

M|I|C/A

June 16, 2021

Statue of Peace Plaza Logo Solutions

Key Findings from Discovery Phase

- Better comprehension of broad SOPP goals
- Commitment to vision of SOPP Committee
- Assessment of strengths and weaknesses
- Identify key words
- Identify visual strategies

Survey Results

“What we are doing is making better history.”

“Making a park not just setting up the statue.”

Key Words

- Park-making
- Love-centered justice and healing
- Remembering history
- Connecting
- Inspire fight for justice
- Inheriting a spirit
- Reconciliation and coexistence

CONCEPT 1

[Blackslash]

This type-forward concept has a contemporary vibe but leans back, remembering history. Bright colors make it feel hopeful and fresh.



Statue of
Peace Plaza

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Shin**

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Victim Testimonies

KIMIKO KANEDA
1921–2005

One of the first recipients of the
Atonement Project of the AWF.

[READ HER STORY](#)



Events

PRIDE PARADE June 15, 2021

SAMBA LESSON July 1, 2021

**FILLIPINO FOOD
FESTIVAL** August 2021

[View all.](#)



Resources

**Embodying
Justice**

reading list about
gender and the law

**Gender
Violence
Hotlines**

Never feel you
are alone

Comfort Women

about the issue

Lesson Plans

information for
educators

[View all.](#)

Statue of
Peace Plaza

CONCEPT 2

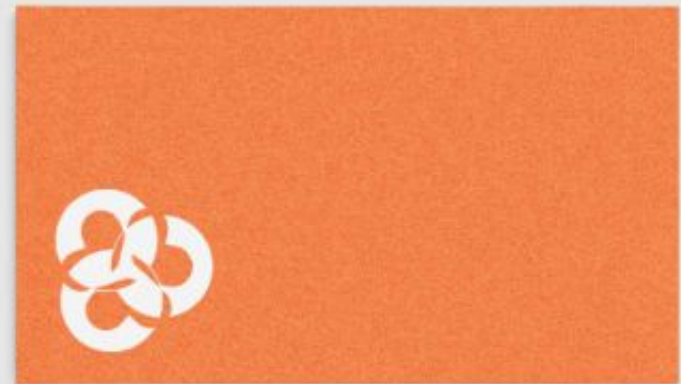
[Heart]

This logo represents inner strength, centering love, and unity with circles and hearts that merge together to form a knot.



Statue of
Peace Plaza





Concept 3

[Hand]

An abstracted, outstretched hand offers reconciliation, cooperation and suggests peaceful coexistence







Hand icon
Peace Plaza

Hand icon
Peace Plaza

Hand icon
Peace Plaza



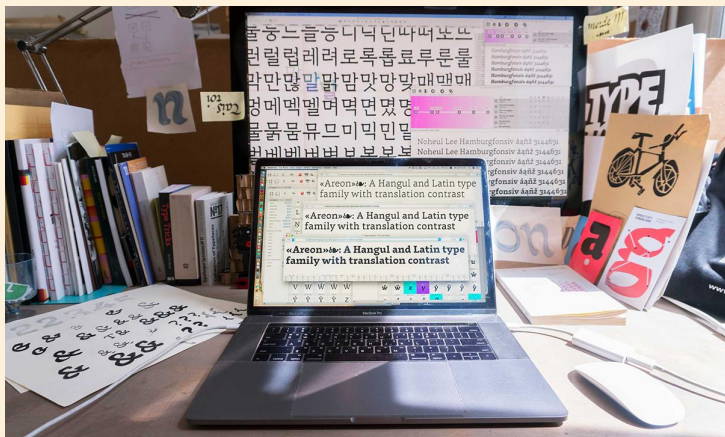
CONCEPT 4

[monogram]

Multiple Ps mingle to represent Plaza, Peace, and Philadelphia. The idea of a monogram is an inheritance, as we are connected with the generations before us.



Statue of
PEACE
PLAZA



Arvana

Typeface is created by Noheul Lee, a Korean font designer.





A large, colorful, grid-like woven structure made of threads in shades of orange, red, green, and blue, displayed against a white background.

P

**CONTEMPORARY
POJAGI** exhibition

July 15–23, 2021 sopp.org

Statue of
**PEACE
PLAZA**

art by Marian Bijlenga



A collage of various Filipino dishes, including a bowl of shrimp and vegetables, a plate of fried fish, and a bowl of salad, arranged around a central text area.

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FILLIPINO FOOD FESTIVAL

July 15–23, 2021 • Queen Village
sopp.org

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Statue of
**PEACE
PLAZA**

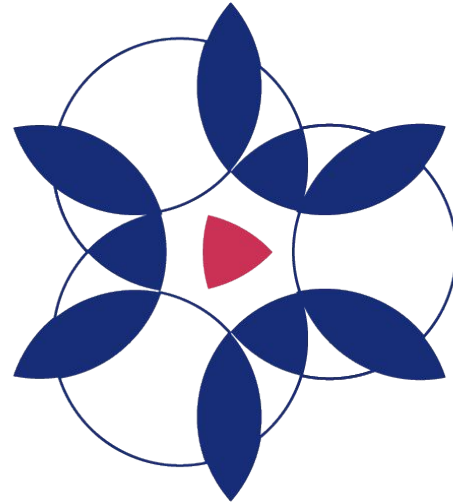


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Statue of
**PEACE
PLAZA**

CONCEPT 5

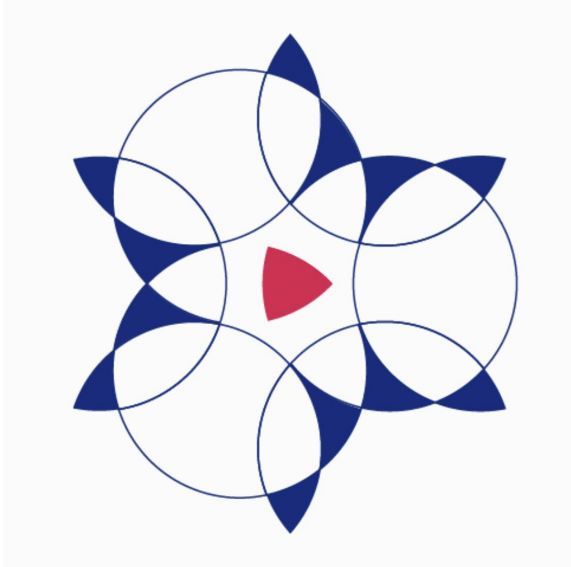
[Camellia]

Multiple circles connect into an abstracted camellia to express unity, support, invitation and community.



Statue of Peace
PLAZA







Statue of Peace
PLAZA

**KOREA IN
QUEEN
VILLAGE**

1st Annual Korean
Culture & Heritage Event

AhnNyoung!

Come and join us!

Sunday, June 13, 2021
3 PM EDT
800 S Front Street
Philadelphia, PA 19147

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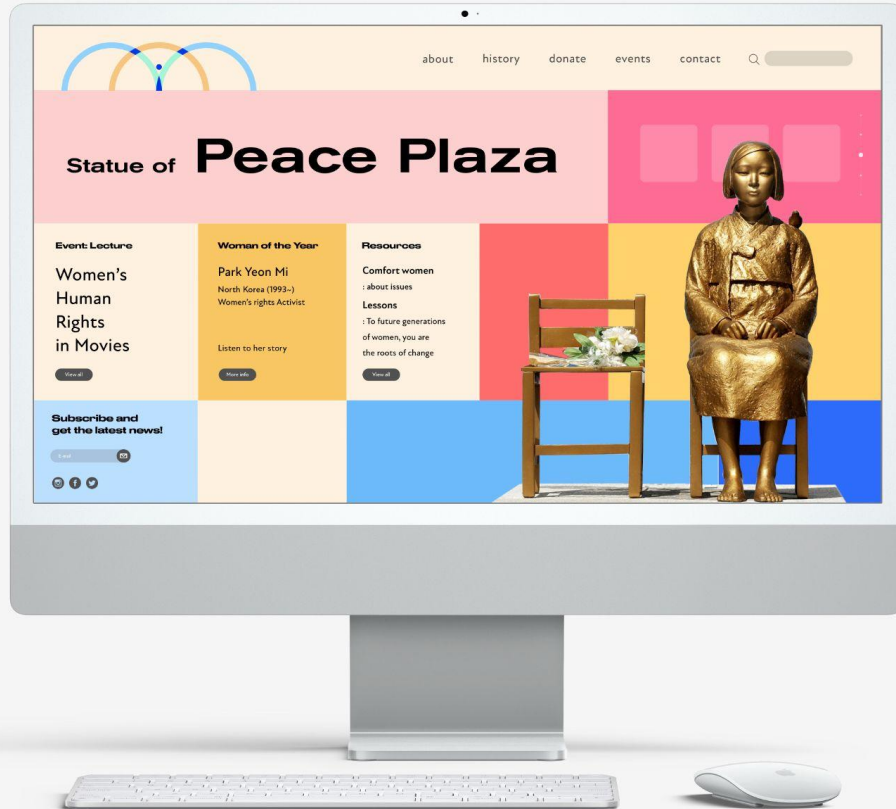
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Concept 6

[Bridge]

An icon representing the statue with outstretched arms is positioned in the middle of a bridge, representing connectedness and unity.





Statue of Peace Plaza

Event Lecture

Women's
Human
Rights
in Movies

View all

Woman of the Year

Park Yeon Mi
North Korea (1993-)
Women's rights Activist

Listen to her story

View info

Resources

Comfort women

: about issues

Lessons

: To future generations
of women, you are
the roots of change

View all

Subscribe and
get the latest news!





FORWARD

**The 100th Anniversary
March 1st
Independence Movement**

**09.17 –
10.19.21**

800 S Front st Philadelphia

Special Exhibition on
Women's Human Rights
in Contemporary Art

