

## **The Art of Freedom An Artistic and Civic Convergence**

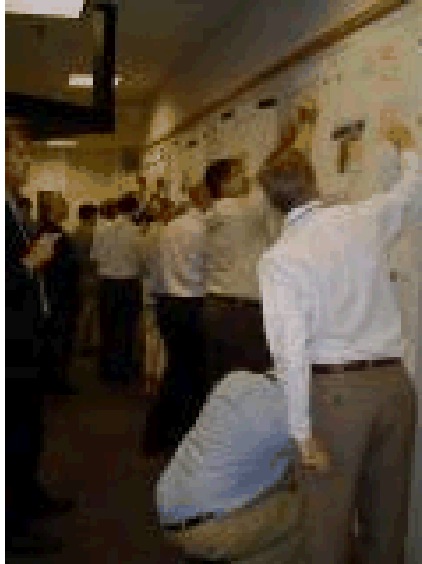
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### **The Need**

There are significant numbers of places in the United States where an adversary could kill or injure many people utilizing fairly simple means of attack. Places such as shopping malls, sports arenas, subways and even schools all have some level of vulnerability to attack. Within the physical protection community these places are known as “soft targets”. Attacks could come from international terrorist organizations that have moved their operations to U.S. soil or from domestic sources such as the Timothy McVeigh bombing in Oklahoma City. These “soft targets” are also susceptible to a variety of other scenarios that put people at risk, e.g. street crime, natural disasters, accidents etc. Robustly applying traditional elements of physical protection, such as sensors, guards and barriers at all of these locations would be prohibitively expensive, inhibit the business of the facility, and probably only marginally improve security.

Sandia National Laboratories’ Advanced Concepts Group has been studying this problem and specifically has been looking at ways to A.) “foil” adversaries, B.) reduce the chance of any kind of threatening events taking place, and C.) minimize the negative consequences of such events if they do occur - all using non-traditional tools.. In July of 2005 Sandia sponsored a “Fest” or workshop. This fest included a diverse group from industry, academia, and government, who spent two and a half days brainstorming ideas for foiling adversaries. This workshop was called the Foil Fest. One of the results of the Foil Fest was acknowledgment that the general public can have a significant role in deterring and preventing attacks as well as in responding effectively if an attack were ever to occur. Concerns for the general public are that people don’t know what to look for, what they should do if they see something and how they should respond if something bad happens. Additionally, it is clear that citizens are more likely to engage in the communal effort to increase security if they feel a sense of community. From this it was apparent to the Foil Fest participants that some sort of inductive and educational campaign is needed. This campaign would need to teach people:

1. How to recognize potential threats to their personal safety as well as the safety of others
2. What to do once a threat has been identified and
3. How to react if something happens.



Brainstorming during FoilFest

In order for such a campaign to have a major impact, it must reach a large number of people. To be cost effective some mass media will need to be employed. During the Fest, Marshall Monroe of Marshall Monroe Magic started developing an outline for just such a campaign. Since the fest, collaboration has arisen between Sandia National Laboratories, the City of Albuquerque, Aviation Department, and Marshall Monroe Magic to refine and further develop the concept. What is being developed is a program known as “The Art of Freedom”.

### **Concept**

The Art of Freedom is envisioned as a combined artistic and educational campaign that will inspire and train a large number of people. The concept plays on two different meanings of the word art.

The first and most common definition of art is the creation of appealing forms of media. Throughout the history of the United States a body of work has developed that provides illustration of what it means to be free. Some of this work shows the benefits of freedom. For example many of the works done by the illustrator Norman Rockwell show that freedom has led to prosperity and well being. Other art such as the Iwo Jima memorial at Arlington National Cemetery reminds us of the sacrifices needed to retain our freedom. Still other art, such as songs and music like The Star Spangled Banner, America the Beautiful, and This Only in America, invoke the simultaneous celebration and sacrifice dimensions of Freedom. Here is a lyrical example popularized recently:

### GOD BLESS THE USA - Lyrics

"And I'm Proud to be an American - Where at least I know I'm Free"

"And I won't forget the men who died - To give that right to me"

"And I'd proudly stand up next to them and defend her still today"

"cause there ain't no doubt I love this land"

"God Bless the U.S.A."

-words and music © Lee Greenwood

Thus, one element of the Art of Freedom campaign is to expose people to the art associated with freedom helping to remind them of the rich history we have as a nation in supporting liberty and to inspire them to take action.



Iwo Jima Memorial

The second meaning of art as utilized in this campaign is art as a form of education, and in this context the campaign will work to show people that there is a technique or craft involved in securing and maintaining freedom. This technique or craft for insuring freedom is something that can in fact be taught and learned.

Both of these meanings imply creativity. The ability to be flexible and adaptive in dealing with situations as they arise is a key element of the Art of Freedom. The intention is to create a community enabled atmosphere where principles are conveyed, but improvisation is inevitable and anticipated.

The logo for the Art of Freedom is based on the Statue of Liberty. This imagery is used since the Statue of Liberty is iconographic for American liberty and freedom. The guitar shaped statue is meant to be broadly appealing and to help convey the idea of art, reminding people that music is one manifestation of art. The motto for the campaign, incorporated into the logo, is "Help Carry the Torch". The Statue of Liberty's torch is well understood to signify the light of liberty. "Help Carry the Torch"

is a phrase designed to help people understand that it is everyone's responsibility to participate in assuring our collective and continued freedom. We are all needed to insure the continuation of our freedom and we all have a personal responsibility to not sit idly by and let others bear the burden. It takes all of us to make freedom happen.



Art of Freedom Logo, ©2005 M. Monroe

## Basic Principles

The ultimate goal of the Art of Freedom program is to help keep us all safe while insuring our continued freedom. The program will strive to encourage appropriate citizen participation through inspiration and education.

The strategy of the program is to show people how working together will lead to a reduction in the likelihood of tragic events. The program will teach people how to identify the warning signs of trouble and what to do if they see these signs. The program will also provide guidance on how to respond in the event of a crisis. The following are some of the main points to be developed in the program:

- The maintenance of freedom requires involvement
- We all have a responsibility as a part of our local and national community
- As a community we are stronger than we are individually
- We must be adaptable and flexible to deal with unique situations
- We must take responsibility for ourselves and our families
- Each of us should be prepared
- Families should have a plan for what to do in the times of uncertainty and crisis.

## Program Structure

The program is being designed so that it will be appropriate for presentation in a wide variety of venues. For example the program could be manifested as:

- An art display at an airport
- Public service announcements on TV and radio
- Activity packages for schools

- ➔ Art contests for kids
- ➔ Presentations by first responders to children and community groups
- ➔ Interactive kiosks at malls
- ➔ Billboard announcements
- ➔ Advertisements in buses, subways, and trains
- ➔ Images and sayings on products such as coffee mugs and posters

The program will have a common logo, a common look and feel, and common sounds that will cut across all manifestations. No matter what the venue people will be able to instantly recognize that the information being presented is a part of the Art of Freedom campaign, i.e. the Art of Freedom will be a recognizable “brand”.

### **Curriculum**

The program will establish message substance modules which will be continually revised, prioritized, and updated through a partnership between the officials with the best information, and the creative talents of the communications and design team. This matrix will cover preparedness, vigilance, emergency response, and “repair and restore” phases of threat cycles.

The program will be geared to kids but will also have a message that is appealing to adults such as the long running Smokey Bear campaign (a character which, coincidentally, was launched out of the state of New Mexico). By working with psychologists, sociologists and educators the program will strive to be factual but not be frightening. The program will have a spokesman who will be non-threatening, is easily recognized and has positive associations with the freedom of the country. Benjamin Franklin has been proposed as this spokesman.

### **Making It Happen**

In order to develop the actual content of the campaign, collaboration will be required between artists, security specialists, social scientists and educators. This collaboration will be used to develop the training points and the most effective means for presentation of the message.



Art of Freedom Exhibit Installation Concept Rendering, ©2005 M. Monroe

It is proposed that the first Art of Freedom installation will be at the Albuquerque International Sunport, the air carrier airport in Albuquerque, NM. This installation will focus on the artistic elements of the program. Potential sponsors of a national program will be able to view this installation and thus be able to imagine how a national program might look. Funding for a national level program may come from governmental sources. Alternatively, or in addition to governmental funding, private companies may be interested in contributing to the program or even providing program sponsorship. Charitable foundations may also contribute; in fact one has already expressed interest in the program

If successful this program will have nation wide impact. While its look will be universal it will be possible to tailor the message and presentation to issues and the culture unique to specific regions. This nation wide integrated program will help people to be better aware, better prepared, and better able to respond to any crisis. With a little inspiration and education we should all be able to craft The Art of Freedom.

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