

Words of protest all share something in common. They are written out of necessity and inspired by the urgent events surrounding them. They can be beautiful and direct, poetic yet volatile. Scrawled on placards, posters and banners, the economy of these words wastes little, yet capture ideas far larger than their brevity would suggest.

Protest movements are often remembered for their outspoken leaders — those catalytic individuals who sharpened the barb of an idea into a point so succinct that they were impossible to ignore. Many of their words have earned us the rights and freedoms we enjoy today, and live on as the

values built into the fabric of our society, while many others still struggle to be heard. New forms of communication have made sharing ideas even more immediate, enabling an incredible rate of cultural and political change.

Words of Protest looks at the nature of these slogans; their commonality, their strength, and their ability to capture ideas and transform our world. It examines this direct form of expression which represents the ignored, and gives a voice to the censored. Ultimately, the language of protest is one of confrontation — demanding attention, rallying support, and calling the reader to action.

W/A

Women's Suffrage
AIDS Epidemic
Tiananmen Square
Ferguson
Occupy Wall Street
Monday Demonstrations
Civil Rights
May 68
Colonial Union
Black Power
Iraq War
Aboriginal Rights
Vietnam War
Farmerworker Rights

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W/A

Wayward Arts is a collaborative magazine showcasing the unfiltered spirit of Canadian graphic design. Each month a prominent Canadian design studio will design a new issue filled with innovative design, featuring specially printed issue including speciality printing like an unreplicable expression of creativity.

Special Thanks

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Wayward Arts

FOR

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FOR

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The women's suffrage movement was a broad one, and many national and international organizations formed to coordinate efforts to gain voting rights for women. *Votes For Women* was a popular slogan in the campaign for the right to vote and hold political office in the United States.

Deeds Not Words, the motto of the militant Women's Social and Political Union, was created by the iconic English political activist Emmeline Pankhurst. Pankhurst was a leader of the British suffragette movement who helped women win the right to vote. In Britain women were finally given the right to vote in 1928.

**DEEDS
NOT
WORDS**

TOGETHER AGAINST INJUSTICE

The Arab Spring was a revolutionary wave of demonstrations, non-violent and violent protests, riots, and civil wars throughout the Arab world beginning in December 2010. By 2015, regimes had been forced from power in Tunisia, Egypt, Libya, and Yemen, and sparked protests and unrest in many other Arab countries.

A major slogan of the demonstrators during the Arab Spring has been *The People Want To Bring Down The Regime*, which originated in Tunisia during the Jasmine Revolution. The slogan *Together Against Injustice* was seen in Cairo's Tahrir Square during massive protests demanding the overthrow of Hosni Mubarak, Egypt's president since 1981.

Black Lives Matter was first used during protests in 2012 after Trayvon Martin was fatally shot by George Zimmerman, a neighborhood watch volunteer. The case ignited national debate and widespread protests about racial profiling in the United States.

BLACK LIVES MATTER

The slogan and gesture *Hands Up, Don't Shoot* was used during protests in 2014, after the police shooting of Michael Brown, an unarmed teenager in Ferguson, Missouri. Demonstrations and civil unrest in Ferguson intensified following the grand jury's decision not to indict the police officer who shot Brown.

Only weeks after the Ferguson decision, a grand jury in New York City delivered a non-indictment in the death of 47 year old father Eric Garner. Garner was confronted and choked to death by NYPD officers who were trying to subdue him. His last words, *I Can't Breathe*, have been used as a call for justice for all victims of police brutality.

Occupy Wall Street was a protest movement that began in September 2011, in Zuccotti Park, located in New York City's financial district. The occupation received wide attention and grew to become the global Occupy movement. The Canadian, anti-consumerist magazine Adbusters initiated the call for protest by saying that "America needs its own Tahrir."

The main issues of the Occupy movement were social and economic inequality, greed, corruption, and the lack of legal consequences for those who brought about the global economic crisis. The slogan *We Are The 99%* refers to the income disparity between the wealthiest 1 percent of the United States and the rest of the population.

**WE ARE
THE 99%**

May 1968 was a volatile period of civil unrest in France. Thousands of workers and students took to the streets of Paris, inciting strikes, walkouts and demonstrations. At the height of its fervour, a general strike of eleven million workers virtually brought the entire country to a dramatic halt.

SOIS JEUNE ET TAIS TOI

The Atelier Populaire was a collective of art students at the École des Beaux-Arts who produced hundreds of posters during the revolt on topics ranging from police brutality to freedom of the press.

These posters included many mottos, often Situationist-inspired, such as *Be Young And Shut Up* and *Return To Normal* next to an illustration of a flock of sheep. The first poster of the revolt featured the phrase *Usines, Universités, Union* (Factories and Universities Unite), while another uses the slogan *La Beauté Est Dans La Rue* (Beauty Is In The Street) depicting a protester throwing a brick.

Opposition to the Iraq War occurred worldwide, both before and after the 2003 invasion. Critics believed it would contribute to instability both within Iraq and the Middle East. Critics have also questioned the validity of the supposed link between Saddam Hussein and the September 11 attacks on the United States, and its possession of weapons of mass destruction.

End War Now

Opposition to the Iraq war has led to thousands of protests worldwide since 2002. The largest of which, held on February 15, 2003 involved millions of people from across the world, in more than 600 cities worldwide. This demonstration was listed in the 2004 Guinness World Records as the largest mass protest movement in history.

The anti-war slogan *End War Now* has been used in many different forms since the Vietnam war, and is almost ubiquitous in its simplicity. It was used abundantly during the protests against the Iraq War.

ALL POWER TO THE PEOPLE

The Black Panther Party was a revolutionary black nationalist and socialist organization founded in 1966 by Huey P. Newton and Bobby Seale. Initially, the Panther's core practice was its armed citizens' patrols to monitor the behavior of police officers and challenge police brutality. Later, they instituted a variety of community social programs and health clinics.

Party membership reached a peak in 1970, with offices in 68 cities and thousands of members. During the Nixon years, FBI Director J. Edgar Hoover called the party "the greatest threat to the internal security of the country" and used all means at his disposal to infiltrate and undermine the Party.

The slogan *All Power To The People* was used on all manner of propaganda materials designed and produced by Emory Douglas, who worked as the art director for the Black Panthers beginning in 1967. It is a clear reference to Mao Zedong's slogan *Serve The People* used during The Cultural Revolution which also began in 1966.

Idle No More is a grassroots protest movement to support the Aboriginal peoples in Canada, comprising the First Nations, Métis and Inuit peoples. Its aim is to empower the Indigenous people of Canada, honour Indigenous sovereignty and Treaty rights, and protect the environment.

The spirit and intent of the Treaty agreements meant that First Nations peoples would share the land, but retain their inherent rights to lands and resources. Instead, First Nations have experienced a history of colonization which has resulted in land claims, lack of resources and unequal funding for services such as education and housing.

Idle No More

The movement gained wide recognition when Attawapiskat Chief Theresa Spence staged a 6-week hunger strike in 2011. Her protest was intended to focus public attention on First Nations issues and in particular the housing crisis in Attawapiskat.

SILENCE



DEATH

Originally a poster subversively wheat pasted beside commercial advertising, the *Silence=Death* symbol became widely reproduced across posters, shirts and badges, becoming synonymous with the ACT UP campaign to confront the AIDS crisis in the late 1980s.

The poster appropriated and inverted a pink triangle, a symbol used by the Nazis to mark out gay men in concentration camps. According to Avram Finkelstein, who designed the poster, the poster's language "was declarative, provocative, and meant to stimulate inquiry."

Dazibao ('big character posters') are hand-written, wall-mounted posters featuring large Chinese characters, used as a means of popular communication as well as protest and propaganda. They have been used in China since imperial times, but became far more common when literacy rates rose after the Xinhai Revolution.

FREE
MINDS

FREE
PRESS

During the student protests in Tiananmen Square, many posters, banners and leaflets appeared, including *Free Minds, Free Press*. Because the media was under state control, students depended on these posters and leaflets as an important source of information and organization throughout the student movement. They provided valuable insight and instructions into the tactics that were to inform, guide and mobilize the student protests.

The Monday Demonstrations in East Germany from 1989–1990 were a series of peaceful political protests against the German Democratic Republic (GDR) that took place every Monday evening. The most famous chant became *Wir Sind Das Volk*, reminding leaders that a democratic republic has to be ruled by the people, not by the undemocratic party claiming to represent them.

**Wir
Sind
Das
Volk**

The fall of the Berlin Wall occurred on November 9, 1989. A spokesman for the GDR announced, after pressure from weeks of protests, that citizens were free to cross the border. East and West Berliners flocked to the wall, and during the following hours both sides of the city celebrated at the wall as well as on both sides of the border after 28 years of separation.

The fall of the Wall marked the first critical step towards German reunification, which formally concluded on October 3rd, 1990 with the dissolution of East Germany and the official reunification of the German state along the democratic lines of the West German government.

The protest song *We Shall Overcome* became the anthem of many popular movements. The song was popularized by Pete Seeger and believed to be based on "I'll Overcome Someday" by African American gospel singer Charles Albert Tindley, although structurally they are quite different.

The most famous performance of the song was in August 1963, when folksinger Joan Baez led a crowd of 300,000 at the Lincoln Memorial during the March on Washington.

We Shall Overcome

Other notable times the song was used as a call to action includes when it was sung by Robert Kennedy, as he led anti-apartheid crowds while touring South Africa in 1966.

It was sung in English by Catholics in Northern Ireland in 1968, and in Spanish by farmworkers in the United States during the strikes and boycotts of the 1960s and 70s.

In Prague, Czechoslovakia during the Velvet Revolution in 1989, hundreds of thousands of people sang it in Wenceslas Square, both in English and in Czech.

The words *Join, Or Die* originally appeared in a political cartoon by Benjamin Franklin first published in his *Pennsylvania Gazette* in May 1754. It shows a snake cut into eighths, and each segment labeled with the initials of one of the thirteen American colonies.

Join Or Die

In July that year, at the Albany Congress, Franklin suggested The Albany Plan of Union, a proposal to create a unified government. During the French and Indian War the slogan symbolized the need for the colonies to join together with Great Britain in defence.

It later became a symbol of colonial freedom from the British during the American Revolutionary War in 1765. The slogan has been widely reproduced and repurposed throughout American history.

I Am A Man emerged as a unifying civil rights theme during The Memphis Sanitation Strike in 1968. Citing years of poor treatment, discrimination, dangerous working conditions, and the horrifying recent deaths of Echol Cole and Robert Walker, 1300 black sanitation workers walked off the job in protest.

The strike came to represent the broader struggle for equality within Memphis, whose many black residents lived disproportionately in poverty, and eventually attracted the attention of the NAACP, the national news media, and Martin Luther King, Jr. King delivered the last speech of his life in Memphis, now known as the "I've Been to the Mountaintop" address. The next day, King was assassinated at his motel. A completely silent march in solidarity with Coretta Scott King attracted 42,000 participants.

I Am

A Man

The strike ended with a settlement that included union recognition and wage increases, although additional strikes had to be threatened to force the City of Memphis to honor its agreements. The period was a turning point for black activism in Memphis and the civil rights movement nationwide.

COME TOGETHER

The movement against American involvement in the Vietnam War began in 1964 and grew in strength in later years. Opposition consisted mainly of peaceful, nonviolent events. In November 1969, the largest anti-war protest in US history took place when as many as 500 thousand people attended a demonstration in Washington.

The draft was also responsible for provoking strong opposition. It was widely viewed as unfair to lower class Americans and African-Americans, who served in rates that were disproportionately higher than the general population. Possibly the most recognizable slogan of the anti-draft movement was *Hell No, We Won't Go*.

By 1970 public support for the Vietnam War had vastly decreased. Opposition to the war was arguably the most important factor contributing to the rise of the larger counter-culture youth movement. The slogan *Come Together in Peace* appears on a poster now in the Library of Congress.

IN PEACE

The United Farm Workers (UFW) labour union organized strikes and boycotts to protest for, and later win, higher wages for farm workers in the United States. The union also won passage of the California Agricultural Labor Relations Act, which gave collective bargaining rights to farm workers.

Cesar Chavez was a Mexican American labour leader and civil rights activist who helped to found the UFW. During Chavez's 24 day fast in 1972, he and UFW co-founder, Dolores Huerta, came up with the slogan *Sí, Se Puede*.

SÍ Se Puede

The phrase has been widely adopted by other labor unions and civil rights organizations, notably during the U.S. immigration reform protests of 2006. The English translation *Yes We Can* was used as a campaign slogan by Barack Obama in 2008 during his presidential election campaign.