



Leveraging the power of  
**art** and **design** to advance  
the front lines of **social justice**

## AMPLIFY - LEVERAGING THE POWER OF ART AND DESIGN TO ADVANCE THE FRONT LINES OF SOCIAL JUSTICE



From left to right, poster designs by Edel Rodriguez, Dread Scott, Lissa Rivera and Seymour Chwast,

NEW YORK, NY (November 2, 2017) AMPLIFY is a public art and design initiative that partners an artist or designer with a non-profit organization working on the front lines of social justice to create thought-provoking posters on themes relevant to each organization.

Launching in New York City on November 2, 2017, AMPLIFY is organized by **Make Art with Purpose (MAP)** and **Worldstudio** and produced in partnership with **New York City Department of Transportation's Art Program, Museum of Arts and Design** and **Harlem Stage**. The posters will be showcased on New York City Department of Transportation's Art Program's art display cases and in an exhibition at the Museum of Arts and Design.

**LOCATIONS:**

PUBLIC ART: Manhattan Financial District, Water Street between Pine Street and Maiden Lane  
and Gouverneur Lane between Water Street and Front Street

November 3, 2017 – January 2018

EXHIBITION: Museum of Arts and Design, 2 Columbus circle, New York, NY 10019

November 2, 2017 – January 7, 2018

**PARTICIPATING ARTISTS, DESIGNERS, and NON-PROFITS:**

[Morehshin Allahyari](#) with [CAIR-NY, New York State Chapter of Council on American Islamic Relations](#)

Gail Anderson & Joe Newton of [AND](#) with [Made in Brownsville](#)

[Seymour Chwast](#) with [Vera institute of Justice](#)

[DJ Spooky](#) with [350.org](#)

Rafael Esquer of [Alfalfa Studio](#) with [Opening Act](#)

Bobby Martin & Jennifer Kinon of [OCD](#) with [Lower Eastside Girls Club of New York](#)

[Lissa Rivera](#) with [Hetrick-Martin Institute](#)

[Edel Rodriguez](#) with [New Yorkers Against Gun Violence Education Fund](#)

[Dread Scott](#) with [Revolution Books](#)

[Ryan Hartley Smith](#) and [Jerron Herman](#) with [Inclusive Collective](#)

AMPLIFY uses public art, exhibitions, community engagement and social media to support and promote the work of non-profits addressing a range of social justice concerns. We believe in an equitable, just and prosperous world for all people. AMPLIFY promotes these values by helping to sustain and support the mission of organizations working on social and climate justice issues. These organizations often play a key role in protecting people's inherent dignity, helping the underserved to achieve their full potential and practice uninhibited expression of their rights. The work of these organizations is circuitous, challenging and frequently lacks visibility. Typically, these organizations do not have the financial capacity to communicate their work beyond their core supporters.

In a time of heightened political and social tension, AMPLIFY was founded by artist Janeil Engelstad / Make Art with Purpose (MAP) and designer Mark Randall / Worldstudio to leverage the power of art and design to amplify the issues addressed by non-profit organizations with missions that support the evolution of humanity as a whole.

## **ABOUT Make Art with Purpose**

Founded on the belief that artists and designers have the knowledge and skills to make positive, lasting environmental and social change, MAP exists to make a constructive contribution to education, social justice, climate change, immigration and other critical issues that are shaping the world.

makeartwithpurpose.net

## **ABOUT Worldstudio**

We believe that creativity holds enormous power to spark positive social change. Through Design Ignites Change, a Worldstudio social initiative, we support creative professionals and students who use design thinking – the combination of unleashed creativity and executable actions – to improve the lives of individuals and communities. worldstudioinc.com and designigniteschange.org

## **PRESS CONTACT:**

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<https://www.dropbox.com/sh/9syf8vvijf9x4ku/AAB4pvlQQcDGdKZCmRL8fViWa?dl=0>