

## CONCEPT/ IDEA FOR **DIVERSITY** POSTER COMPETITION:

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### **Rainbow Flag: New 9-stripe version of 2017 to include DIVERSITY.**

Designed in 1978 by Gilbert Baker (1951-2017), an American artist and gay activist, the original 8- color striped Rainbow Flag has been ranked by MOMA (Museum of Modern Art) in 2015 as an **internationally known and respected symbol**, as important as the recycle symbol.

This meaningful symbol for tolerance and acceptance is usually produced as a 6-color flag (omitting both hot pink and turquoise) for economy in production purposes.

In March 2017, shortly before his death, Gilbert Baker created a new version of his flag, by **adding the ninth stripe** in lavender color. **This color is meant to represent DIVERSITY**, something Baker thought is endangered in present-day America, needless to say throughout the world. He had made 39 copies of this flag with the intention to have them displayed in San Francisco in June, for the 39<sup>th</sup> anniversary of the Rainbow Flag.

**DIVERSITY** was also inscribed on Baker's shirt, when he presented his new creation, each letter in a different color; the fact that there are **as many letters as colors** in the new flag must have been a source of inspiration.

Color-representation:

Lavender – Diversity

Hot Pink – Sex

Red – Life

Orange – Healing

Yellow – Sunlight

Green – Nature

Turquoise – Art

Indigo – Harmony

Violet - Spirit



