

SPOTLIGHT ON HURRICANE KATRINA POSTER PROJECT



LEIF STEINER
MOXIE SOZO DESIGN
BOULDER, COLORADO

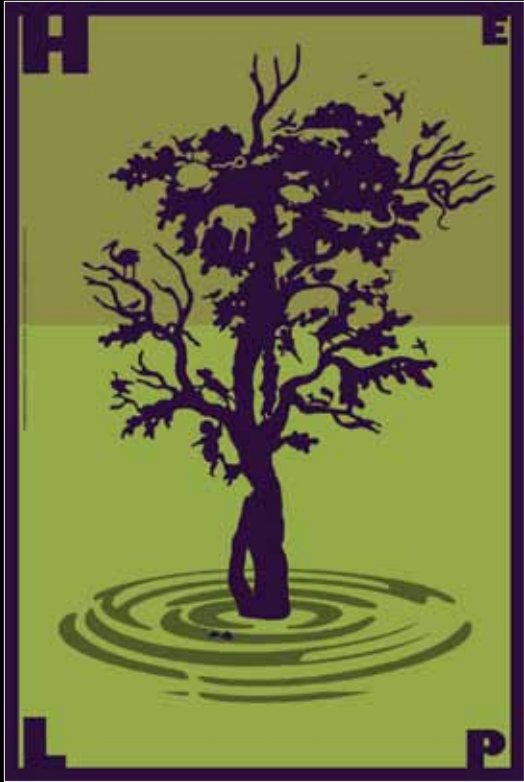
On a clear August day in 2005, Leif Steiner glimpsed a reality very different from his Boulder, Colorado-based existence. "I was in a bank, and on a TV monitor were these scenes of devastation," he says of his introduction to Hurricane Katrina. "We're concerned about deadlines for things that will be forgotten in two weeks, and here people were dying," he says. "Disasters happen in other places. Not here."

Steiner resisted his initial urge to send cash to the relief effort, deciding to put his creativity to work. He discussed the idea of a fundraising campaign with a handful of colleagues at Moxie Sozo, and sent out a few e-mails. "Within twenty-four hours we were getting calls from all around the world," he says. "People forwarded my e-mail to their friends... Singapore, South Africa, Russia... There was no turning back."

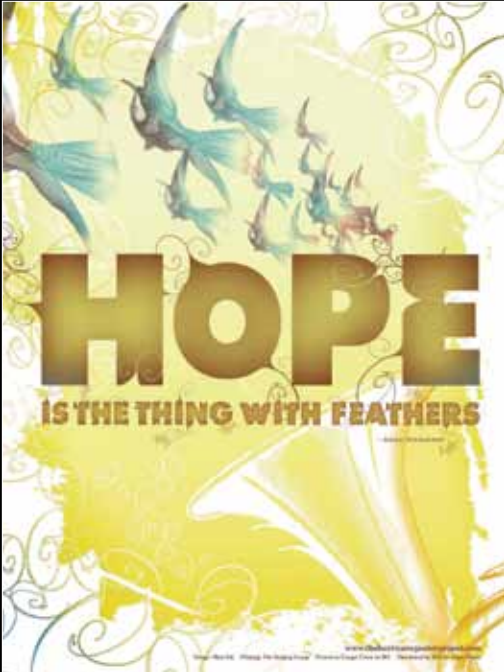
The ensuing enterprise, The Hurricane Poster Project, served a twofold purpose: to raise money for those affected by Katrina, as well as to "provide a voice where artists and designers could comment."

And comment they did. Sales of the nearly two hundred different, limited-edition posters earned fifty thousand dollars for the Red Cross. "It was a very egalitarian system," Steiner says of the project, which accepted all comers from all corners of the globe. "There were students alongside these very famous artists." The posters—poignant, angry, bleak, optimistic and ever political—represent, in Steiner's words, "an unedited reflection of the design world commenting on the disaster situation."

Despite their fragile nature as works on paper, the Hurricane Poster Project is not gone with the wind. The Library of Congress requested—and received—a complete set of images inspired by that terrible day. "One hundred years from now," says Steiner, "these posters will still be around. They're part of the visual record."



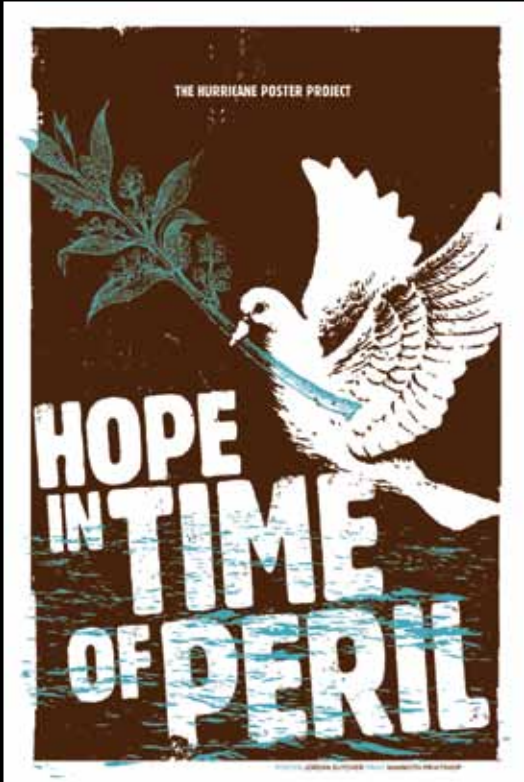
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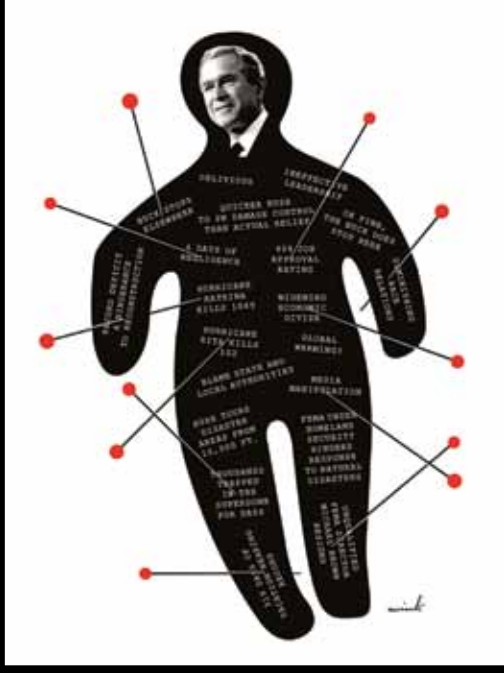
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- 1
CREATED BY
Lanny Sommese
Port Matilda, PA
- 2
CREATED BY
Michael Erazo-Kase
Mutt Ink
Philadelphia, PA
- 3
CREATED BY
Don Clark
Asterik Studio
Seattle, WA
- 4
CREATED BY
Jordan Butcher
Squad Studio
Seattle, WA
- 5
CREATED BY
Jeff Boyes
Visual Technicians
Pitt Meadows, Canada
- 6
CREATED BY
Richard Boynton
Wink
Minneapolis, MN