across platforms over the course of the activation. Through collaborative social media efforts and distribution across Amplifier’s network, we also reached 253,013 digital impressions, sharing life-saving information about access to care.









AMPLIFIER

ANNUAL REPORT
2025

**NOT
FOR SALE**



ABOUT

Not For Sale was a rapid-response campaign built and deployed in just one month in collaboration with movement leaders at Wild Montana and Protect the Arctic, alongside National Geographic photographers, wildlife influencers, and a national coalition of decentralized grassroots organizers. Amplifier helped shape and circulate cultural media—artwork, photographs, and short-form videos—that went viral and reached across party lines, transforming a quiet policy threat into a public emergency.

Through large-scale public interventions, we installed artwork at seven sites across five key states, mobilizing millions and helping fuel the public pressure that halted one of the largest attempted public land sell-offs in U.S. history. The campaign also demonstrated the power of coordinated cultural strategy: together with coalition partners, we contributed to public lands being removed from the Big Beautiful Bill, underscoring how narrative, media, and creative distribution can meaningfully influence policy outcomes.





mariacomstock

mariacomstock · Original audio

POV a Congressional Republican's dream date

I love a man who dreams big

1,917

49

284

mariacomstock Tag your senator below and tell them

resistancerangers

Resistance Rangers

53 posts103K followers120 following

The official resistance account of NPS Rangers. Community of 1000+ off duty park rangers rallying to save public lands.

[linktr.ee/resistanceranger](#)

Following

Message

tizzyent

Michael McWhorter he/him

7,982 posts1.5M followers4,005 following

Reel creator

Writer/Director/Editor Won some stuff. Yes I'm that guy who made that video you saw. He/Him Venmo/Paypal: Tizzyent

[linktr.ee/Tizzyent](#)

@tizzyent 3 new

Followed by tini.k8, rosemcj and 15 others

Follow

Message

jodymacdonaldphoto

Jody MacDonald

702 posts139K followers4,223 following

Photographer

Photographer | Adventurer | Explorer

@zbyhp // @citizenwatchus // @gitzoinspires

[jodymacdonald.komi.io](#)

@jodymacdonaldphoto

Following

Message

Shop



AMPLIFIER

ANNUAL REPORT
2025

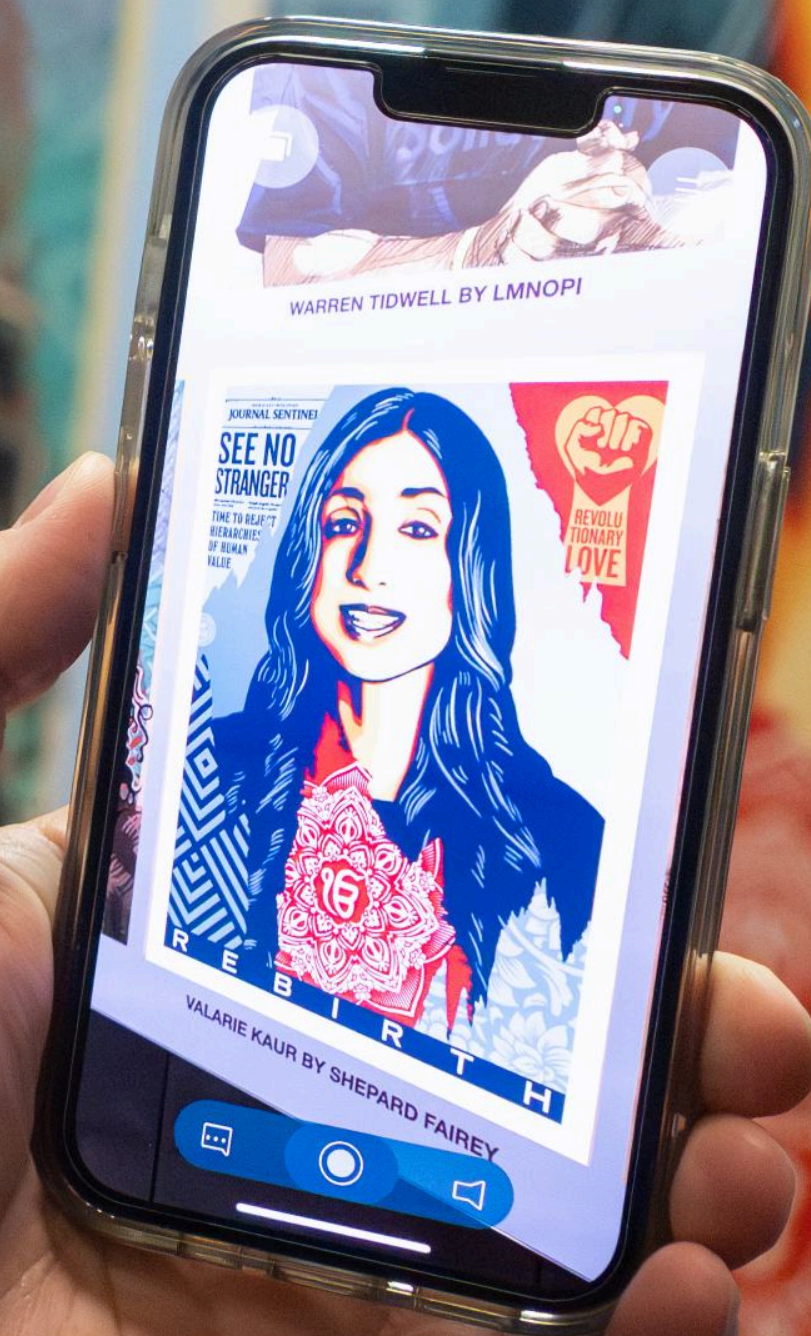
BINGHAMTON UNIVERSITY LIBRARIES EXHIBITION



ABOUT

Launched in 2025 in partnership with Binghamton University Libraries, Amplifier transformed the Glenn G. Bartle Library into a three-year participatory exhibition—combining large-scale graphics, self-guided storytelling, and augmented reality to spark inquiry, critical thinking, and cultural citizenship. At a time when DEI efforts and inclusive storytelling are increasingly under threat, this project affirms the library as a vital civic space: a place to gather, learn, and engage in public imagination together.

Featuring artworks that uplift movements Amplifier has collaborated with over the last decade, the installation offers 3,000 free interactive prints, bringing powerful ideas into everyday student spaces and engaging Binghamton's 20,000 students and 700,000 annual visitors.







AMPLIFIER

ANNUAL REPORT
2025

CREATIVE COURAGE



ABOUT

In collaboration with Stanford’s d.school, Amplifier co-created Creative Courage, a first-of-its-kind design-thinking card deck that brings graduate-level frameworks into K–12 classrooms. Together, we developed an educational tool designed to activate the creative potential of young changemakers. Rooted in the d.school’s four core design mindsets—Make, Care, Spark, Adapt—the deck helps students practice curiosity, empathy, problem-solving, and adaptability. To date, we have distributed 706 card decks, reaching an estimated 21,180 students across all 50 states.

Our goal was to prioritize distribution to historically under-resourced classrooms. We shipped 150 free decks to educators across the United States and offered a 25% educator discount to increase accessibility. To deepen impact, we hosted a pilot workshop for our Education Collective network on how to effectively use the Deck of Design Values in classrooms and shared key learnings with our partners about how to best support educators using this innovative tool.

SPARK

working in pairs

How can collaboration lead to new ideas?

Find a partner and create a futuristic design for two objects: a cup and a bag. Each person will start with a piece of paper and spend 1 minute sketching a part of their design for either the cup or bag. After 1 minute, switch papers and objects and add to your partner's design. Continue switching every minute for 5 minutes then discuss your results. What do your final designs look like? What "futuristic" aspects were you considering? Is there something present in either design you might not have thought of on your own?

What surprised you about the final designs? Was there anything new you learned about designing together?

Reflect

CARD DECK

Deck of Design Values.

MAKE CARE SPARK ADAPT

32 Unexpected Ways to Explore Design

Created in the spirit of curiosity and positivity by Amplifier and the Stanford d.school

ADAPT

reframe

How can we set ourselves up to react to change successfully?

Think of an upcoming change in your life. It could be starting a new year of school, moving cities, introducing a new baby sibling, and so on.

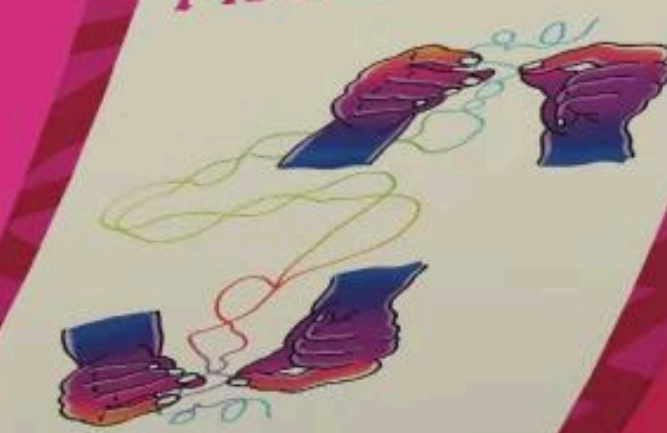
Make a list of things that scare you about this change. Now, next to each fear, write a strategy for overcoming or counteracting the negative feeling.

After you've written each counter-attack, make a list of potential good things that could come as a result of the change.

Has your perspective on this change shifted?

Reflect

MAKE



MAKE

CARE



"I HEAR KIDS TALK ABOUT BOREDOM. 'I JUST GOT BACK FROM ANOTHER CLASS. OH, I WAS BORED.' AND I TELL THEM, THAT'S A GIFT. THAT'S WHERE CREATIVITY HAPPENS, IS IN THOSE MOMENTS WHEN YOU'RE BORED. AND I THINK USING THE DECK WILL HELP. WE'RE SO HAMMERED BY ADMINISTRATION WITH, YOU KNOW, DATA AND THIS AND THAT, AND. ACTIVITIES LIKE THE DECK OF DESIGN VALUES, I THINK IT'S LOST, AND I THINK IT'S SO IMPORTANT FOR CLASSROOM CULTURE. I REALLY APPRECIATE IT."






AMPLIFIER

THANK YOU