



AMPLIFIER

ANNUAL REPORT

2025

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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

80XX

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

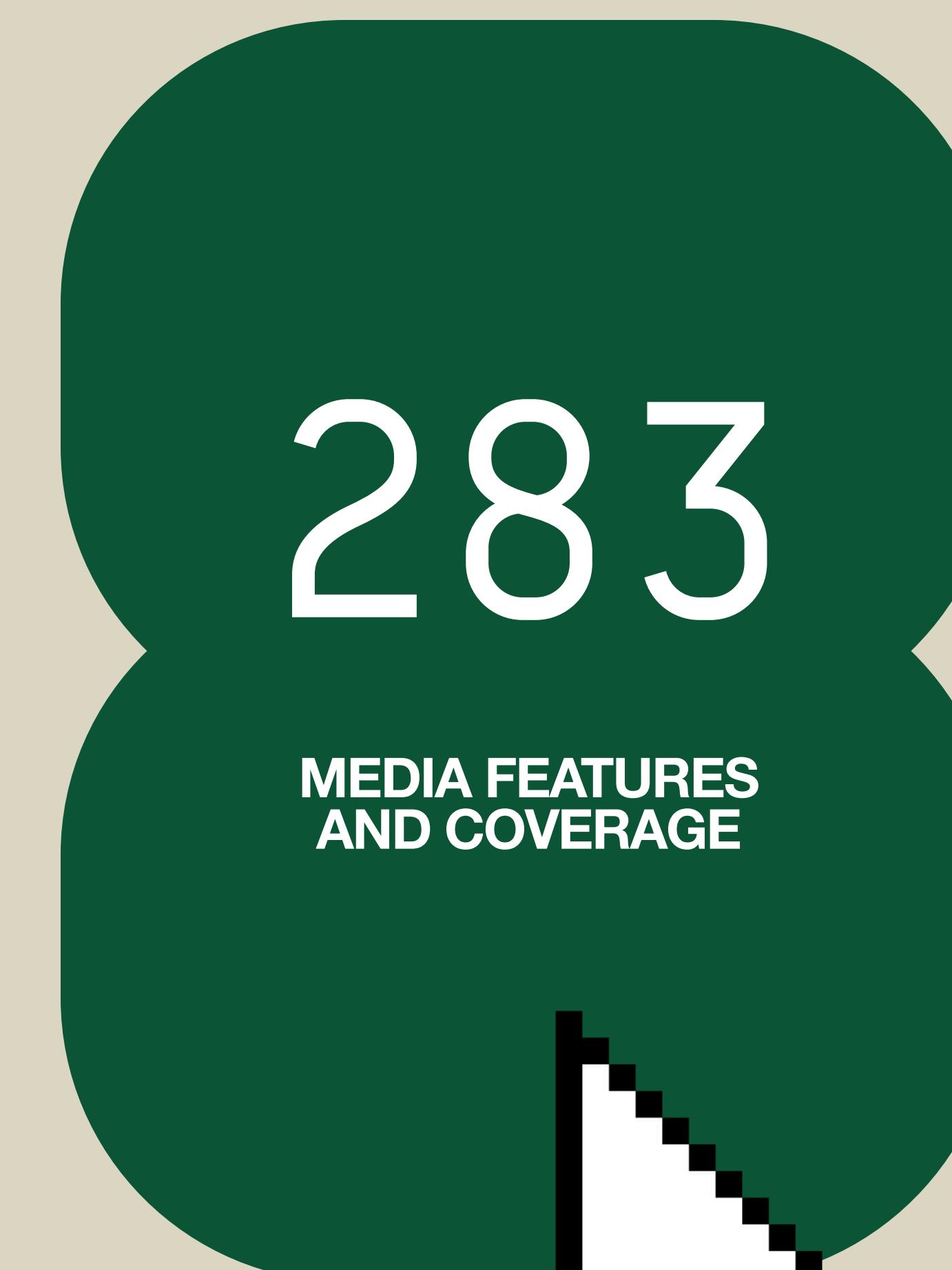
CITIES

44

STATES

3

COUNTRIES



27

PARTNER ORGANIZATIONS



Refugee
Week

Coordinated by
Refugee Council of Australia



PLAN C



WILD
MONTANA



Stanford
d.school



BINGHAMTON
UNIVERSITY | LIBRARIES



THE
PROTECT
THE ARCTIC



HARNESS



revolveimpact



University
for Peace



STACEY MITCHELL



National
Latina Institute
for Reproductive
Justice



Black Walnut Books



THE
ELEVATE PRIZE
FOUNDATION

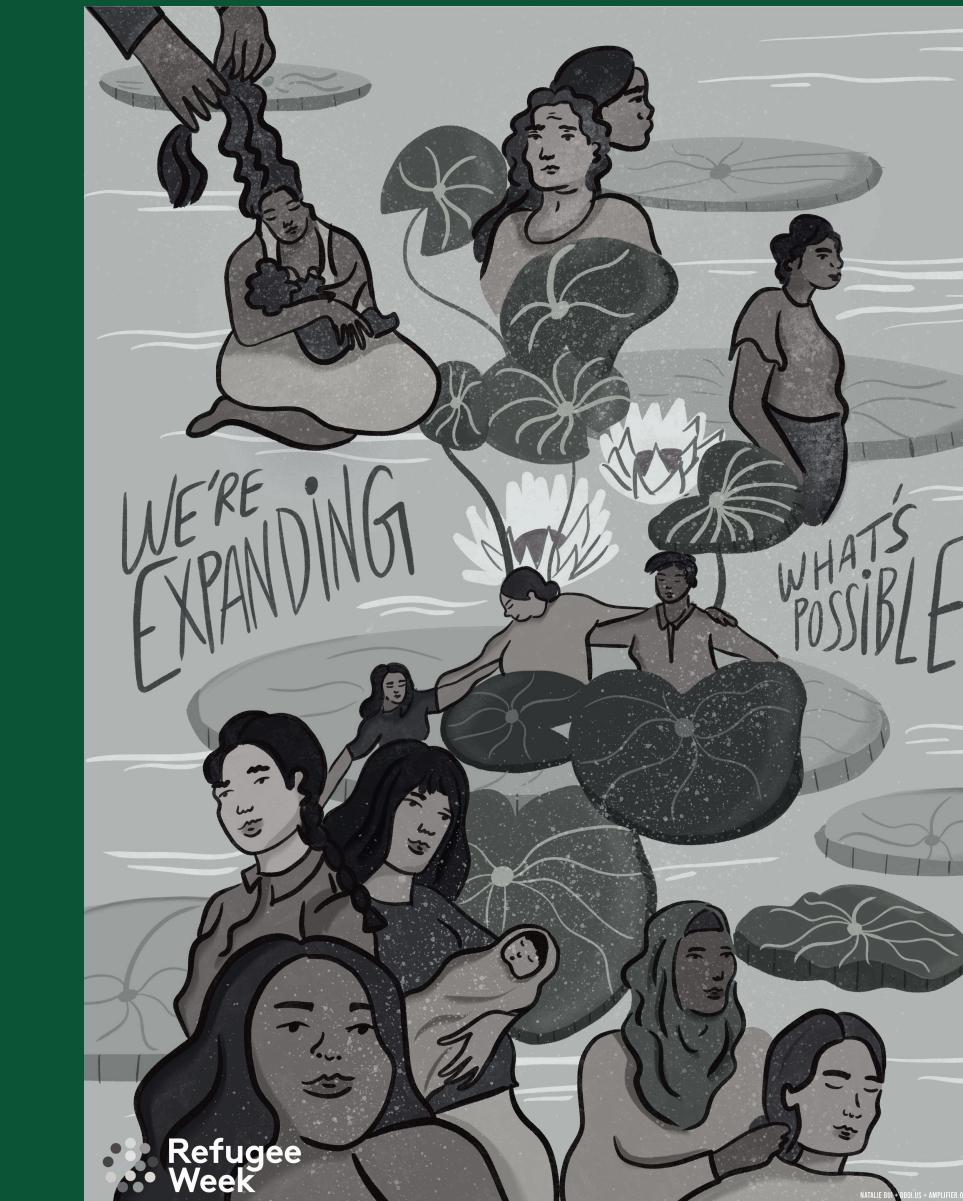
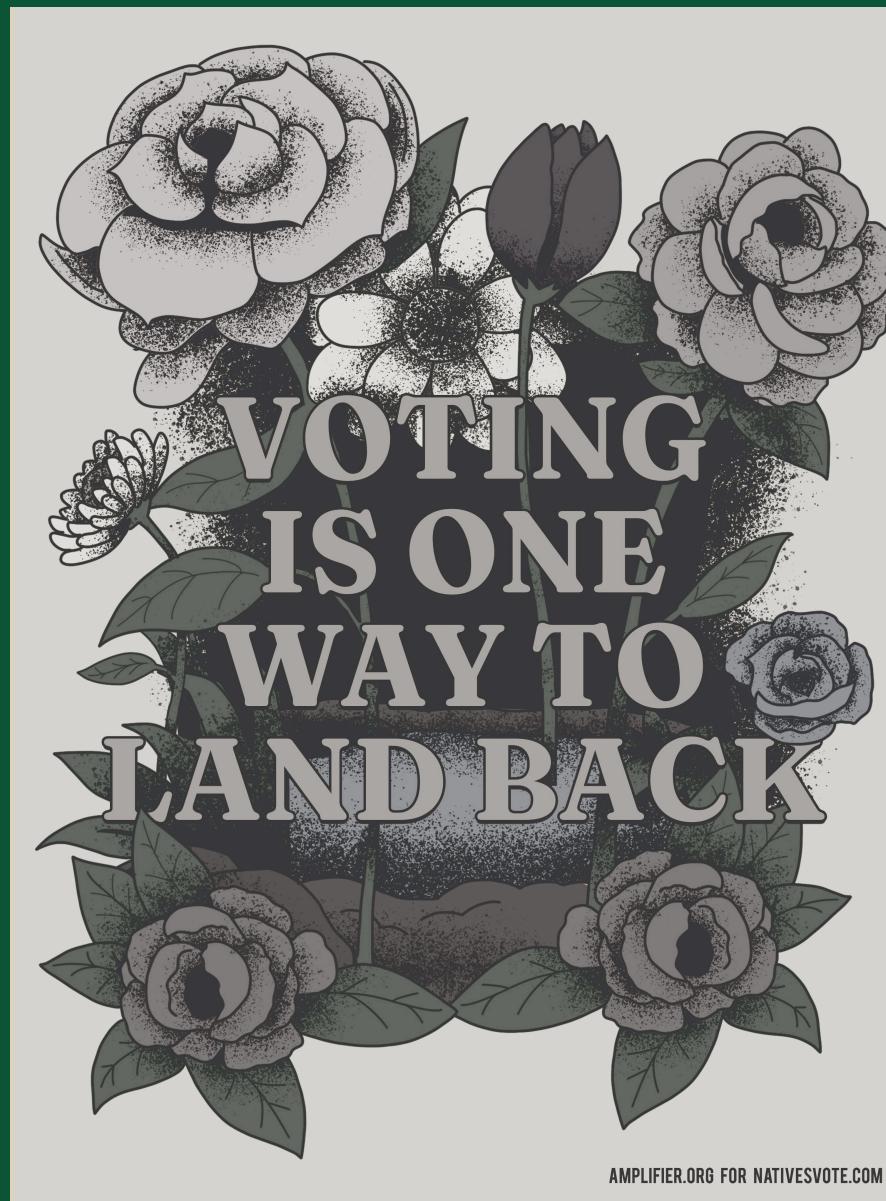
ARTWORK

1,250

FREE ARTWORK
DOWLOADS

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





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ENCODED AT THE MET



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”

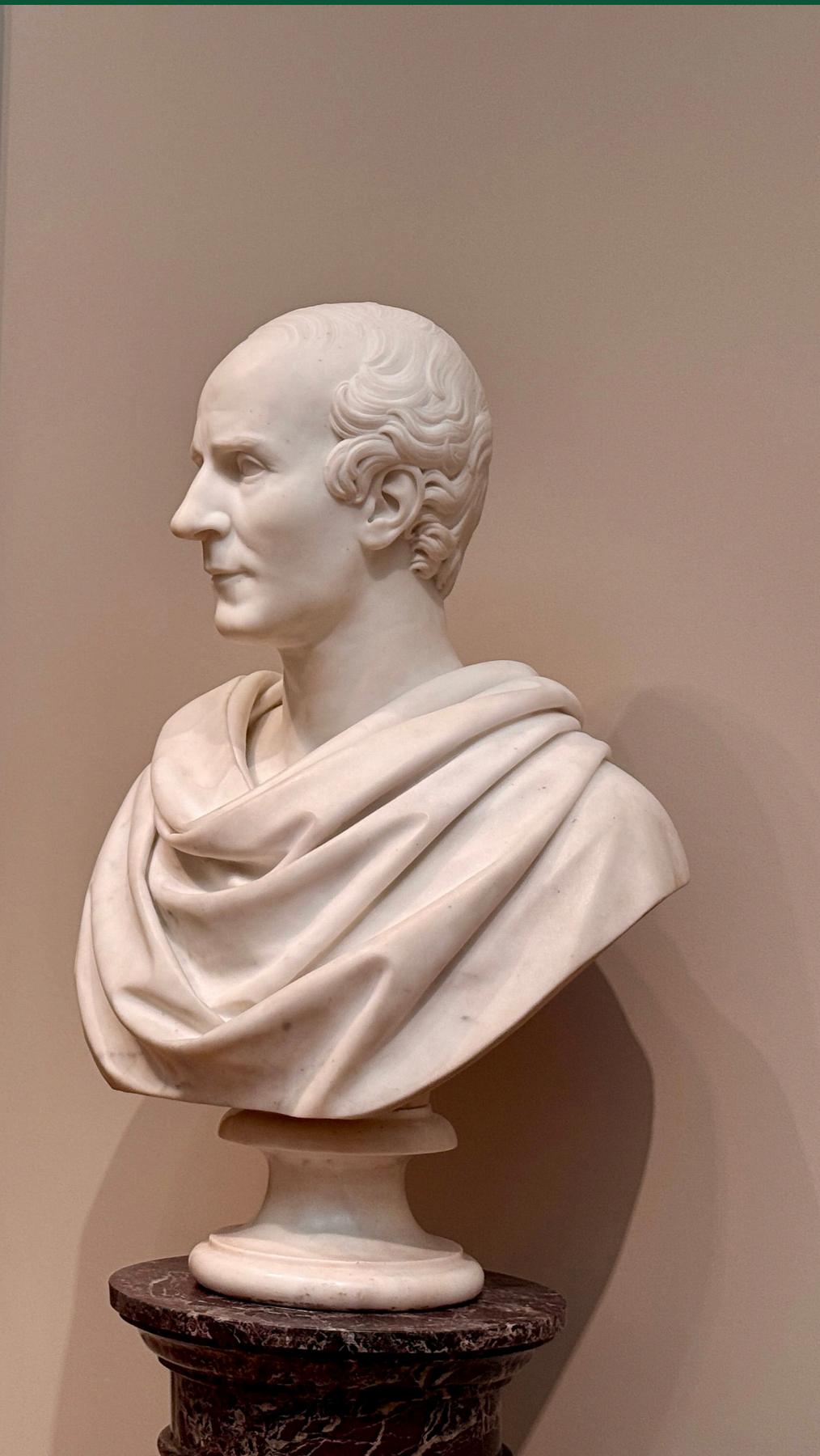
@ICEMINX





**“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



“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



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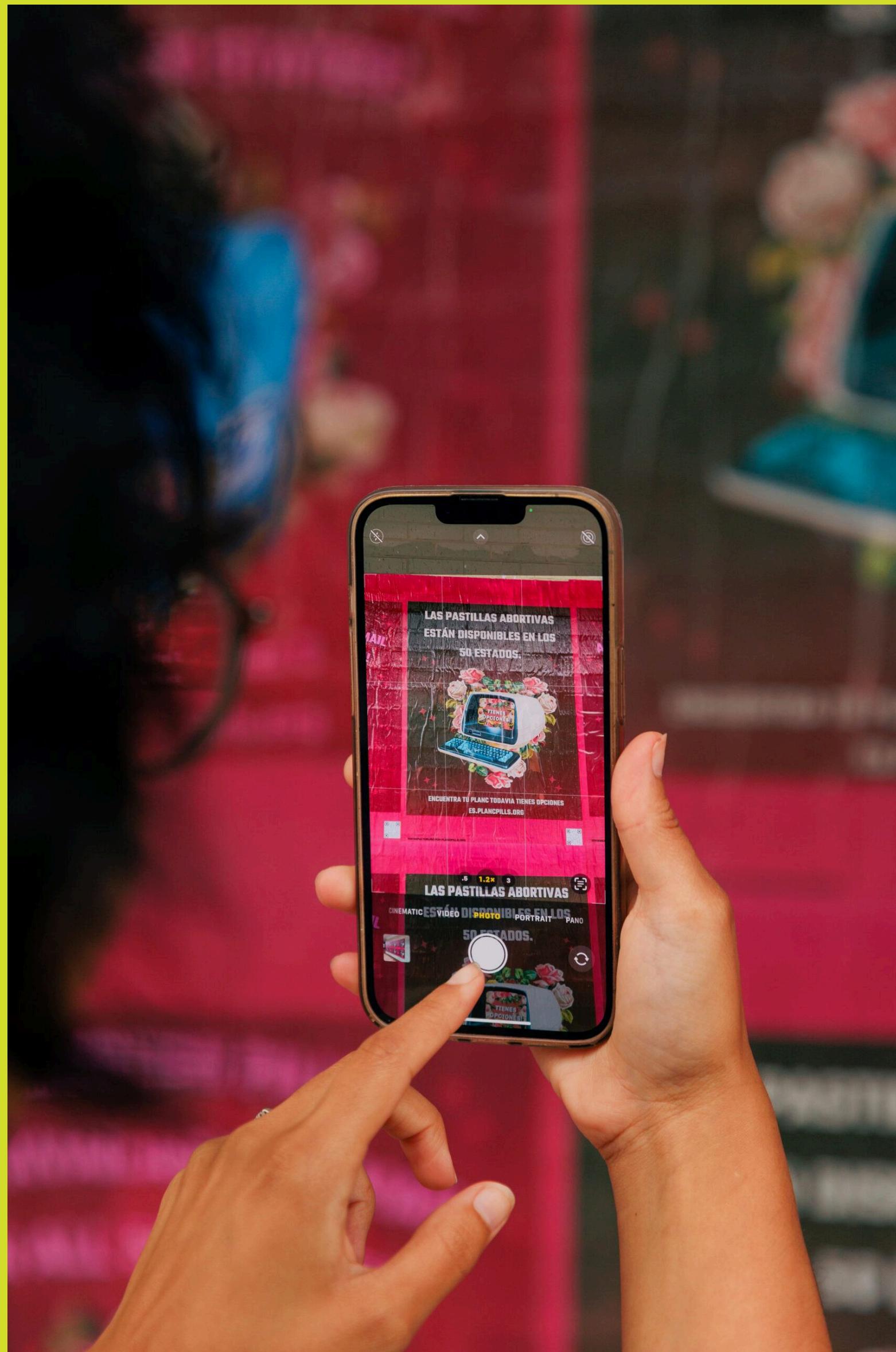
REPRODUCTIVE HEALTH IN TULSA, OKLAHOMA WITH PLAN C



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.









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**NOT
FOR SALE**



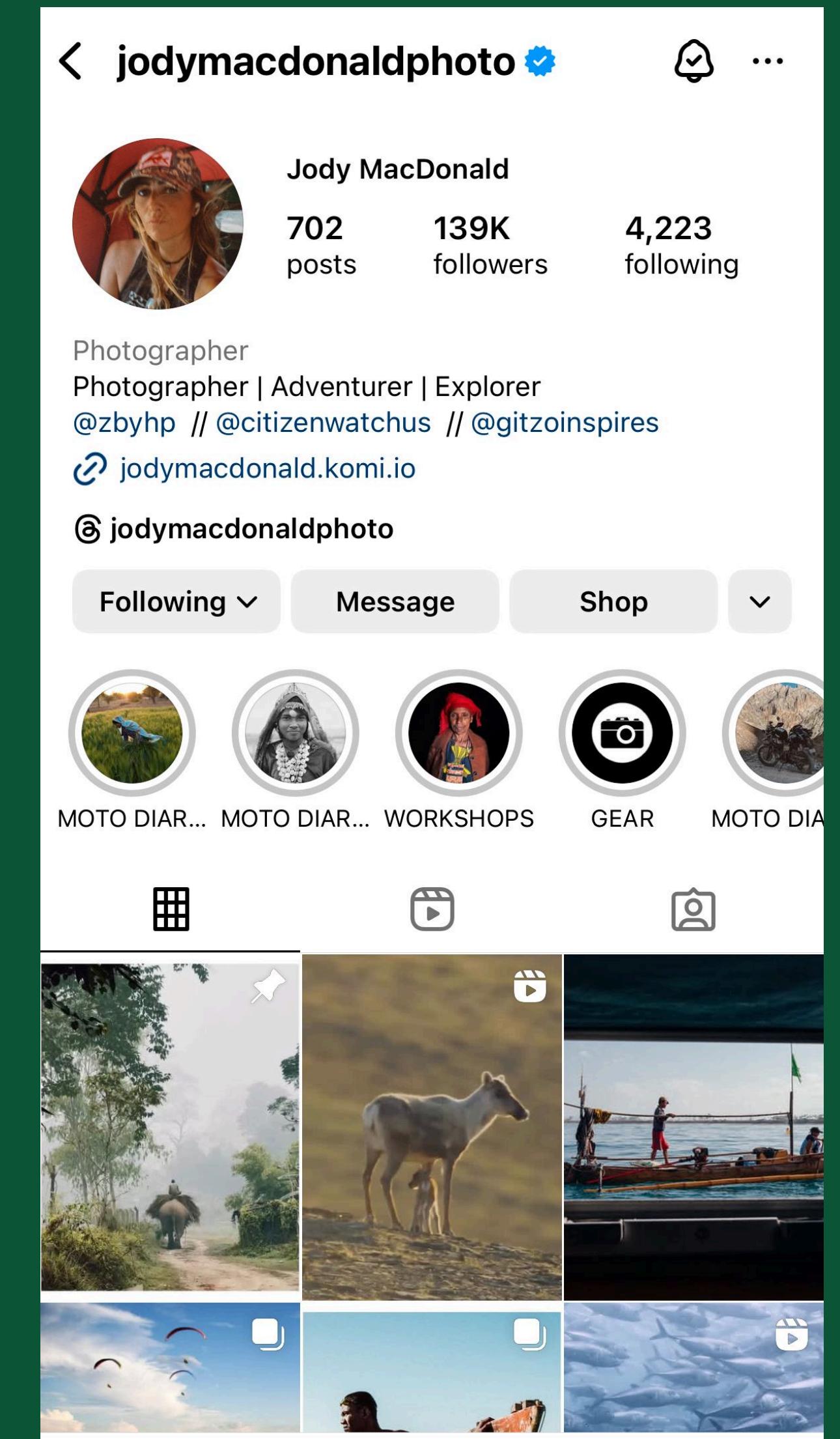
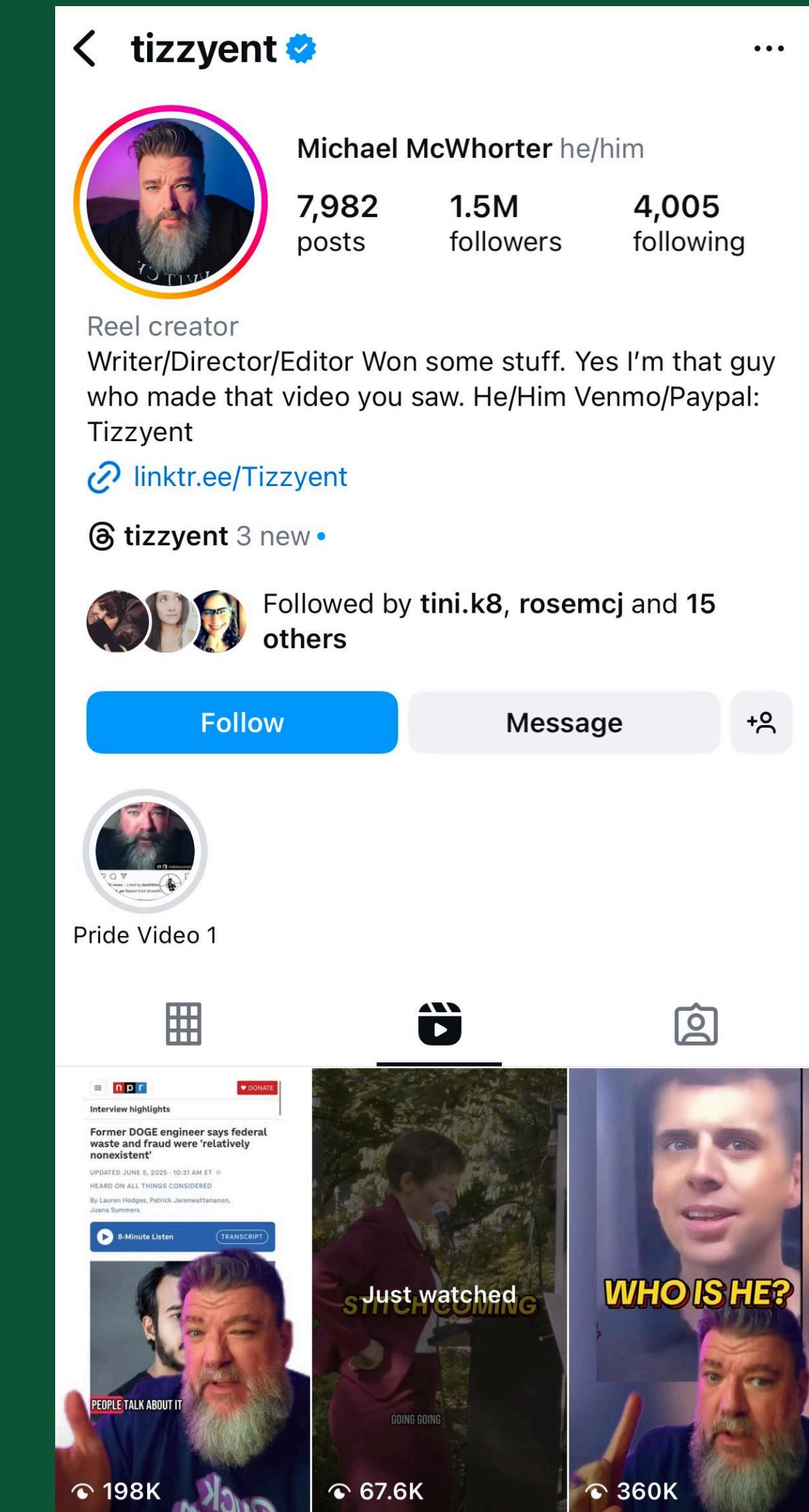
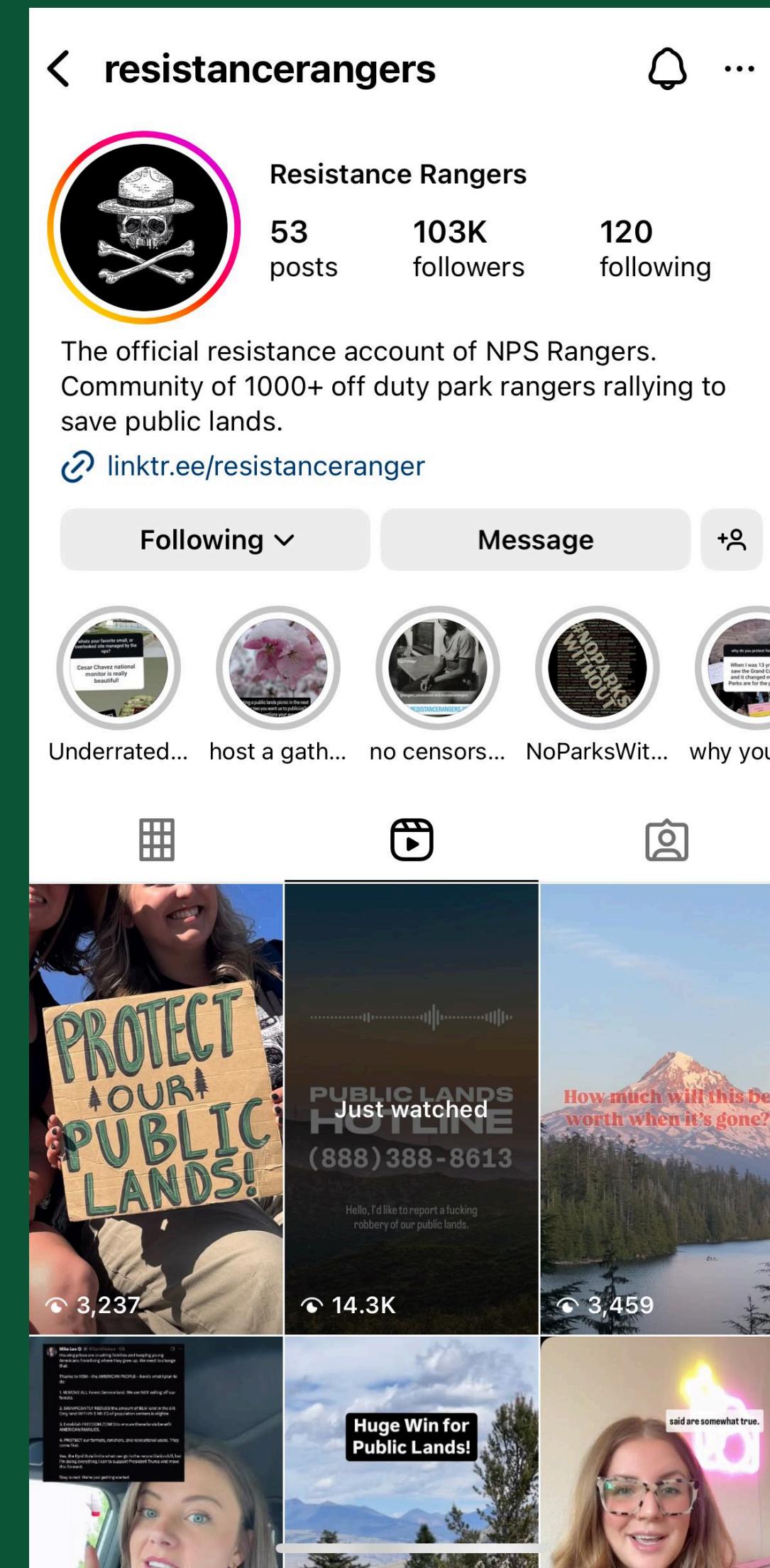
ABOUT

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.









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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.







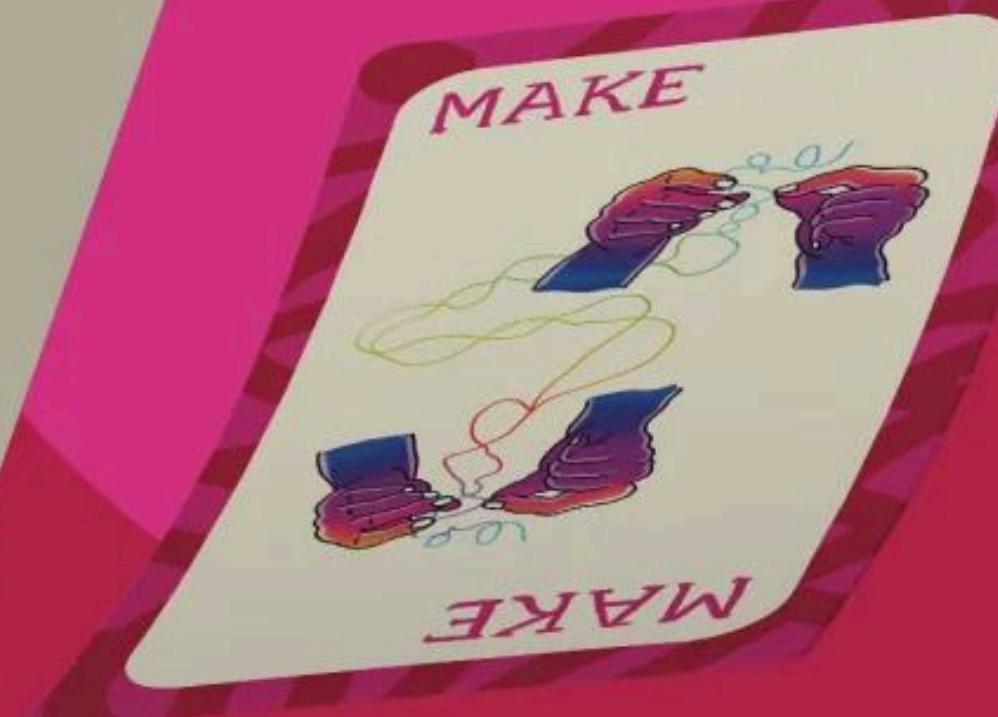
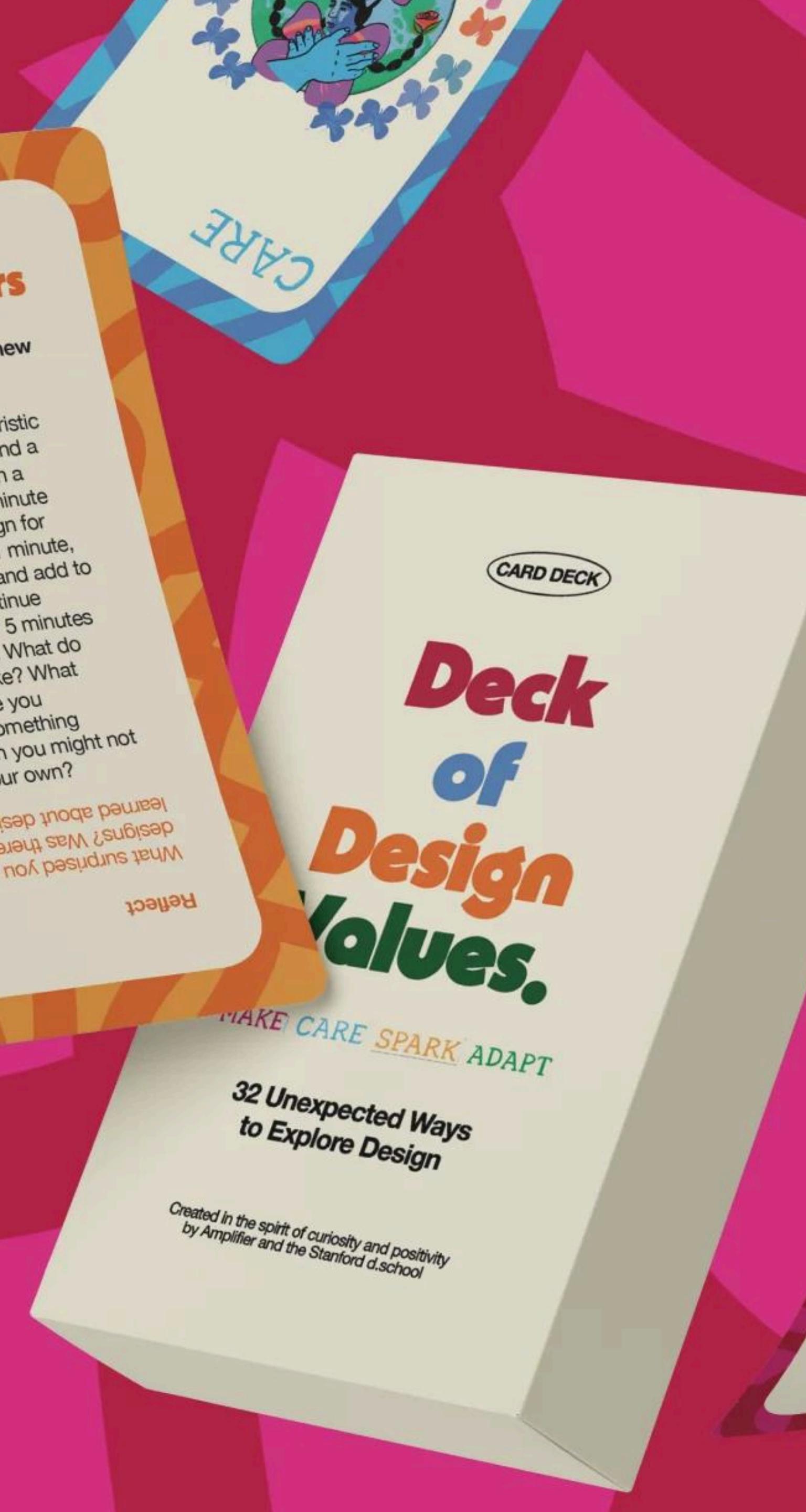
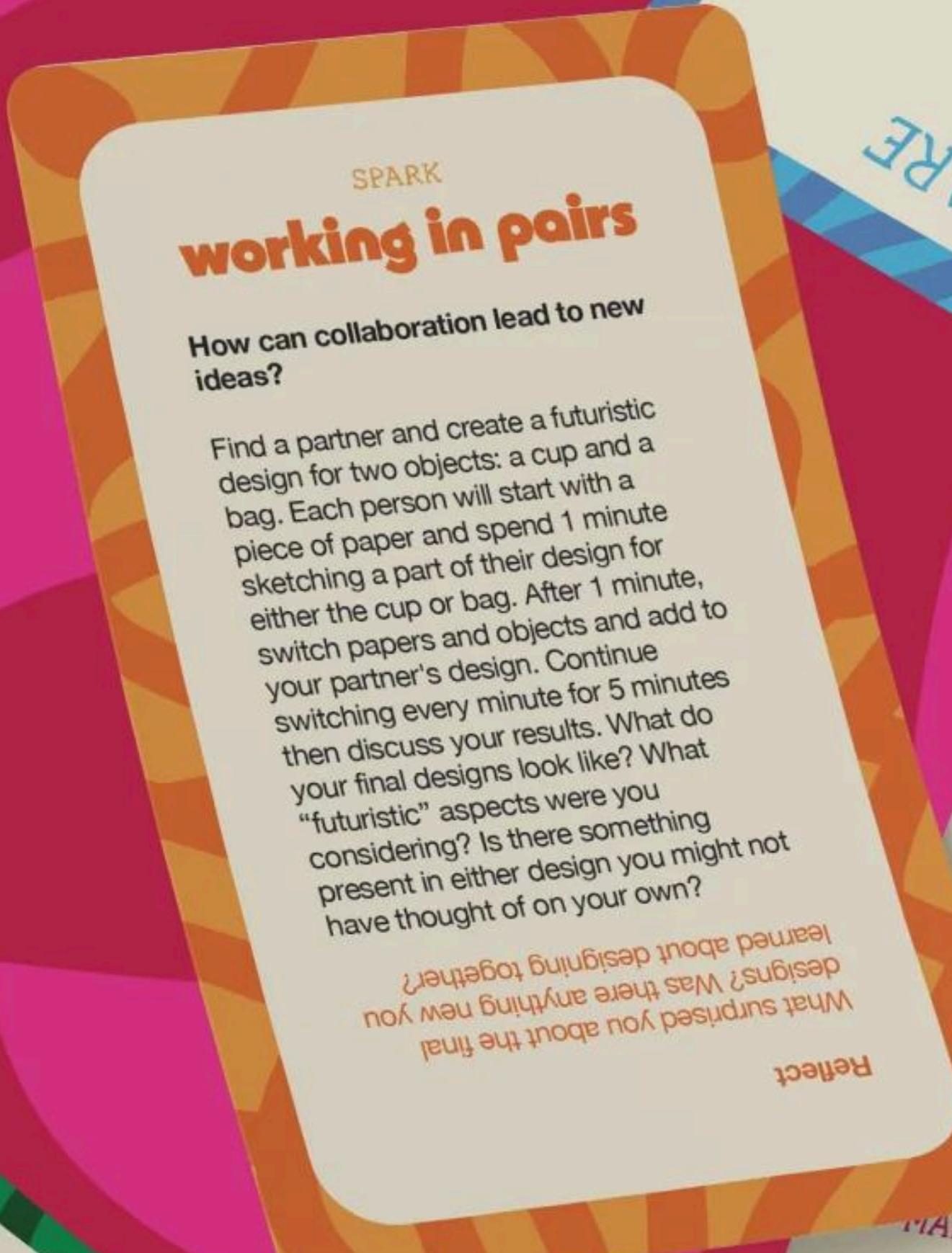
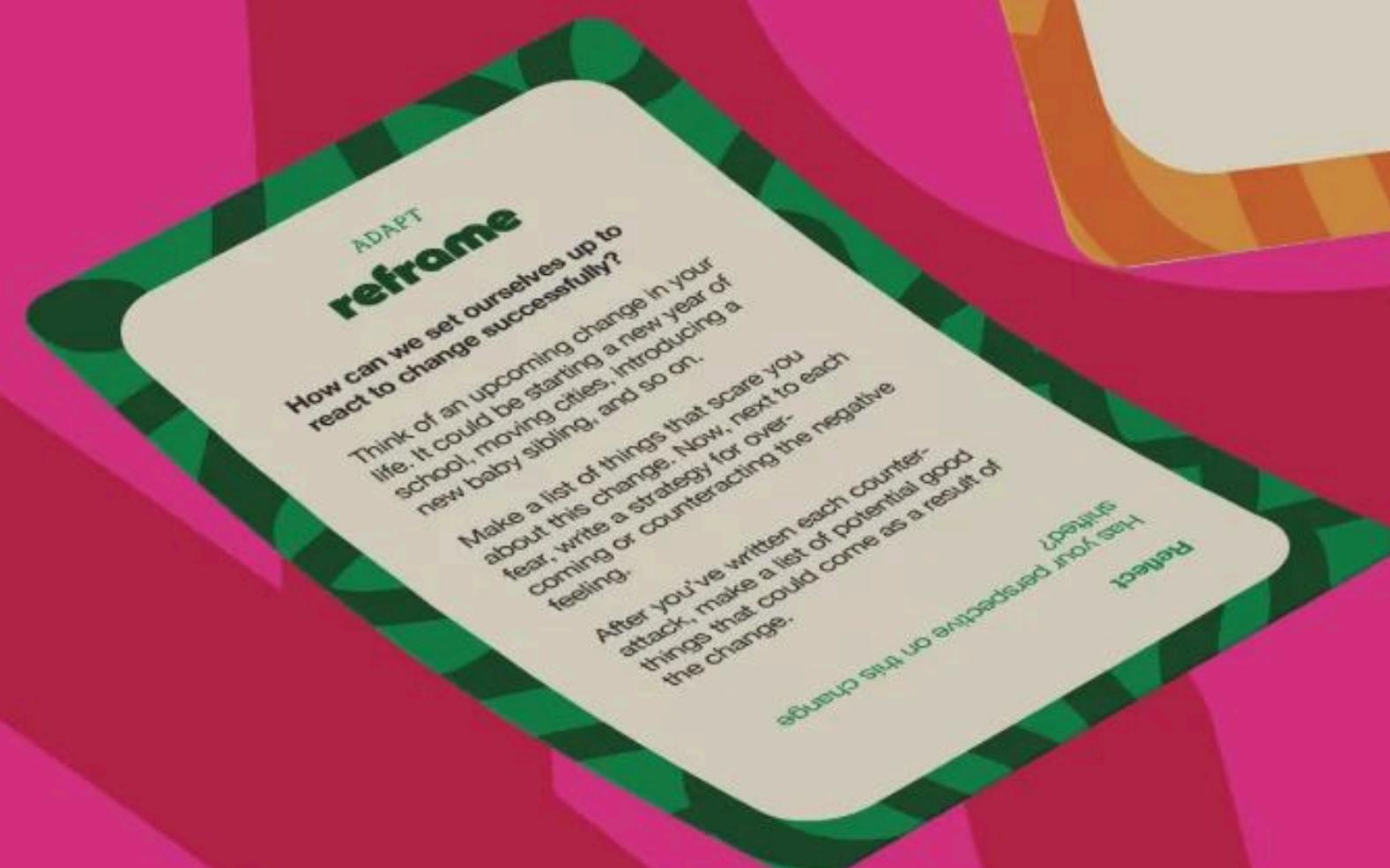
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**CREATIVE
COURAGE**



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.



"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