



**THERE IS NO BETTER** example of the power of a single image to inspire dramatic political change than the logo Jerzy Janiszewski created for the striking shipyard workers at the Lenin shipyard in Gdansk, Poland in 1980.

The logo gave Lech Walesa's free trade labor union movement its easily-remembered name and powerful symbol, what we today would call its *brand*, critical to the success of any commercial product or organization, be it political, religious or social, seeking broad national or global appeal.

Janiszewski's logo kept alive the hope of democracy and freedom in Poland for a decade, finally resulting in the velvet revolutions in 1989 and 1990 that led to the collapse of the Soviet Union and the end of the Cold War in 1991.

Reporting from Warsaw and Moscow for *The MacNeil/Lehrer NewsHour*, Charles Krause saw, first hand, the impact graphic and fine art could have on the dynamic of social and political change. In 2011, he opened his own gallery in Washington with an exhibit of Janiszewski's work because it was unassailable evidence of the power of the kind of political art his gallery would present. That first exhibition, titled *The Fine and Graphic Art of Poland's Jerzy Janiszewski: The Artist Whose Graphic Design Changed History* was selected as a Critic's Pick by *ARTFORUM* magazine and one of the 10 Best Gallery Exhibits of 2012 by *The Washington Post*.

**The National Center for 21<sup>st</sup> Century Political Art expects to fill an important void in today's political environment in the United States: the lack of readily identifiable symbols for progressive change and opposition to the Trump Administration's Nativist ideology and regressive policies. Yes, it's a gamble. But one we hope you'll agree is worth supporting...for the future of our country.**