

**M|I|C/A**

June 9th, 2021

# Our Understanding about Statue of Peace Plaza

*A little about us...*

---

*About*  
MICA Design Storefront

The Design Storefront is an initiative in which students create real-world design solutions for Baltimore-based non-profit or small-business clients.

- Students will apply practices from human-centered design, branding theory, and civic and community-engaged art practices.
- MICA will offer high-quality and affordable design solutions to the community.



*About*  
Brockett Horne

bhorne@mica.edu



Brockett Horne is a designer, educator, and writer. At MICA in Baltimore, she teaches studio, history, and theory courses and served as chair of the Graphic Design department for over a decade. She has been exhibited and honored with multiple design awards, is a past Rotary International Scholar, and has work in the permanent collection of the RISD Museum of Art. Her creative work is inspired by a desire to encourage the spectator to learn while looking.



*About*  
Allison Hao

ahao@mica.edu



Allison Hao is a student at MICA with majors in Graphic Design and Humanistic Studies and a minor in Illustration. Her works have been exhibited in various curated departmental exhibitions at MICA. She has an interest in typography and loves identifying typefaces in signs, packages, and presentations everywhere she goes. She has lived in California, Japan and the East Coast. From traveling around often, she realized the value of communication and sees graphic design as a universal language.



*About*  
Allison Hao

ahao@mica.edu

Allison has worked on projects with quip, Gina Le Hair Salon, and Wix Playground, among other projects.





*About*  
Yerin Kim

ykim18@mica.edu



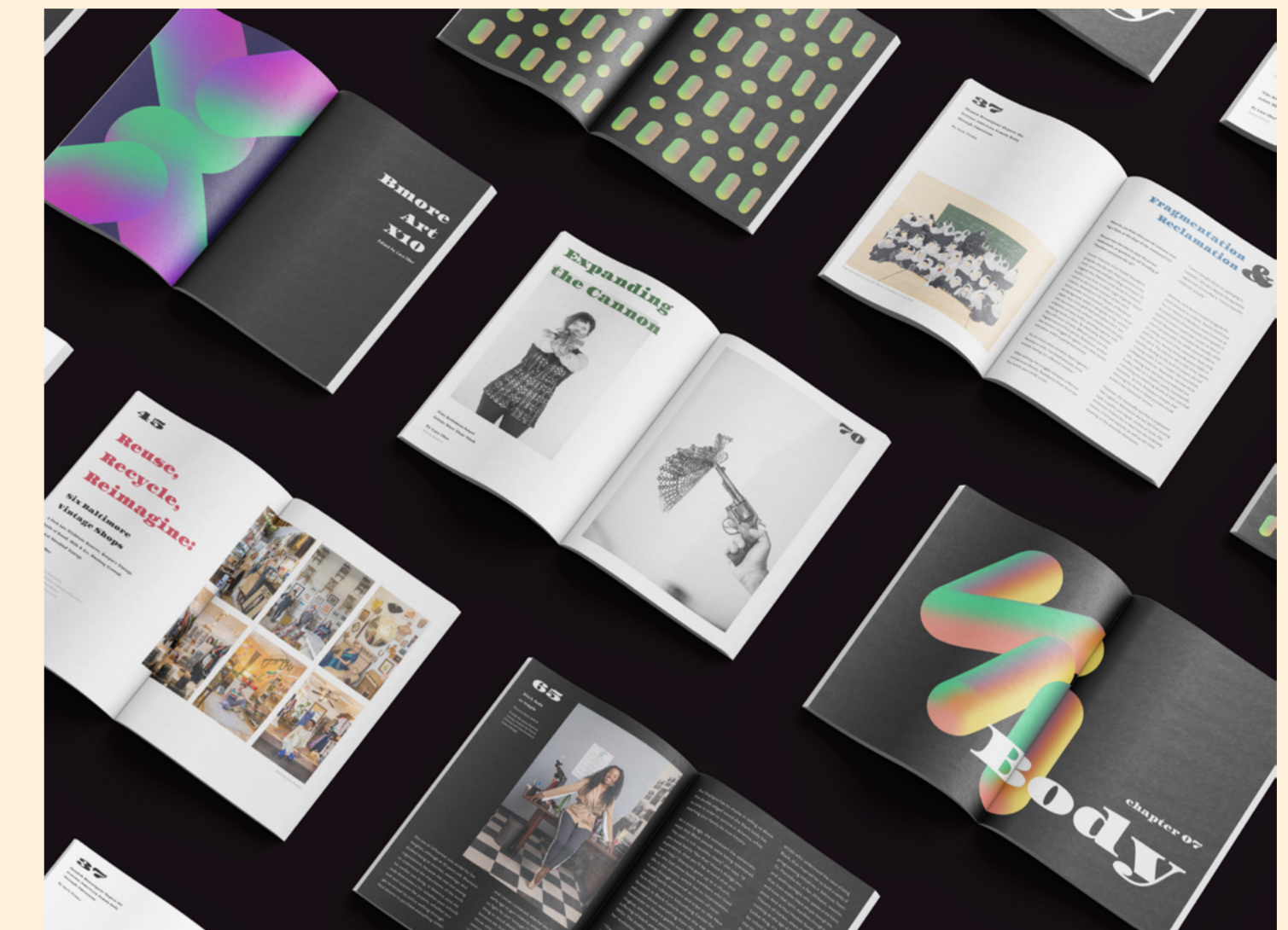
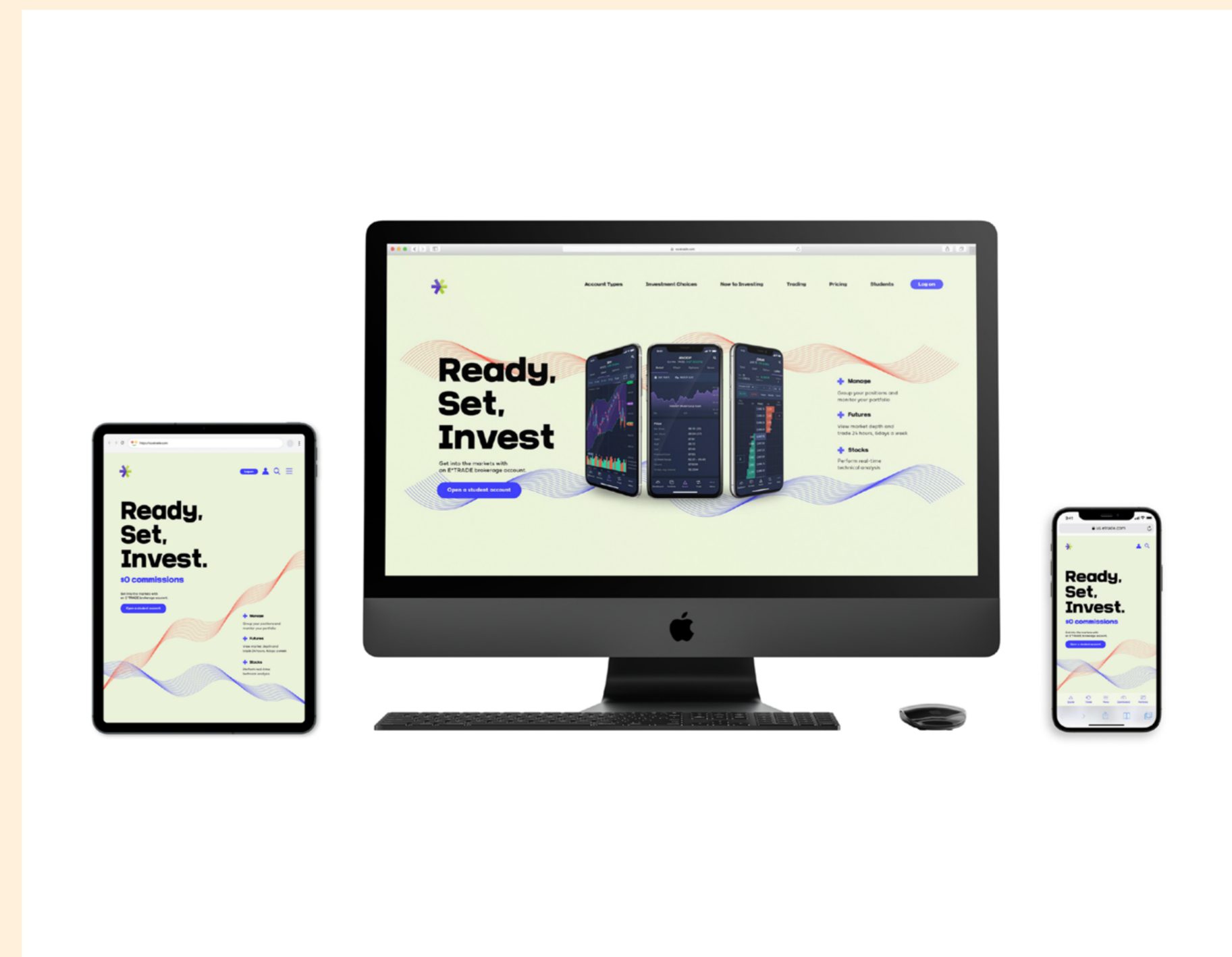
Yerin Kim is a junior undergraduate at MICA, currently pursuing a BFA in Graphic Design. She studied at Hankuk University of Foreign Studies in Korea and transferred to MICA in 2018. She enjoys learning new skills, and is interested in challenging various design projects. Beyond her personal work, she is strengthening her design skills, and learning deeply about graphic design to belong to a design society and communicate with others to create richer designs.



About  
Yerin Kim

ykim18@mica.edu

Yerin has worked on various aspects of design such as publication design, web design and branding.





*Our understanding...*

---

## *About* Statue of Peace Plaza

800 S Front Street Philadelphia, PA  
(in the neighborhood of Queen Village)

### **Website(s)**

Fundraising campaign:

<https://www.gofundme.com/f/buildingpeace/>

### **Contact name(s) and email(s)**

StatueofPeacePlaza@gmail.com

sjeong01@mica.edu (So Yeong Jeong)

### **Social media presence**

Instagram: @PeaceStatue

<https://www.instagram.com/peacestatue/>

Facebook: <https://www.facebook.com/statueofpeaceplaza>

### **Organization Description**

Statue of Peace Plaza is an organization that memorializes more than 200,000 girls and women from Asia and Oceania who were drafted into the military by force during the Japanese occupation as sexual slaves between 1932 and 1945.

### **Mission and vision of organization**

- To tell the story of Japanese military sexual slavery victims, known as 'comfort women'
- To accuse the Japanese government of distorting atrocities
- To tell the right history, thinking of world peace and the human rights of minorities
- To make the world's first public space dedicated to the memory of these women and to peaceful future

### **Key funders**

- Korean Community (grassroot fundraising)
- The Statue of Peace Plaza Committee (SOPPC)
- Individual donors through 'gofundme'

### **Key partners**

- Philadelphia City Council
- Philadelphia Art Commission
- Queen Village Neighborhood Association



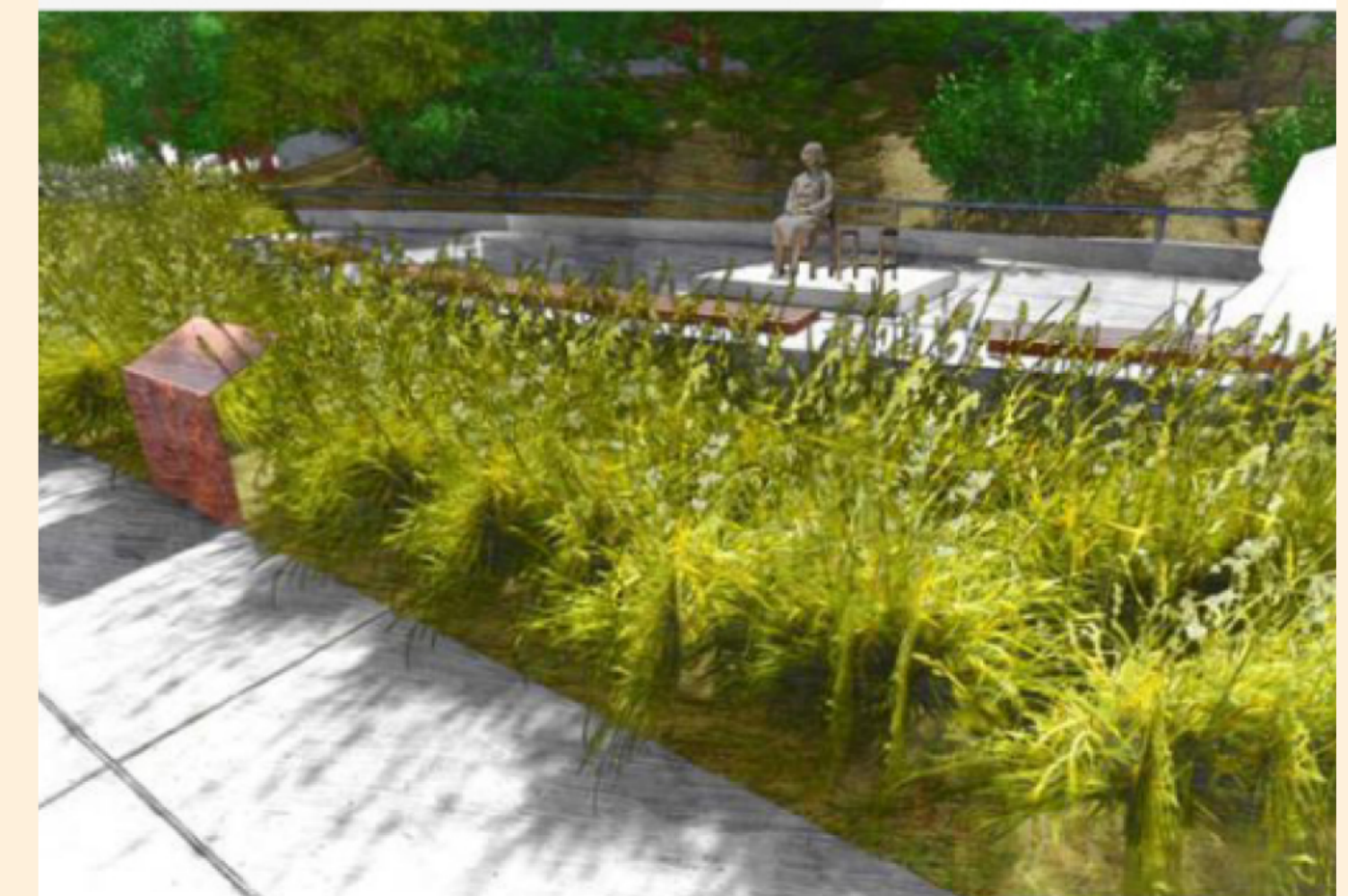
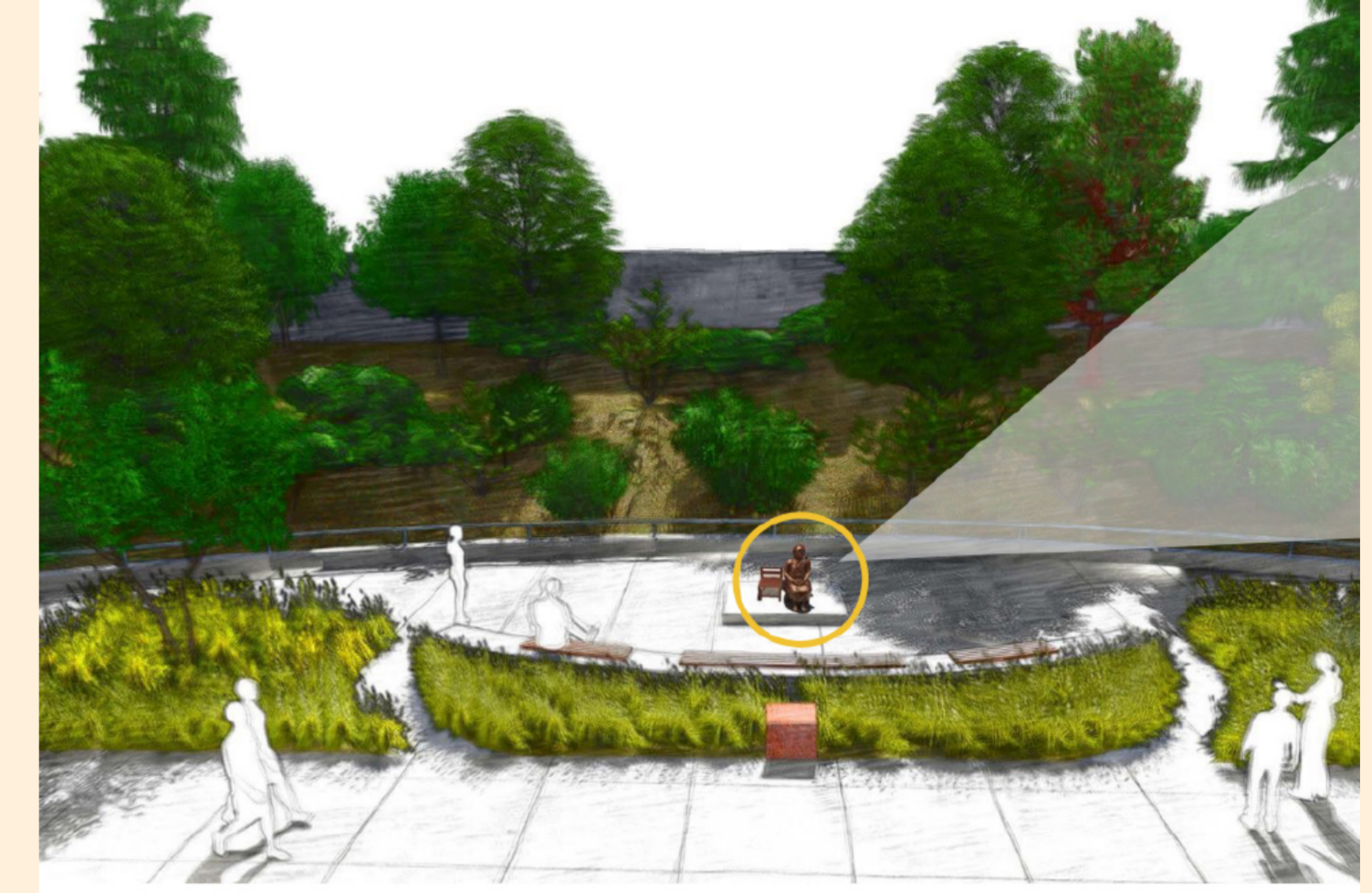
## *About* Statue of Peace Plaza

### **History**

During the WWII, Japan forcibly captured and made women pay sexual favors to their soldiers. However, the Japanese government claims that there was no inhumane behavior, and that the draft of these women was voluntary. Many countries, especially Korea, are protesting for the Japanese government's apology, adequate compensation, and punishment for those responsible for the behavior.

### **Potential future**

- It will not only be a space to talk about the victims, but also a space to think about world peace and the human rights of minorities
- It will be a space to memorialize, but it will also be a space where various communities can continue peace-related events
- Since Philadelphia is the first to create a plaza, other places can use this as a good example to wish for peace or give important messages about women and history





## *About* Statue of Peace

### **The Peace Monument**

The Statue of Peace was first installed in front of the Japanese Embassy in Seoul with donations from Korean citizens. The Peace monument is a figure of a victim, sitting on a chair with her hands clasped. Short hair symbolizes separation from parents and their hometown, and bare feet symbolize the wanderings of victims who could not settle down. On the floor, there is a shadow of an old woman. The bird connects the victims who have passed away with present society. An empty chair is contains the meaning of empathizing with the suffering of those women. The statue embodies the symbols of a painful past, a present that needs to be solved, and a future that aims for peace together.



## *Program/Product of* Statue of Peace Plaza

### **Social Problem Addressed**

This project will raise funds to honor Asian and Oceanic “comfort women” who were forced into sexual slavery by the Japanese military in the 1930s and 40s.

### **Audience**

- Short-term: those who are able to donate to the Statue of Peace Plaza.
- Long-term: anyone who wants to learn more about the history of comfort women.
- The sculpture resonates particularly for Koreans and Korean-Americans.

### **Program Challenges**

- Few Americans are aware of the historic human trafficking before World War II.
- Might be perceived as Korean, rather than relevant to others in the AAPI community.
- Similar statues in other cities have been vandalized, perhaps by Japanese or Japanese-sympathetic viewers.

### **Program Strengths**

- There is already a community surrounding the project.
- The sculpture itself has global recognition.
- The plaza will be located near other Philadelphia attractions.



*Program/Product of  
Statue of Peace Plaza*

**Similar/Comparative Organizations**

- Monument Quilt  
<https://upsettingrapeculture.com/past-projects/themonumentquilt/>
- Young Girls Peace Monument  
<https://ygpm.org>
- Comfort Women Education  
<https://comfortwomeneducation.org>
- Washington Coalition for Comfort Women Issues  
<https://comfort-women.org>
- Polaris Project  
<https://polarisproject.org>
- Love Park and Visitors Center  
<https://www.visitphilly.com/things-to-do/attractions/love-park/#why-visit>





*Logo References*  
Statue of Peace Plaza



**"COMFORT WOMEN"**  
JUSTICE COALITION



"COMFORT WOMEN"  
JUSTICE COALITION



COMFORT WOMEN  
JUSTICE COALITION



COMFORT W♀MEN  
JUSTICE COALITION



## *Audience of Statue of Peace Plaza*

### **Primary Target Audience**

- Asian-Americans will be relatively large in terms of sympathy with the plaza, but other races should also be taken into account in raising awareness
- It is expected that the participation of women will be high because it is a human rights issue for women.
- The sympathy of our seniors who heard stories will be great, and the proportion of middle-aged people who are interested in social, history issues will be high. However, the participation of teenagers should also be taken into account, as they want to rectify the historical problem.

### **Values**

According to the news, the extreme rightists in Japan are fiercely opposed to the installation of the Statue of Peace around the world, and they are pressing for its removal. Philadelphia's Plaza could also face this pressure.





## *Audience of Statue of Peace Plaza*

### **Aspects Likely to Motivate Audience**

The establishment of the Statue of Peace is expected to draw people's attention when interest in the human rights issue of Asian-Americans in American society has begun to occur.

### **Call to Action for Target Audience**

The goal of \$500,000 by the end of 2021 should be reached. After the park's launching begins, people will re-examine the distorted history through the statue and continue to pay attention.

### **Indicators that the Project is Successful Once Completed**

The first indicator will be the number of visitors who to learn about the meaning of the statue, and correcting the historical perception of the comfort women through social media will be our second indicator.





## *Creative Direction of Statue of Peace Plaza*

### **Requirements**

Typography-based logo  
(custom typeform, if possible)

### **Tone, Voice, Personality of Design Solution**

- Truth
- Justice
- Healing

### **Method of Distributing Project**

Primarily through social media (Facebook, Instagram, email, possibly Kakao Talk)

### **Impact of Project**

Participating in the project development should be a healing experience—rather than traumatic. All text and images will be reviewed by a diverse group to eliminate any microaggressions or triggers. As possible, we will utilize sustainable materials.

### **Projects solutions should**

- Reflect strength and support of the diverse Philadelphia communities
- Bring awareness to the history of comfort women
- Reflect a peaceful future for women



## *Preliminary Visual Research* Symbols

### **Butterfly**

- Symbol of reincarnation
- Butterflies flap their wings freely
- Free from discrimination, oppression, and violence
- Has been used in previous comfort women projects

### **Camellia**

- Sense of hope that the wishes of the victims will come true
- Blooms in winter, the coldest season
- Petals do not wither or scatter as they fall
- Demonstrates resilience of victims

### **Other Possible Symbols**

- Other flowers
- Birds
- Trees
- Holding hands
- Abstraction





## *Preliminary Visual Research* Color

### **Yellow**

- Symbolizes hope
- Appropriate for a tribute
- Used in existing logo
- Might be too light for typography

### **Red**

- Used in much artwork about comfort women
- Shows passion
- Used for many flowers
- Relates to bronze color of state

### **Combining Colors**

- Creating a dynamic palette of many colors can support multiple applications





## *Preliminary Visual Research* Typography

### **Functionality**

- Typography will be an essential part of the visual identity system
- Some documents may be translated into character-based languages
- The typeface palette should be multilingual
- The type palette should be accessible to a range of designers and editors, so multiple licenses will be necessary
- Should work well on screens

### **Style**

- Typefaces should be memorable and distinctive
- Combining multiple typefaces will allow for style and legibility

### **Budget**

- It is assumed that there is modest or no budget to purchase fonts
- Open-source typefaces will be considered

