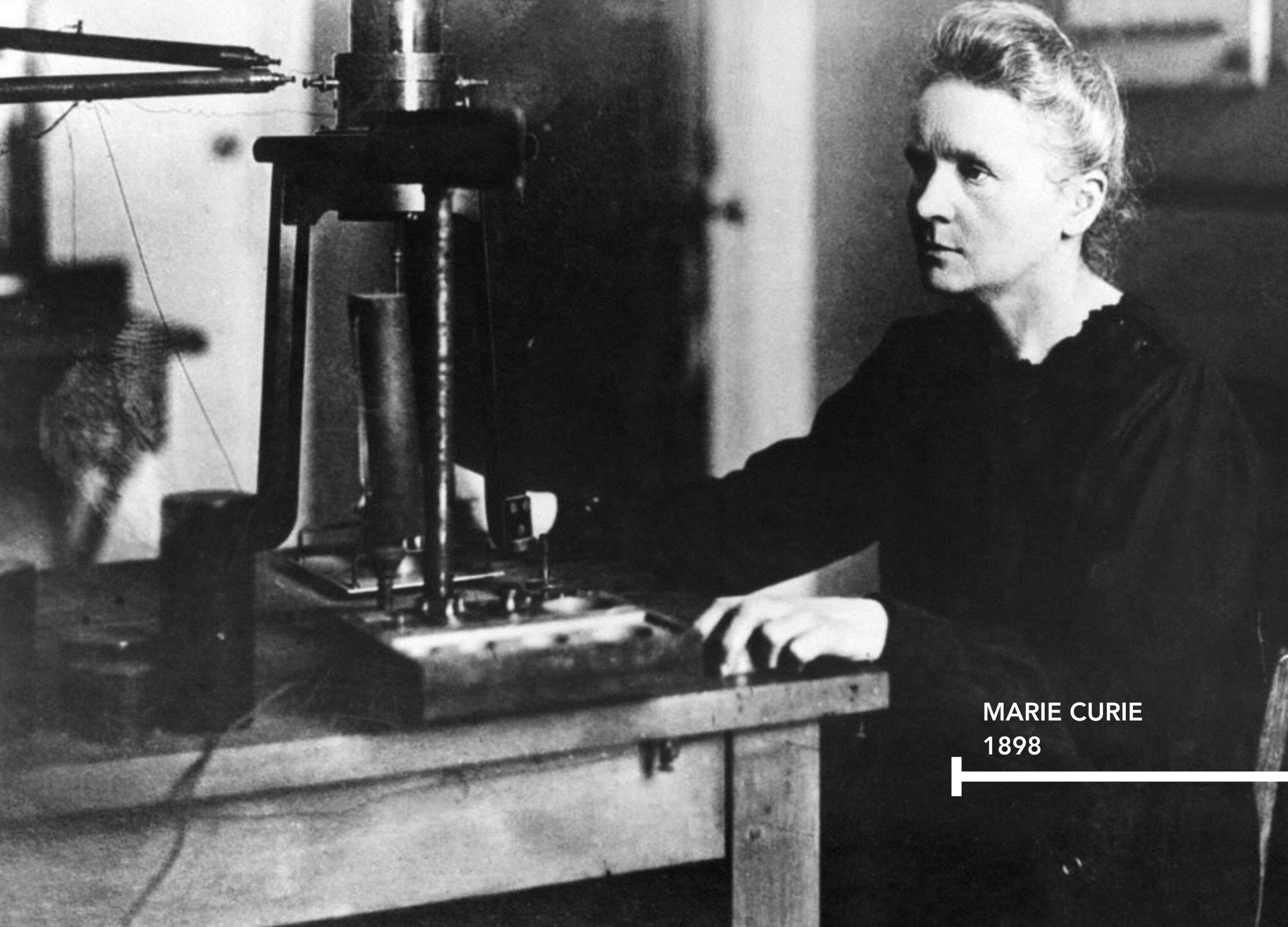


NUCLEAR SECURITY

KATE LARRABEE | ANU KHOSLA | SAM BAKER | MEGAN CARTER | FRANCESCA EICHMANN



aljazeera.com

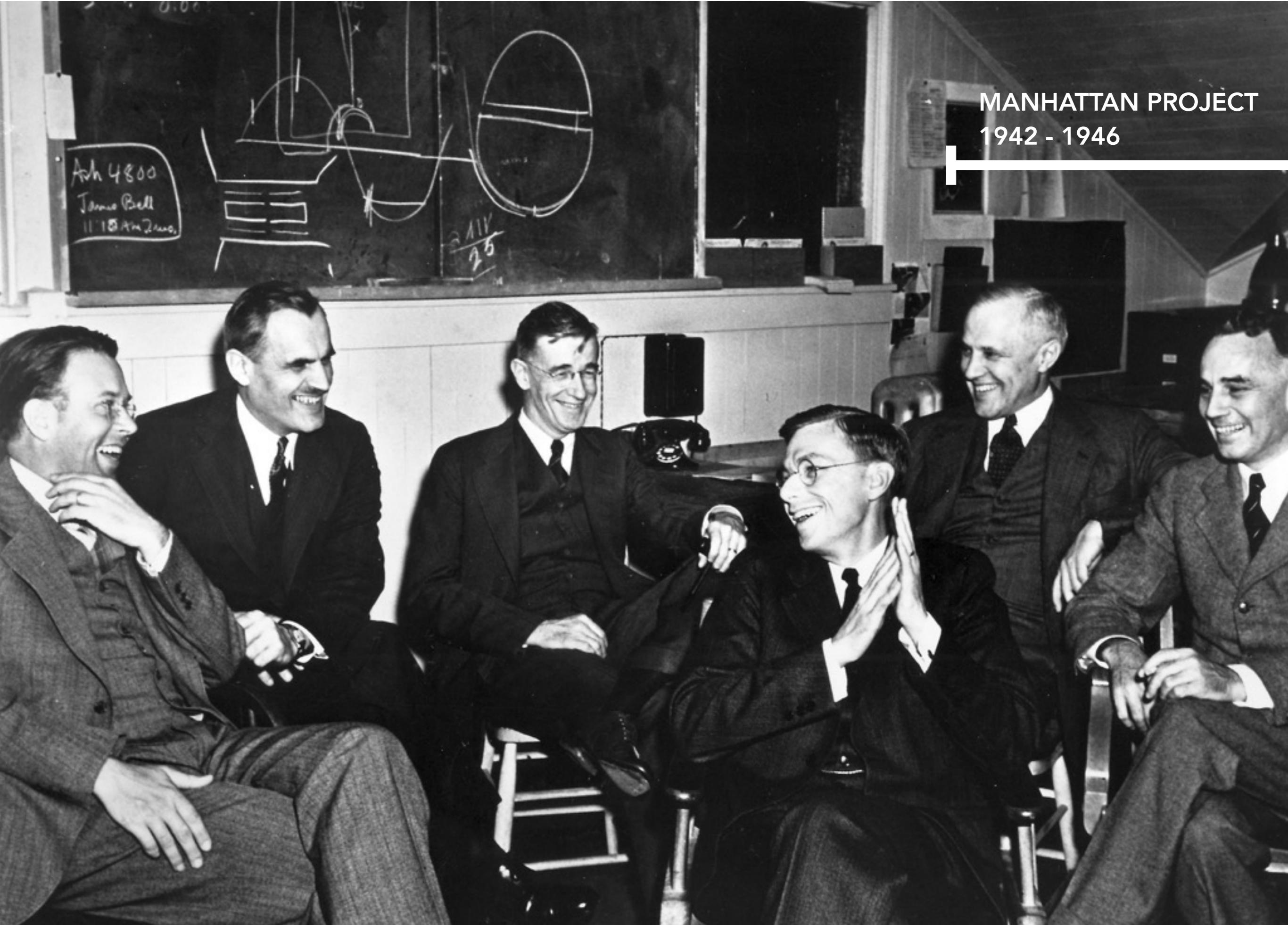


MARIE CURIE
1898



DISCOVERY OF FISSION
1938

MANHATTAN PROJECT
1942 - 1946





**LET'S
ALL
FIGHT**

WWII
1939 - 1945

MANHATTAN PROJECT
SECRET CITY, 1943



Ed Wescott & DOE



MANHATTAN PROJECT
SECRET CITY, 1942 - 1946

Ed Wescott & DOE



HIROSHIMA
AUGUST 6, 1945





COLD WAR
1945 - 1991

"We dare not tempt them with weakness. For only when our arms are sufficient beyond doubt can we be certain beyond doubt that they will never be employed."



JOHN F. KENNEDY
JANUARY 20, 1961

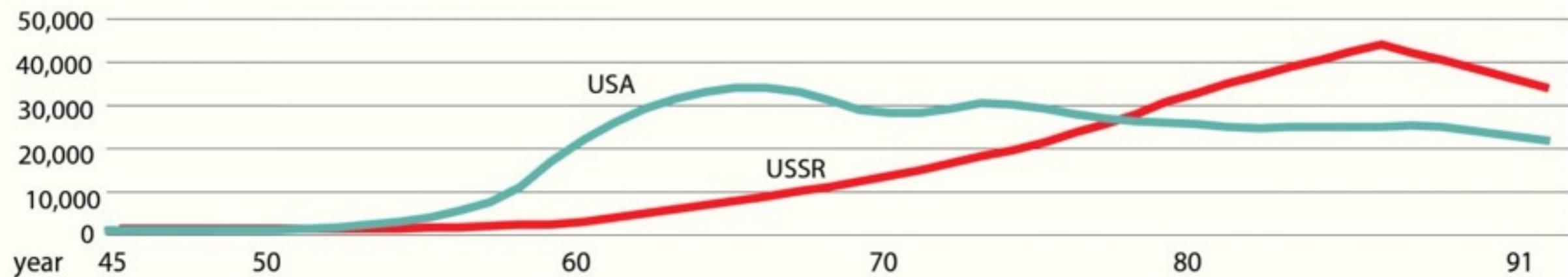
NIKITA KHRUSHCHEV
NOVEMBER 7, 1963

"If you (the USA) start throwing hedgehogs under me, I shall throw a couple of porcupines under you."

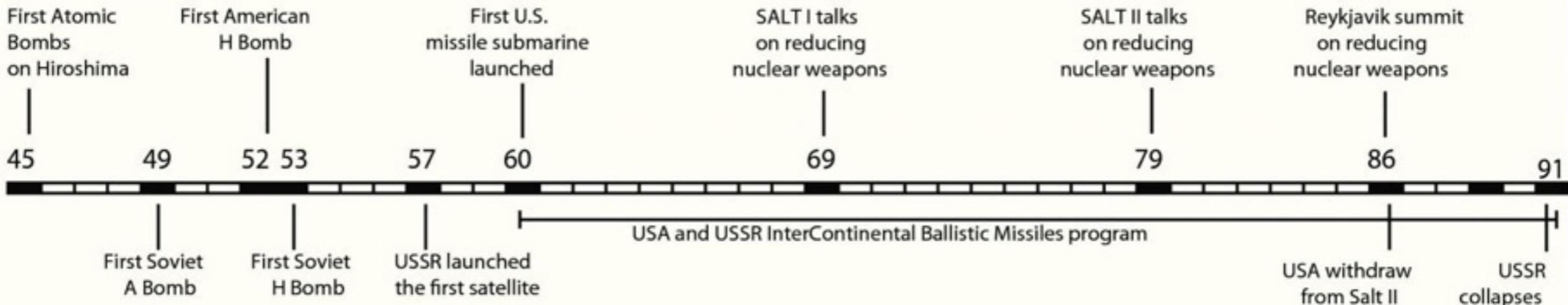


THE NUCLEAR ARMS RACE

NUCLEAR STOCKPILE



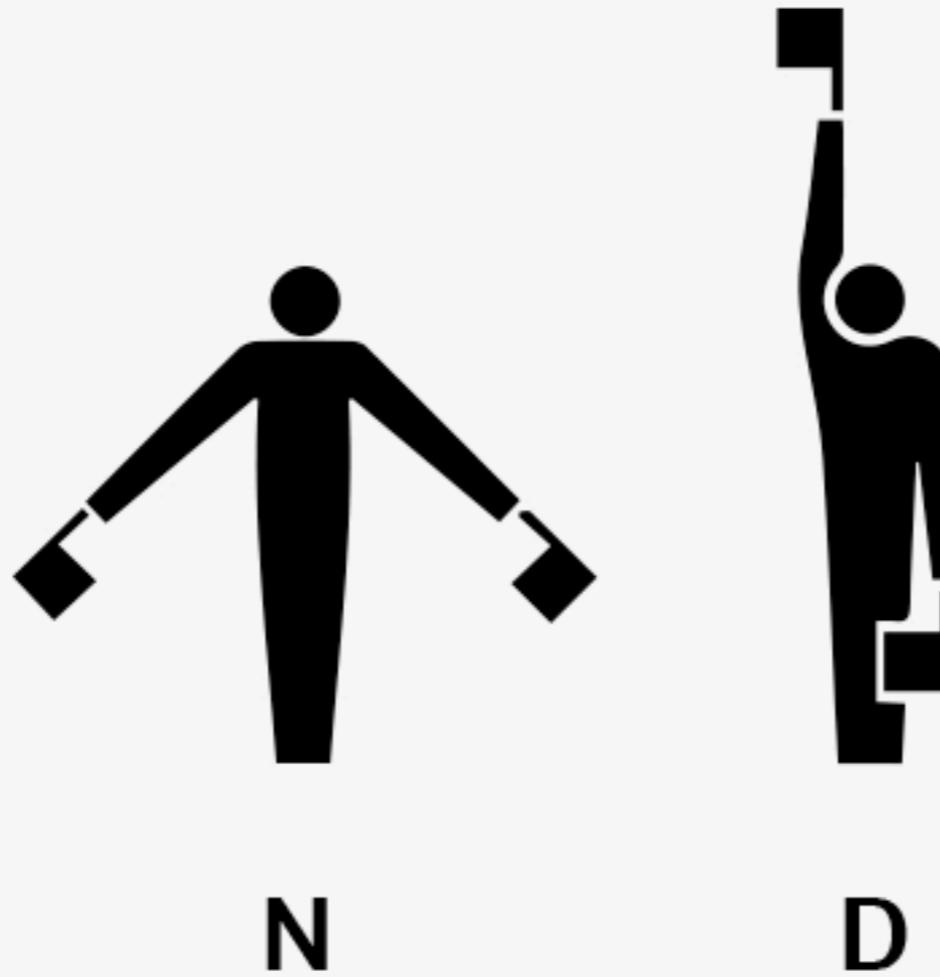
TIMELINE



MOVEMENT FOR
NUCLEAR
DISARMAMENT



SYMBOLIZING NUCLEAR
DISARMAMENT, 1958







JOHN LENNON
IMAGINE, 1971

"You may say I'm a dreamer,
but I'm not the only one.
I hope someday you'll join us,
and the world will be as one."

Associated Press

VIETNAM WAR PROTESTS
c. 1968





PROXY WARS
1965

BERLIN WALL FALLS 1989



CANDY OF THE 1990'S





The image is a scene from the animated television show "The Simpsons". It takes place in a control room of a nuclear power plant. In the center, Homer Simpson, wearing a white lab coat and yellow gloves, sits at a control panel, looking shocked or worried. He is holding a small tablet device. Behind him, a large window shows a worker in a full-body protective suit and mask standing in front of a massive, flaming reactor vessel. The reactor vessel is red and orange with visible flames and a prominent yellow radiation symbol. To the right, there's another control panel with various buttons and a digital display showing "COKE TEMP". On the far left, a partial view of another control panel is visible. The background features blue walls with yellow caution tape and a vent. A small logo for "THE SIMPSONS" is in the top left corner.

THE SIMPSONS
1989 - PRESENT

DR. EVIL
AUSTIN POWERS, 1997



"Shit. Oh hell, let's just do what we always do. Hijack some nuclear weapons and hold the world hostage. . . Here's the plan. We get the warhead and we hold the world ransom for... ONE MILLION DOLLARS!"

SEPTEMBER 11, 2001





SEPTEMBER 11, 2001





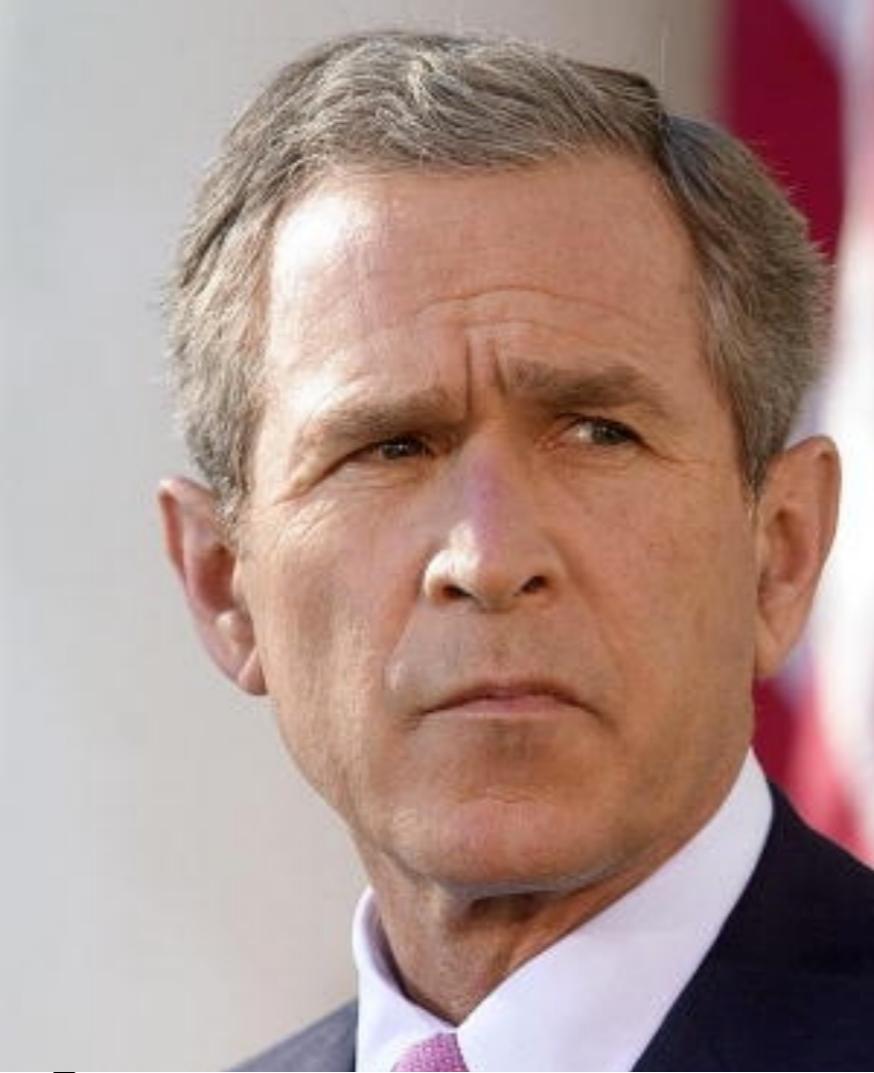
WAR ON TERROR
c. 2003





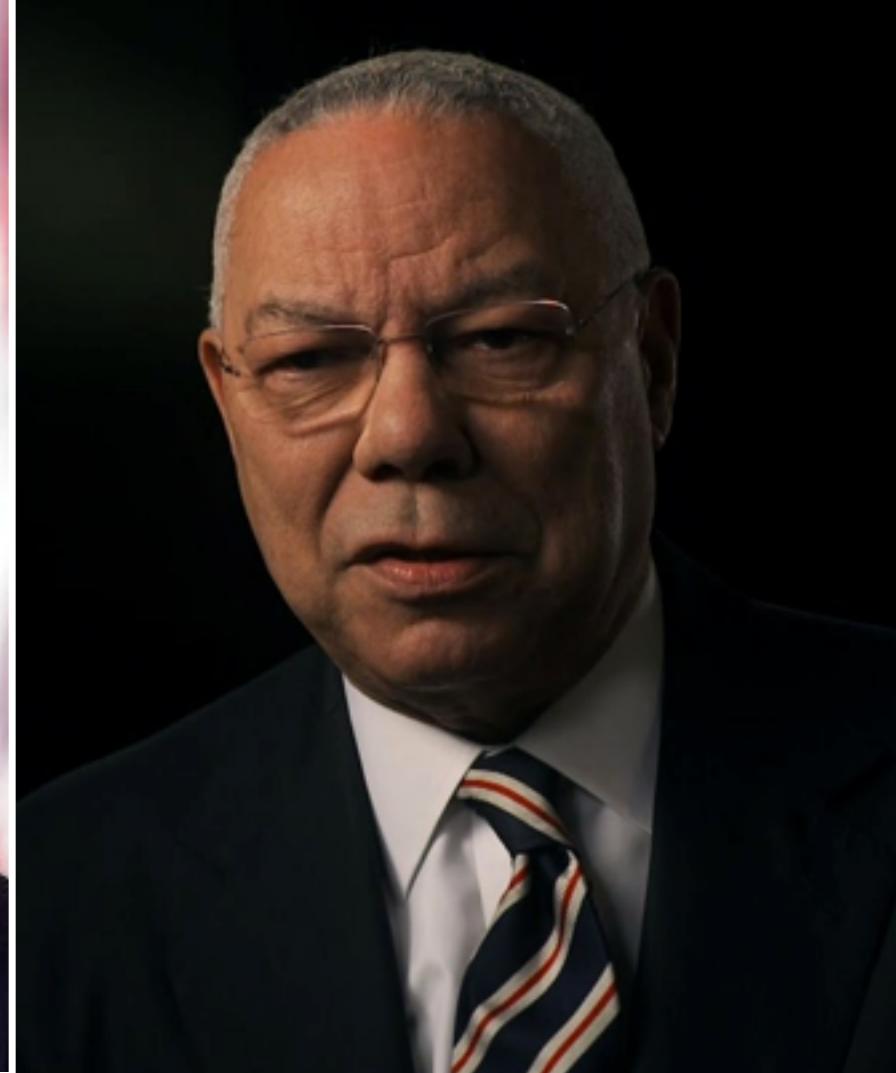
DICK CHENEY
August 26, 2002

"Simply stated, there is no doubt that Saddam Hussein now has weapons of mass destruction."



GEORGE W BUSH
May 6, 2003

"I'm not surprised if we begin to uncover the weapons program of Saddam Hussein -- because he had a weapons program."



COLIN POWELL
February 5, 2003

"We know that Saddam Hussein is determined to keep his weapons of mass destruction, is determined to make more."

2014 Libyan Civil War	2013 Boston Marathon Bombings
	2008 Gaza War
2013 Black Lives Matter	2011 Libya
	2016 Brussels Bombings
2006 Mexican Drug War	2005 London Bombings
2016 Baghdad Bombings	2014 Iraqi Civil War
	2001 War in Afghanistan
2015 Paris Terrorist Attacks	2003 Darfur
2011 Syria	2014 Israel - Gaza Conflict
	2011 Occupy Protests
	2003 Iraq War
2013 Kenya Mall Attacks	2016 Bangladesh Bombings
2009 Boko Haram	2015 Paris Terrorist Attacks
	2008 Mumbai Hotel Bombings
2011 Anders Breivik Norway Attacks	2012 KONY
2015 San Bernadino Attacks	2016 Istanbul Bombings



KIM JUNG UN

"If we push buttons to annihilate the enemies, they will be reduced to seas of flames and ashes in a moment."

A photograph of Donald Trump speaking at a podium. He is wearing a dark suit, white shirt, and red tie. A small American flag pin is visible on his lapel. The podium has a blue sign with red stars and the word "TRUMP" in large white letters. In the background, there are American flags.

DONALD TRUMP

"What good does it do
to have a good nuclear
triad if you're afraid to
use it?"



VLADIMIR PUTIN

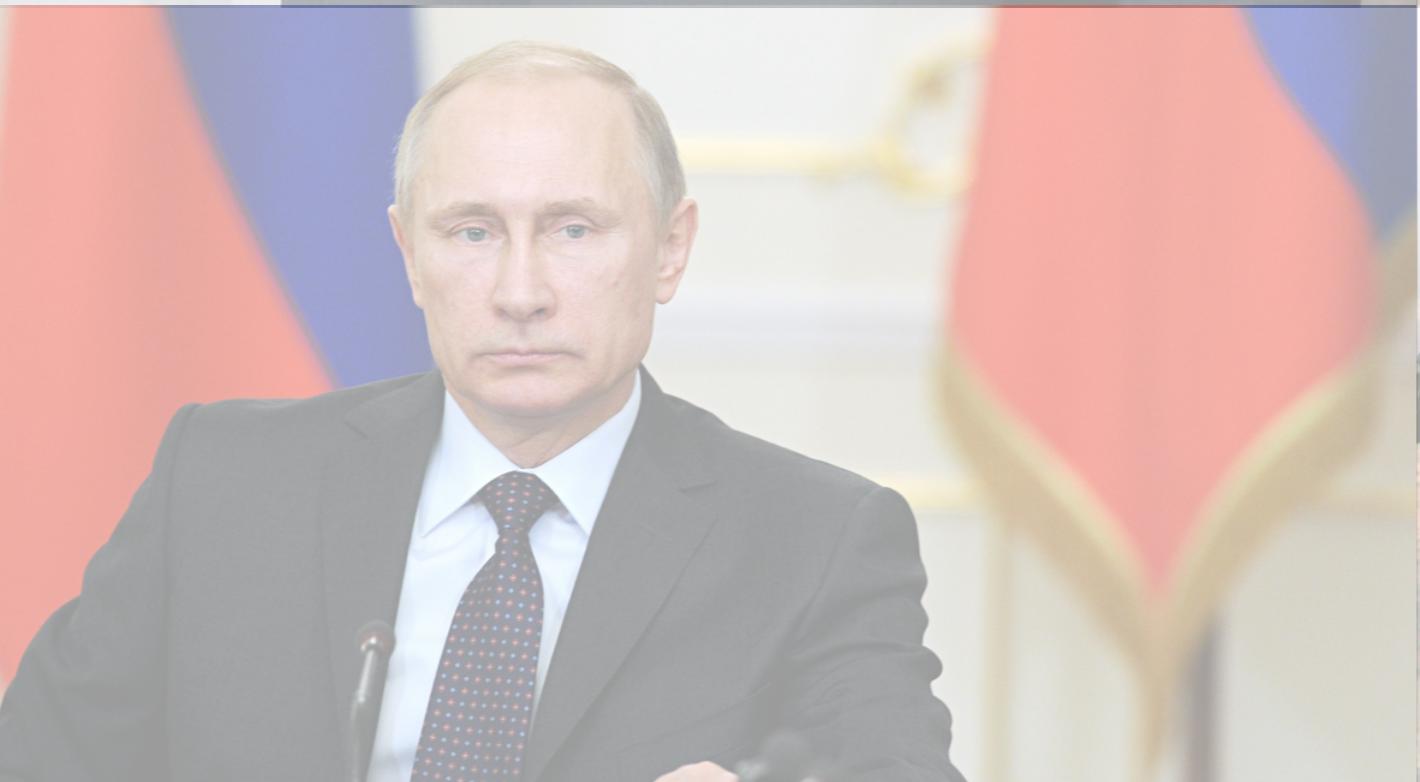
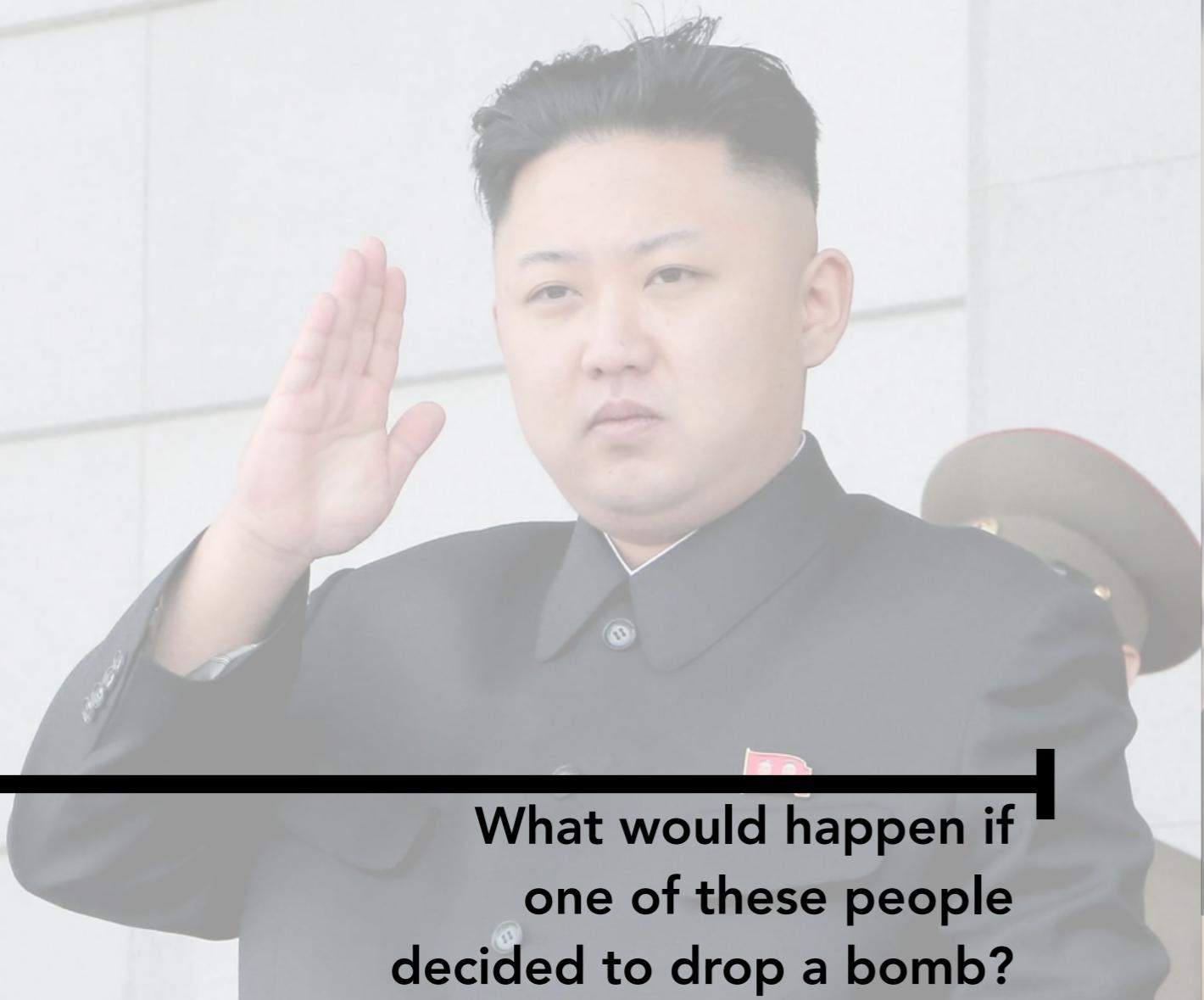
**"I want to remind you
that Russia is one of
the most powerful
nuclear nations."**

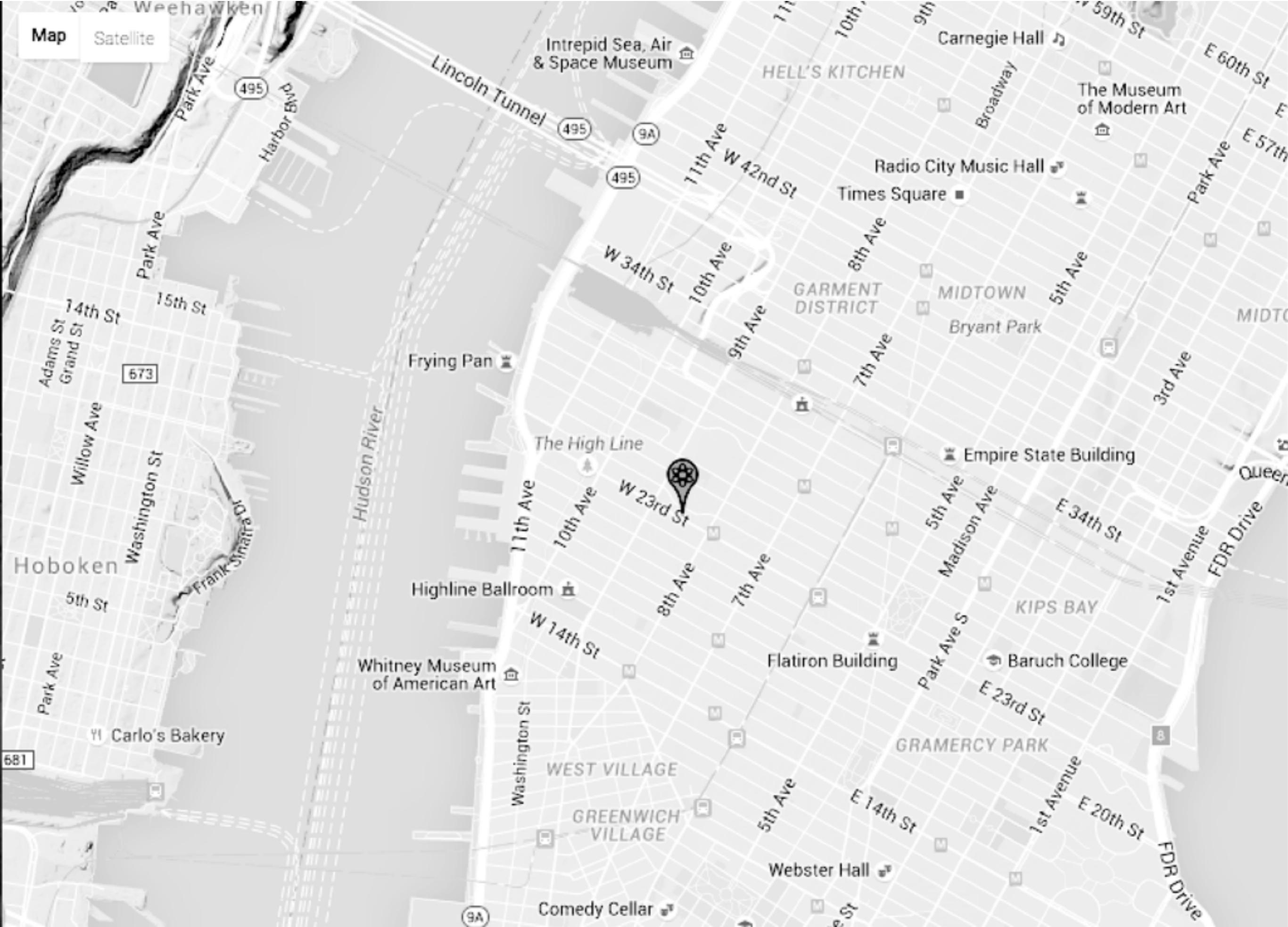


"ISIS is seeking nuclear
material to kill as
many people as possible"
- President Obama

ISIS

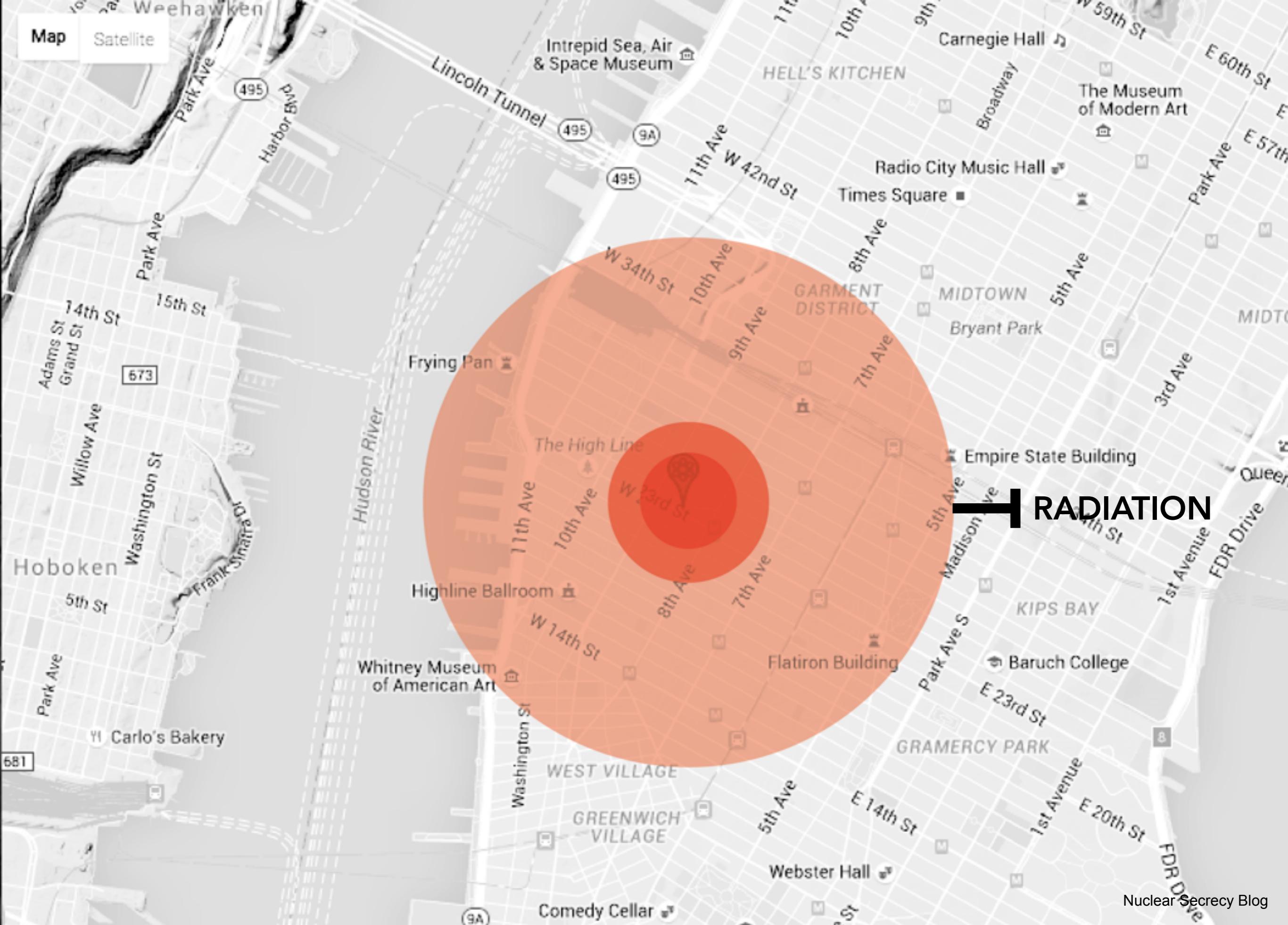


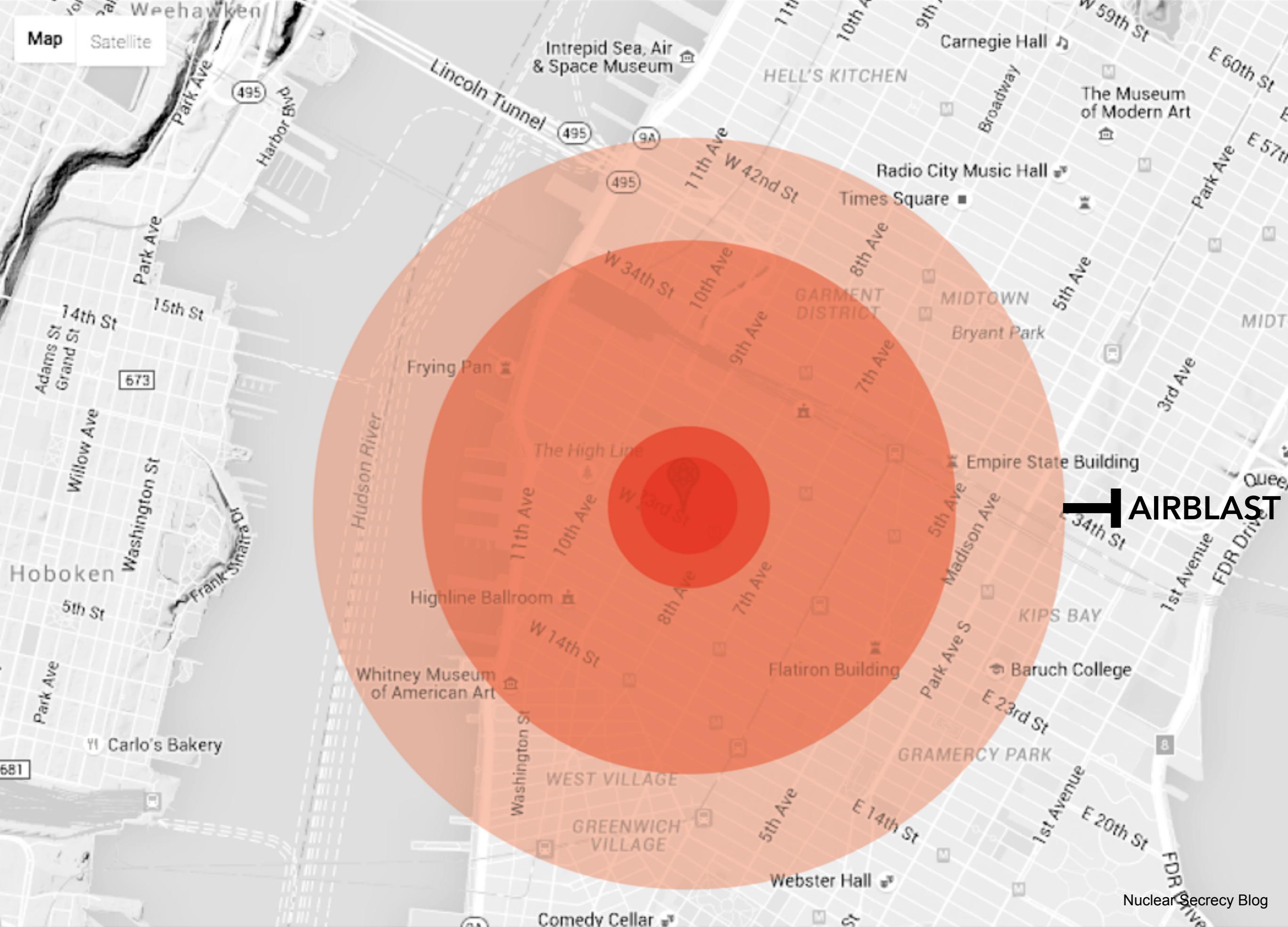


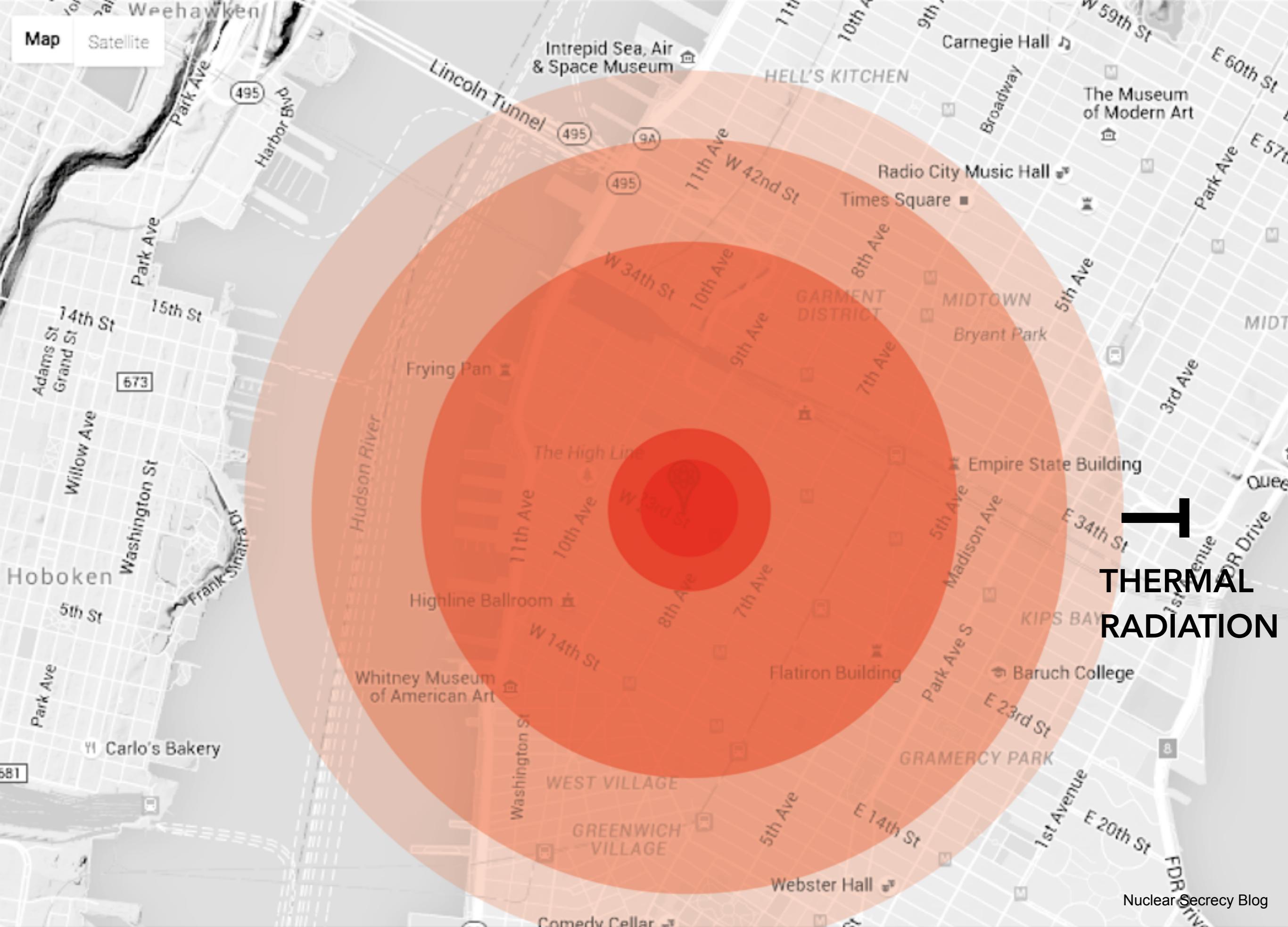


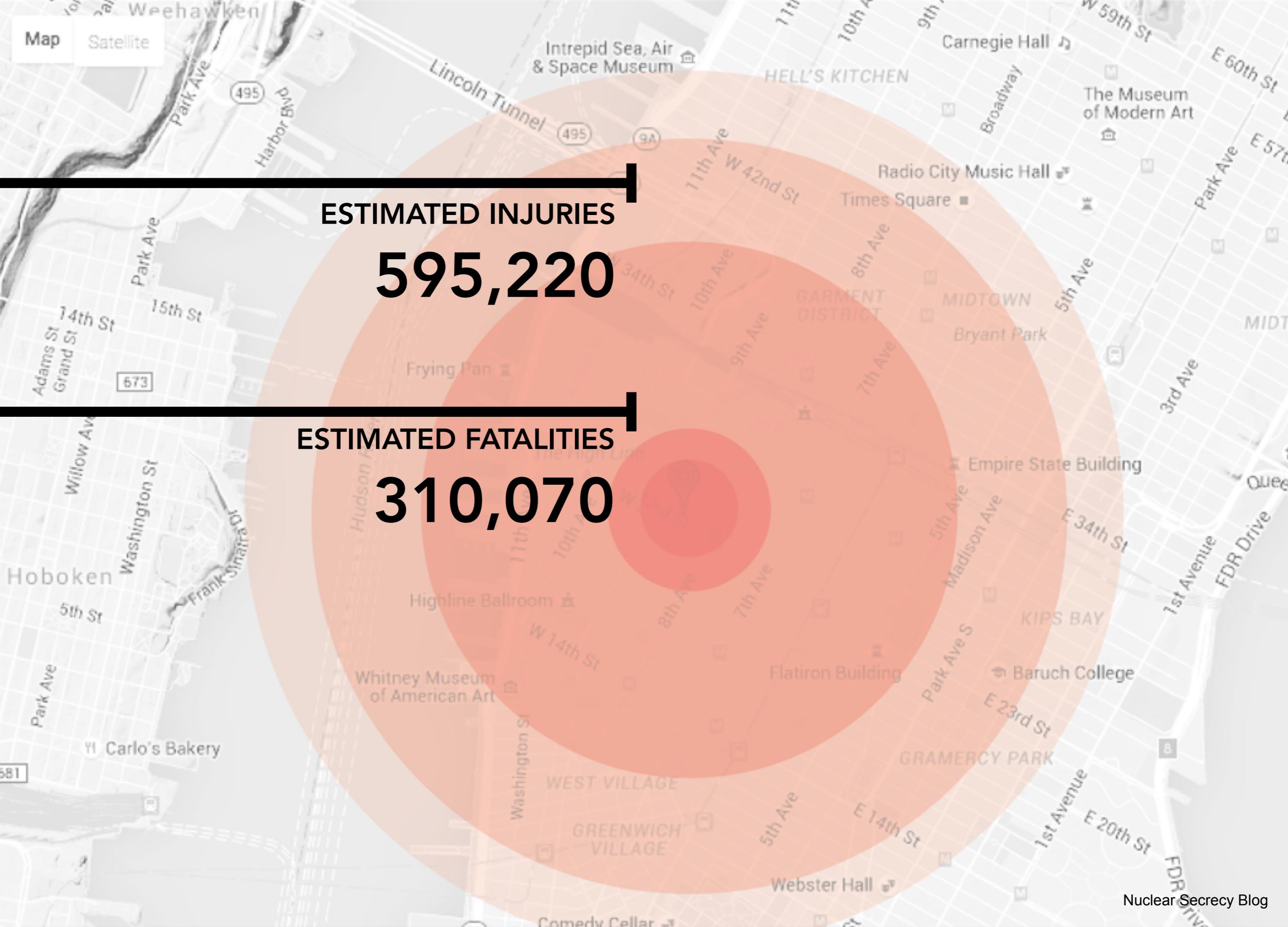


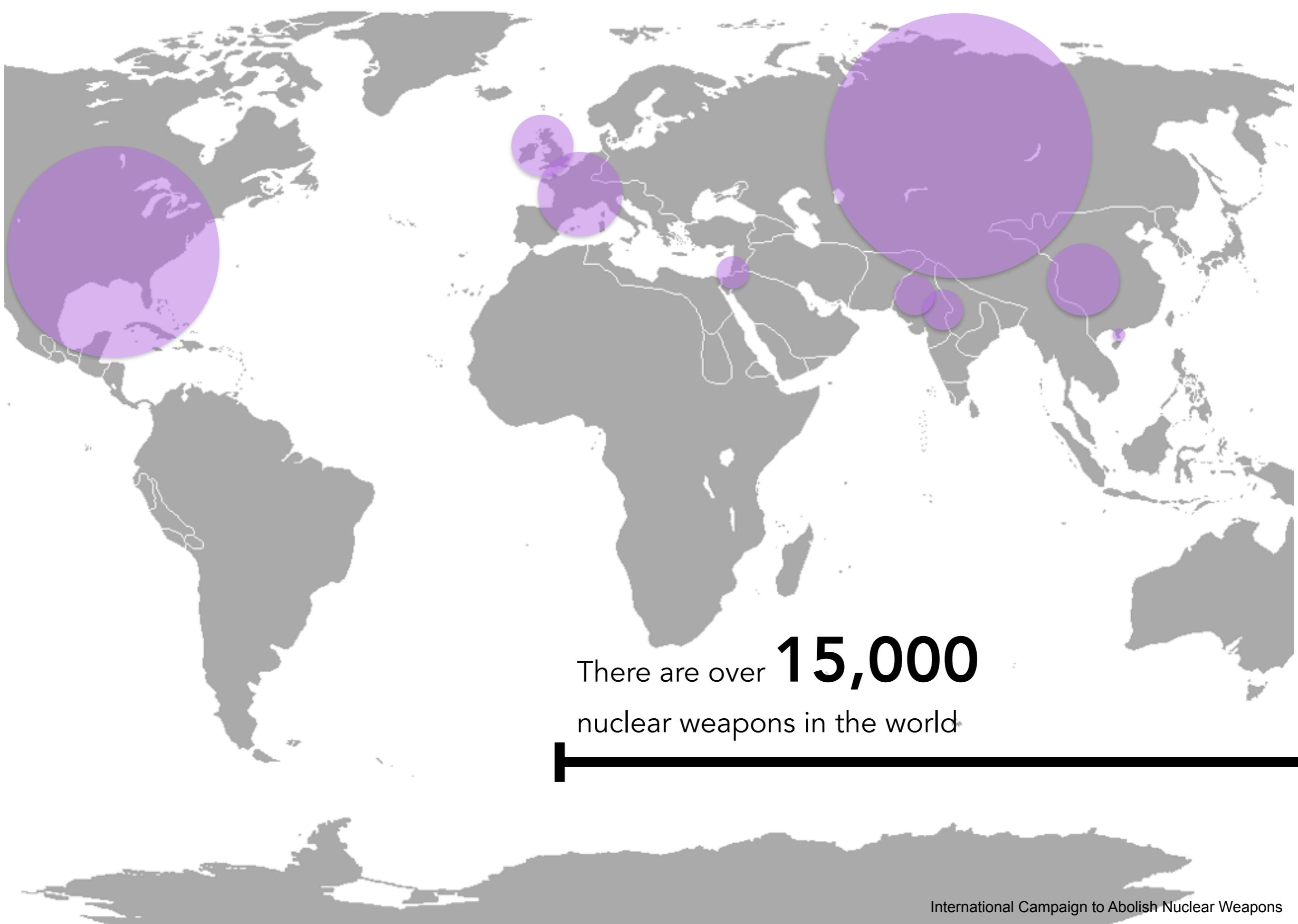












There are over **15,000**
nuclear weapons in the world



International Campaign to Abolish Nuclear Weapons

WHERE IS THE URGENCY?



Confirmed: Millennials' Top Financial Concern Is Student-Loan Debt

They're also still worried about wealth accumulation and saving enough to buy a home.

Study Says America's Income Gap Widest Since Great Depression

September 10, 2013 · 5:39 PM ET

Are We Living In An Unprecedented Age Of Terror?

July 1, 2016 · 5:01 AM ET

Debate: Does Income Inequality Impair The American Dream?

October 29, 2014 · 1:32 PM ET

Orlando Reels From Sunday's Deadliest Mass Shooting In U.S. History

June 13, 2016 · 5:04 AM ET

Heard on *Morning Edition*

NEWS MAY 12 2016, 8:12 PM ET

Tens of Thousands of Gallons of Crude Oil Spill Into Gulf of Mexico

by ALEX JOHNSON

IMAGES OF TERROR

Videos of police brutality now resemble modern-day lynchings

MAY 15, 2014 @ 10:30 AM 541,969 VIEWS

Gluten Intolerance May Not Exist

'Nobody Is Immune': Bracing For Zika's First Summer In The U.S.

June 28, 2016 · 1:49 PM ET

U.K. votes to leave the EU: What now?

⌚ 02:26 AM, Jun 24, 2016

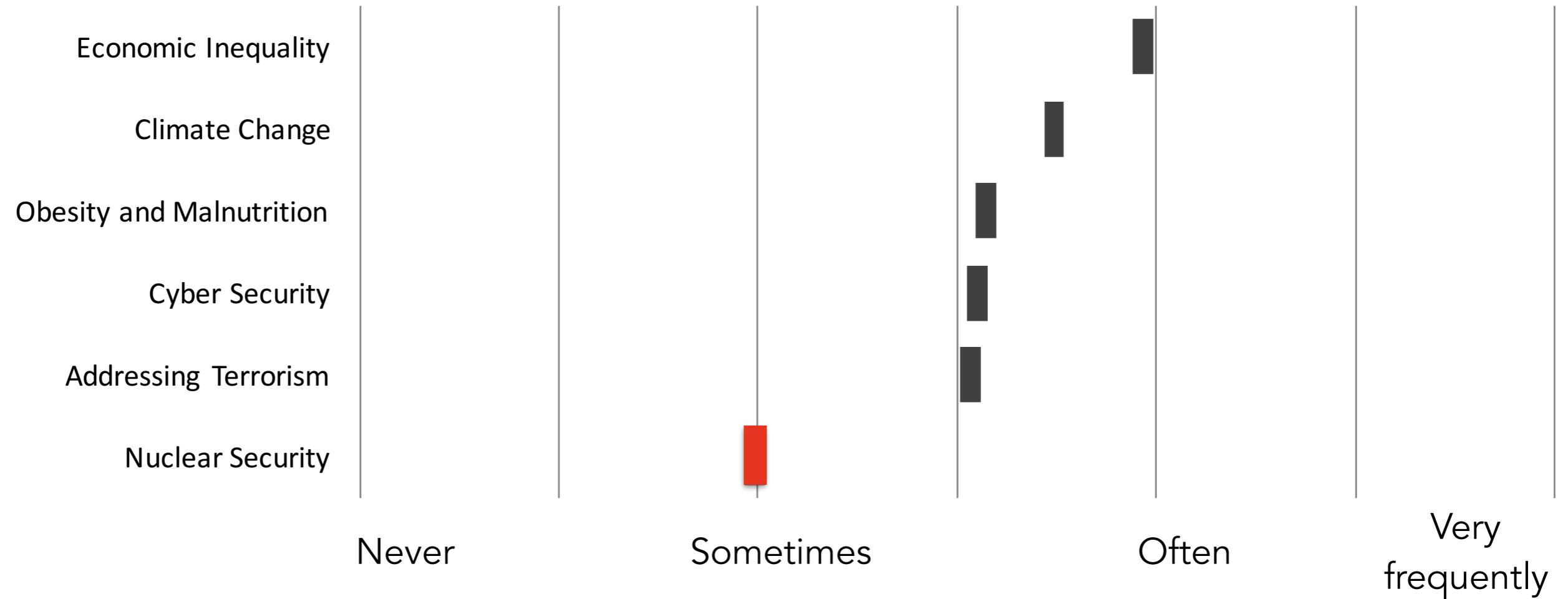
WORLD

WOMEN AND THE LEADERSHIP GAP

BY LESLIE BENNETTS ON 3/5/12 AT 12:00 AM



HOW OFTEN DO MILLENNIALS THINK ABOUT...





How can they be concerned if they
don't understand the threat?



How many nuclear weapons

N Square

How can we reignite the peace movement?



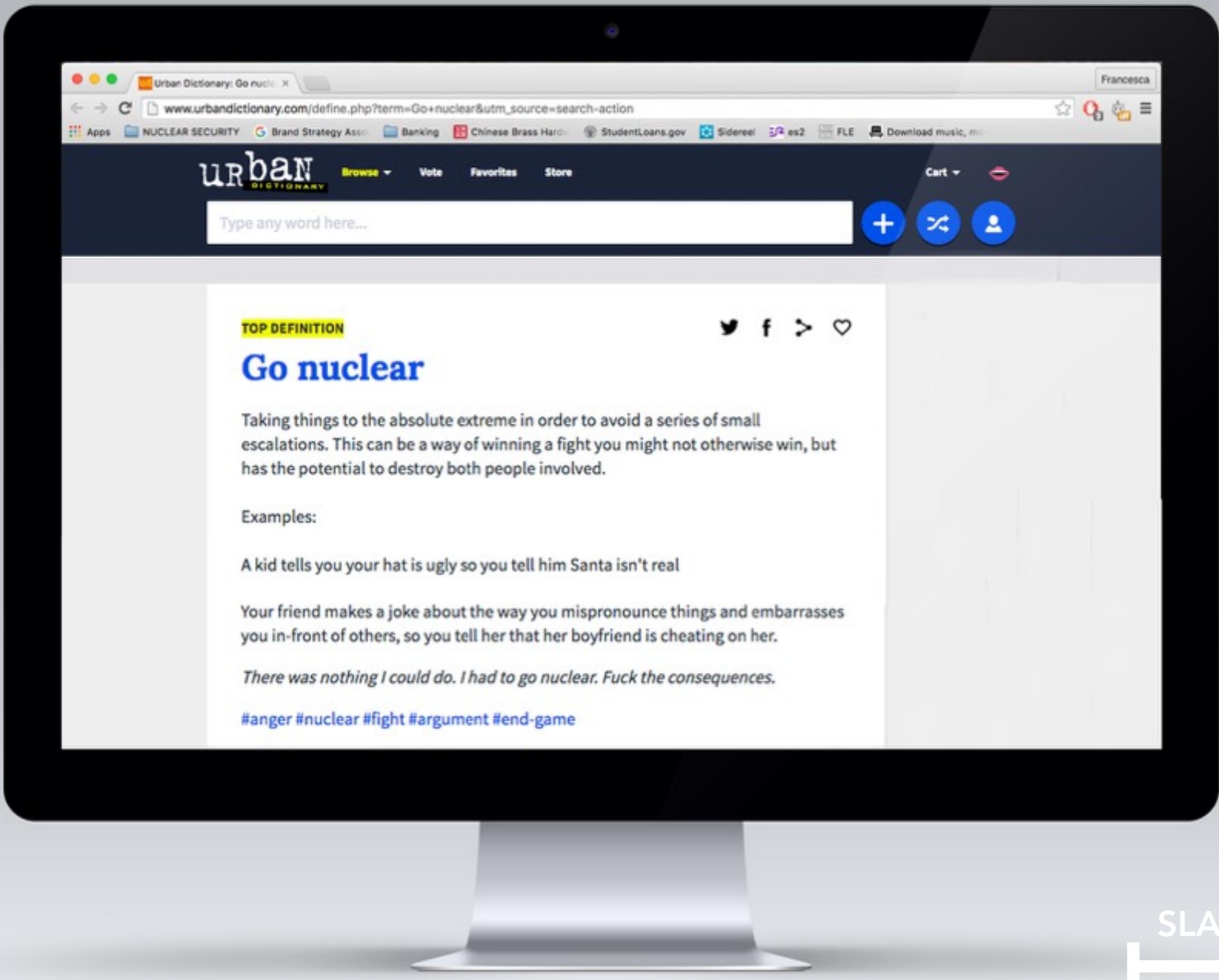
**IF WE GET
1,000 LIKES
ON FACEBOOK,
THIS CHILD
WILL RECEIVE
ABSOLUTELY
NOTHING.**

unicef

SLACKTIVISM

The poster features a stylized, high-contrast illustration of two men's faces. On the left, a man with glasses and a mustache has a serious expression. On the right, another man with a mustache looks slightly upwards. The background is filled with abstract shapes and patterns, including a yellow circle and a red cross-like symbol. In the bottom right corner, there is a large, partially visible graphic with Korean text.

THE INTERVIEW
2014



SLANG



Last Week Tonight



How can we achieve global security when we
haven't achieved domestic security?



How do we prevent
nuclear accidents from
happening?

How do we prevent
nuclear accidents from
occurring?



How can we secure
our aging nuclear
arsenal?

How do we prevent
nuclear accidents from
occurring?

How can we secure
our aging nuclear
arsenal?

How can you stop
terrorists from getting
their hands on nuclear
weapons?

How do we prevent
nuclear accidents from
occurring?

How can we keep
nuclear secrets in the
information age?

How can we secure
our aging nuclear
arsenal?

How can you stop
terrorists from getting
their hands on nuclear
weapons?

How do we prevent
nuclear accidents from
occurring?

How can we keep
nuclear secrets in the
information age?

How can you stop
terrorists from getting
their hands on nuclear
weapons?

How can we secure
our aging nuclear
arsenal?

How do you make sure
Iran complies with the
nuclear deal?

How do we prevent nuclear accidents from occurring?

How do we protect the South China Sea region from North Korean nukes?

How can we keep nuclear secrets in the information age?

How can we secure our aging nuclear arsenal?

How can you stop terrorists from getting their hands on nuclear weapons?

How do you make sure Iran complies with the nuclear deal?

How do we prevent
nuclear accidents from
occurring?

How do we protect the South
China Sea region from North
Korean nukes?

How do we secure
fissile materials
globally?

How can we keep
nuclear secrets in the
information age?

How can we secure
our aging nuclear
arsenal?

How can you stop
terrorists from getting
their hands on nuclear
weapons?

How do you make sure
Iran complies with the
nuclear deal?

How do we prevent nuclear accidents from occurring?

How do we secure fissile materials globally?

How can you stop terrorists from getting their hands on nuclear weapons?

How do we protect the South China Sea region from North Korean nukes?

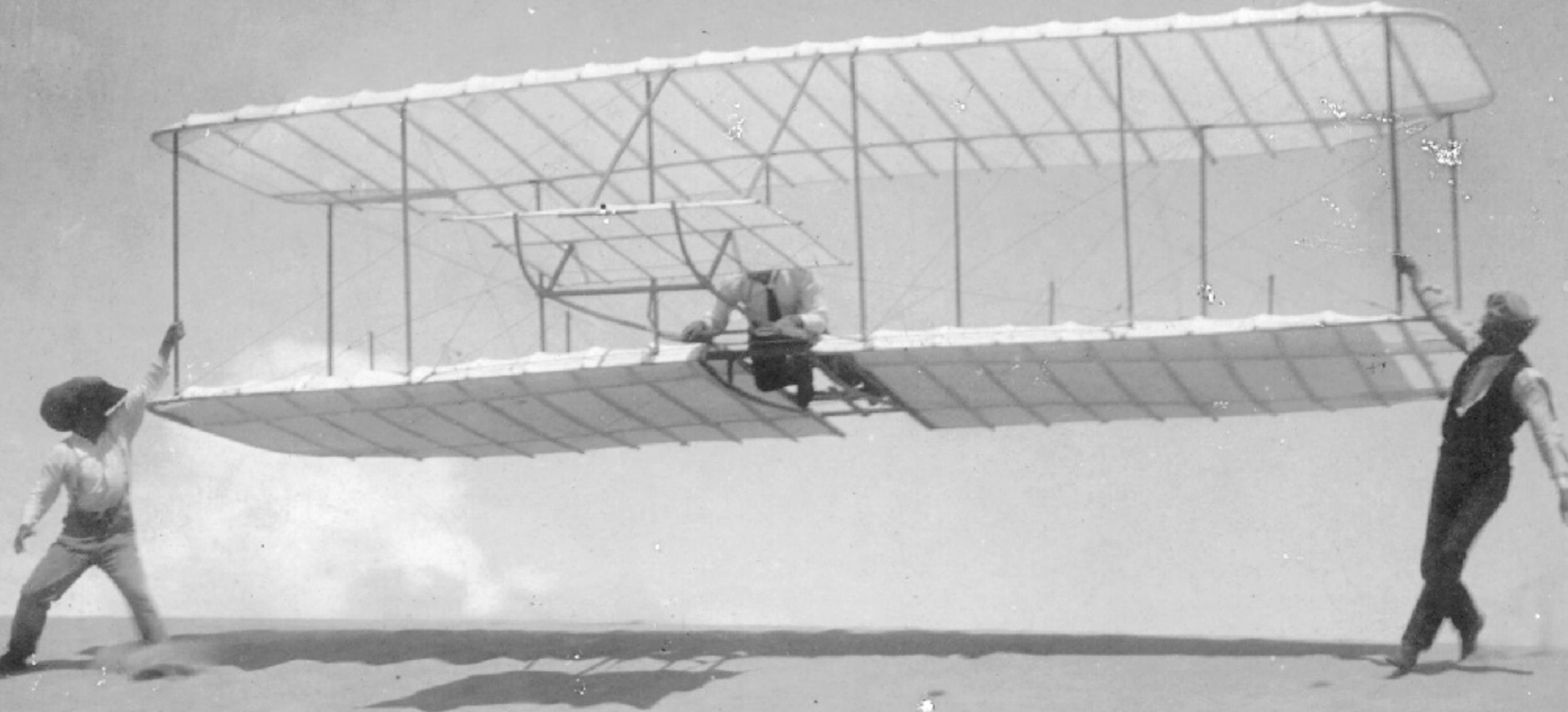
How can we keep nuclear secrets in the information age?

How can we secure our aging nuclear arsenal?

How do you make sure Iran complies with the nuclear deal?



Is achieving a state of nuclear
security simply impossible?



FIRST FLIGHT
THE WRIGHT BROTHERS, 1903

EVEREST FIRST ASCENT
SIR EDMUND HILLARY
TENZING NORGAY, 1953





4 MINUTE MILE
ROGER BANNISTER, 1954



MOON LANDING
NEIL ARMSTRONG, 1969



NASA

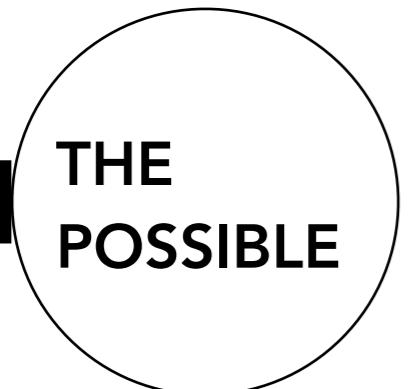


JUNO
NASA, 2016

NASA



We need to start by expanding
our idea of what's possible.

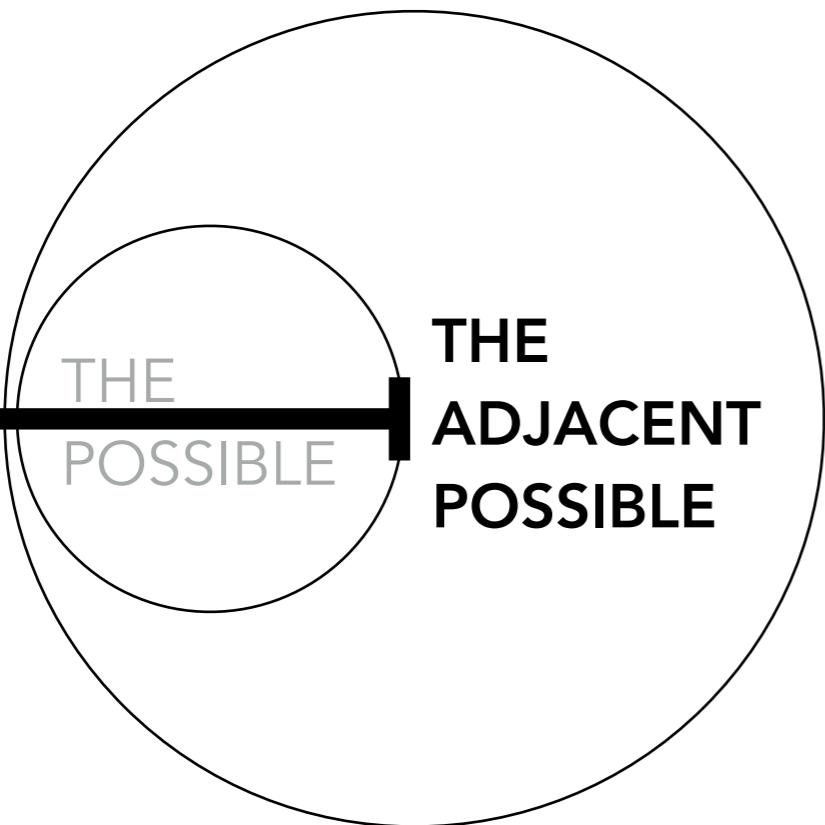


THE
POSSIBLE

Humans have a discrete
idea of what is **possible**,
based on our current
ideas, technologies, and
capabilities.

Steven Johnson, "Where Good Ideas Come From"

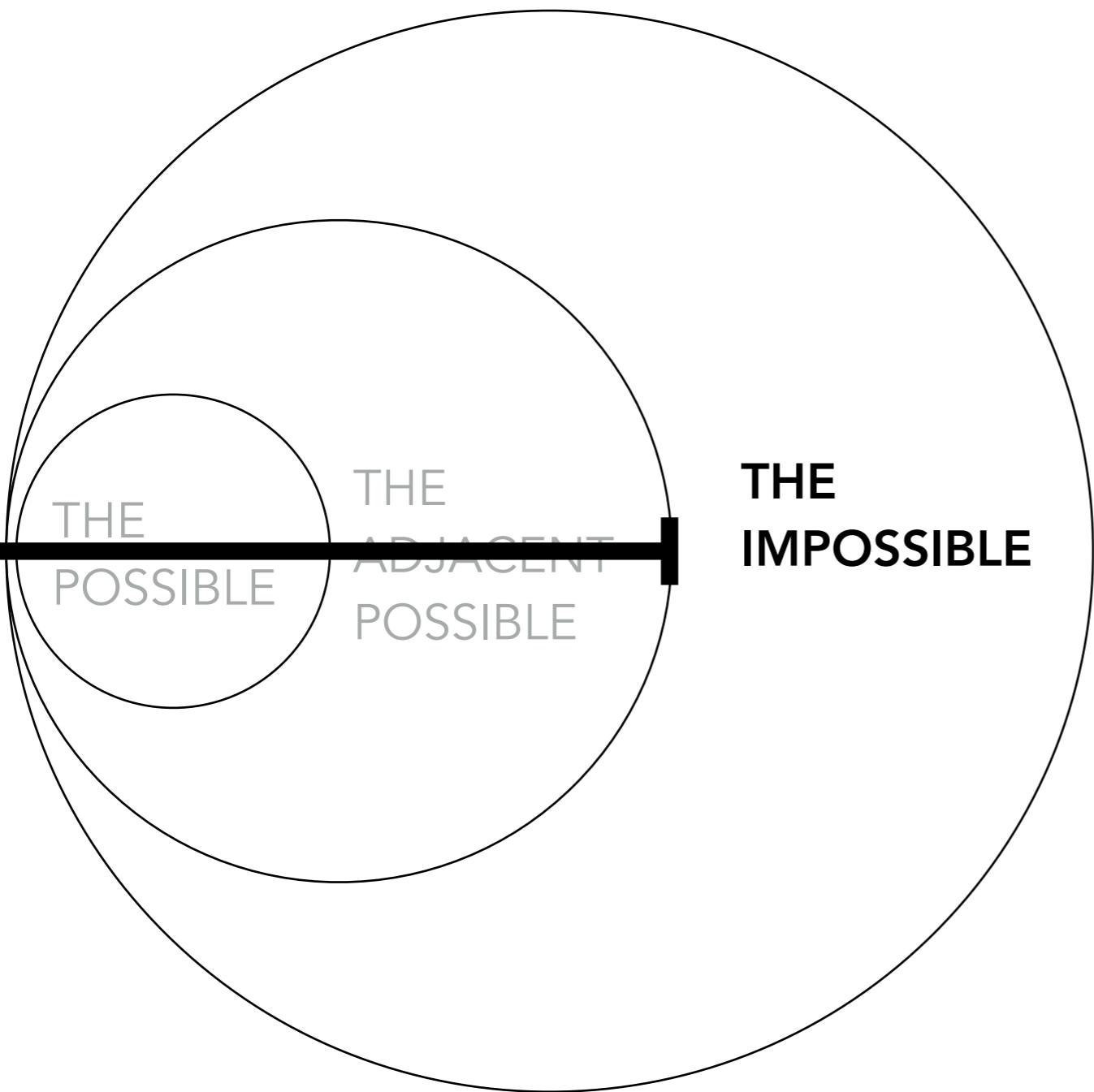
We need to start by expanding our idea of what's possible.



The **adjacent possible** includes things that we don't know how to do yet, but seem possible.

Steven Johnson, "Where Good Ideas Come From"

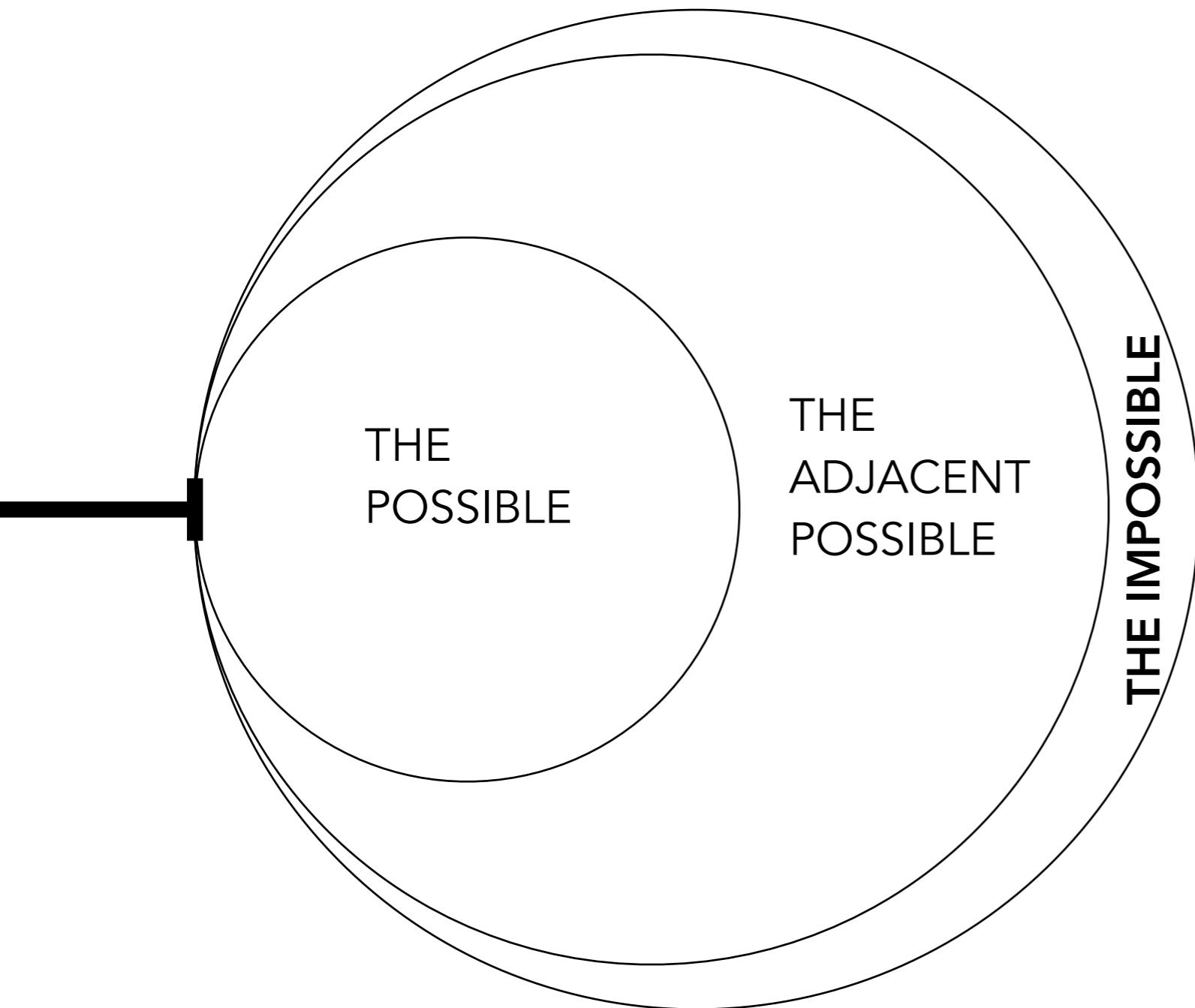
We need to start by expanding our idea of what's possible.



The **impossible** are things we can't imagine doing based on our current knowledge.

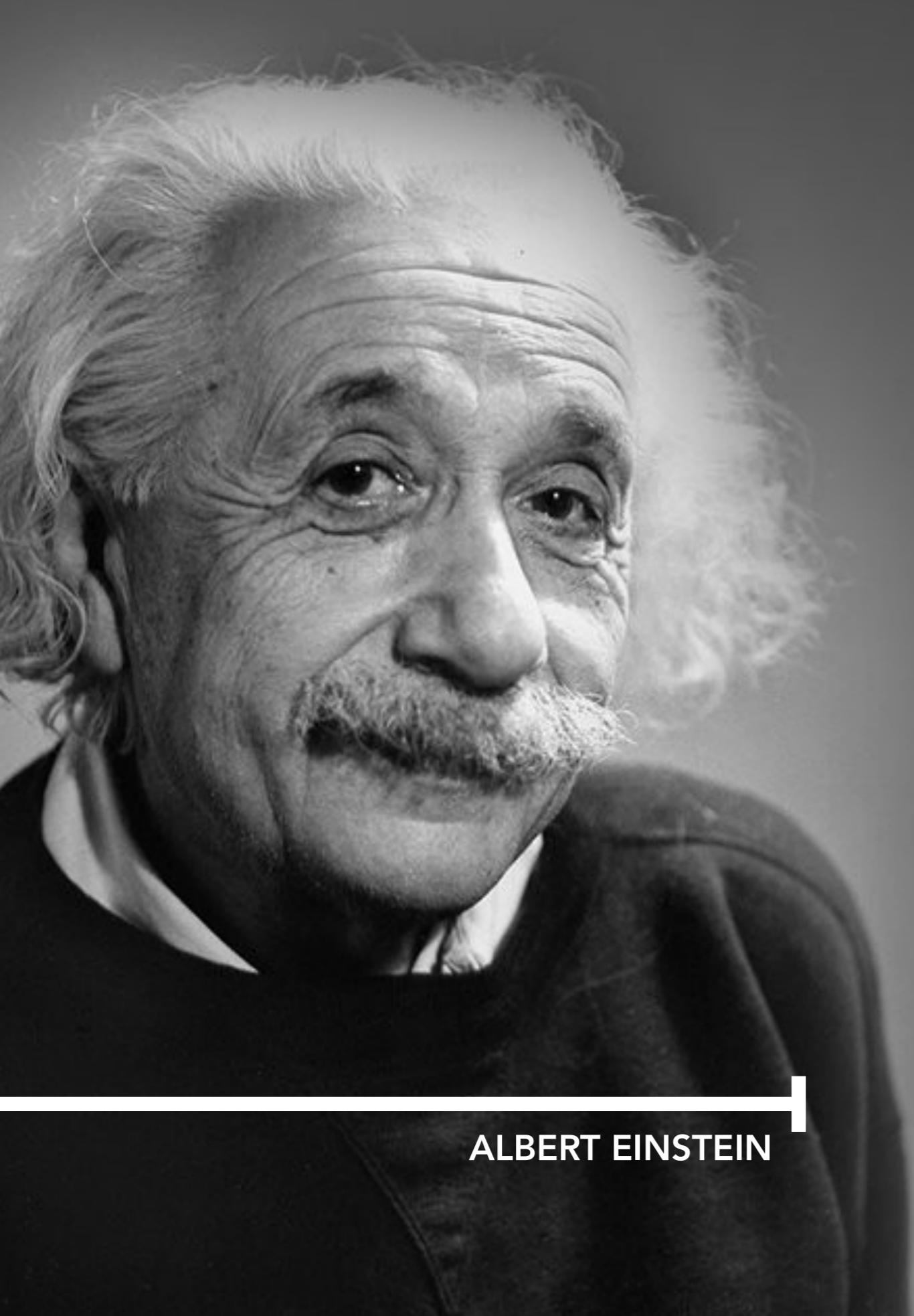
Steven Johnson, "Where Good Ideas Come From"

We need to start by expanding our idea of what's possible.



But impossibility isn't static. As we expand our abilities and knowledge, we expand our adjacent possible, and things that used to be impossible may become reality.

Steven Johnson, "Where Good Ideas Come From"



ALBERT EINSTEIN

"We can't solve
problems by using the
same kind of thinking we
used when we created
them."



There are enough
nuclear weapons today
to destroy the world
multiple times over.





There's a good chance
one is pointed at your city.

We are all targets.

We've lived under
nuclear threat for 70
years.

It's time to address
the threat.





Policy makers and
security experts haven't
solved the problem.

It's time to bring new
minds to the challenge.

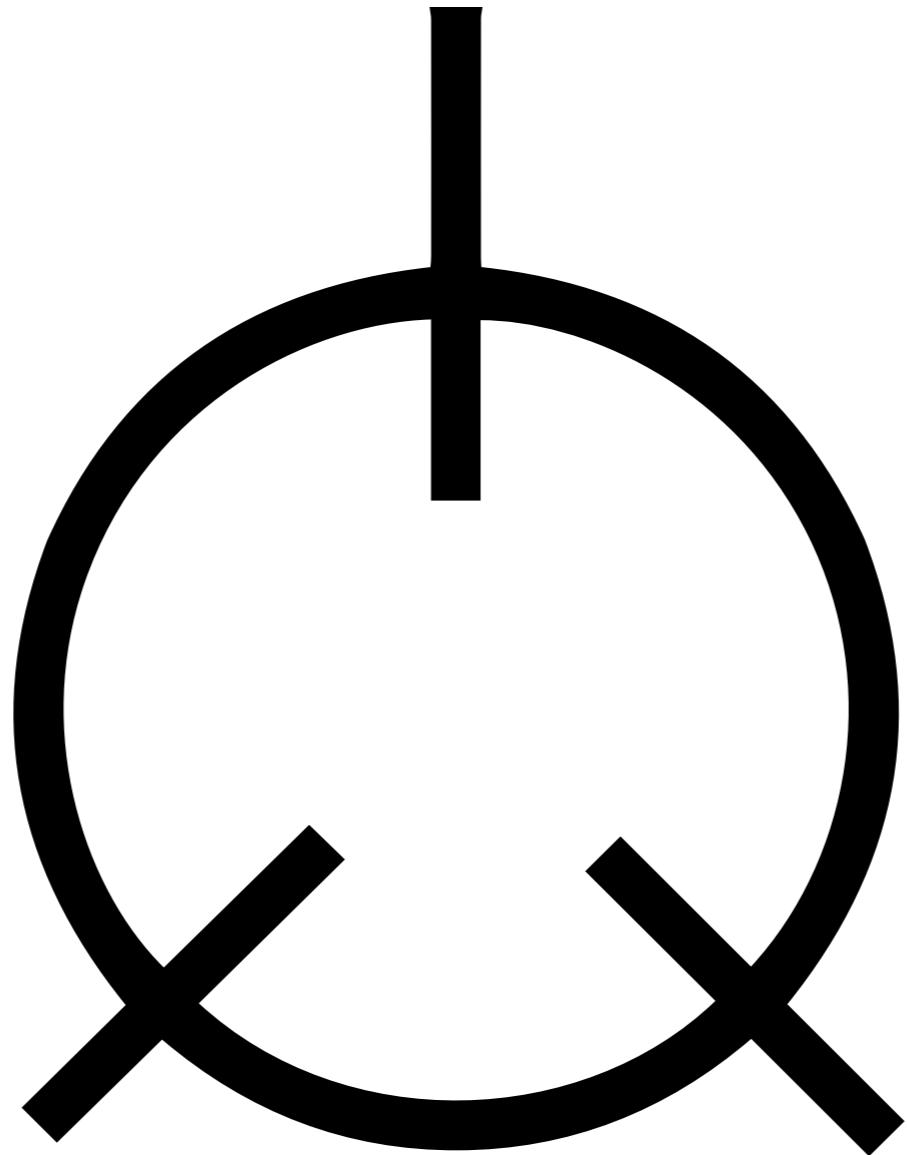
Let's wake up the world to
nuclear threat and come
together to imagine new
paths to peace.

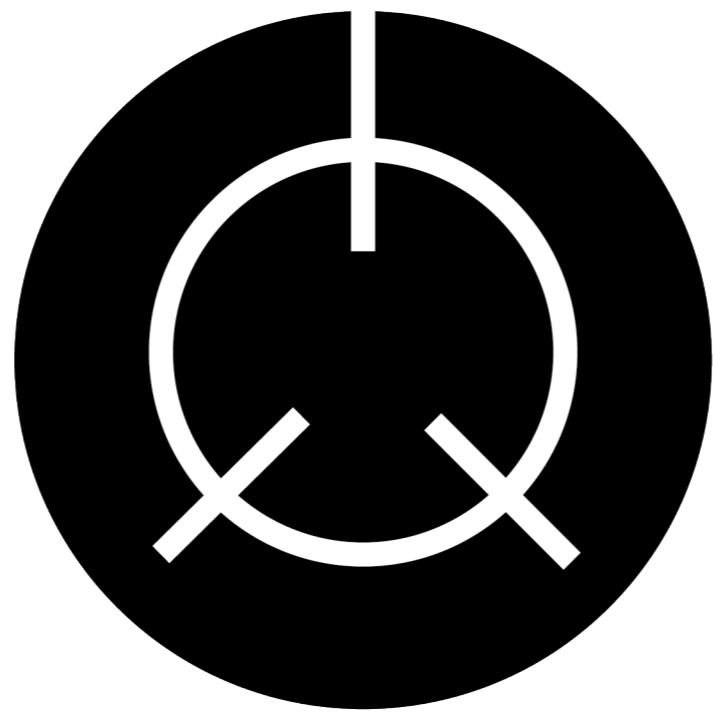
Peter Kennard







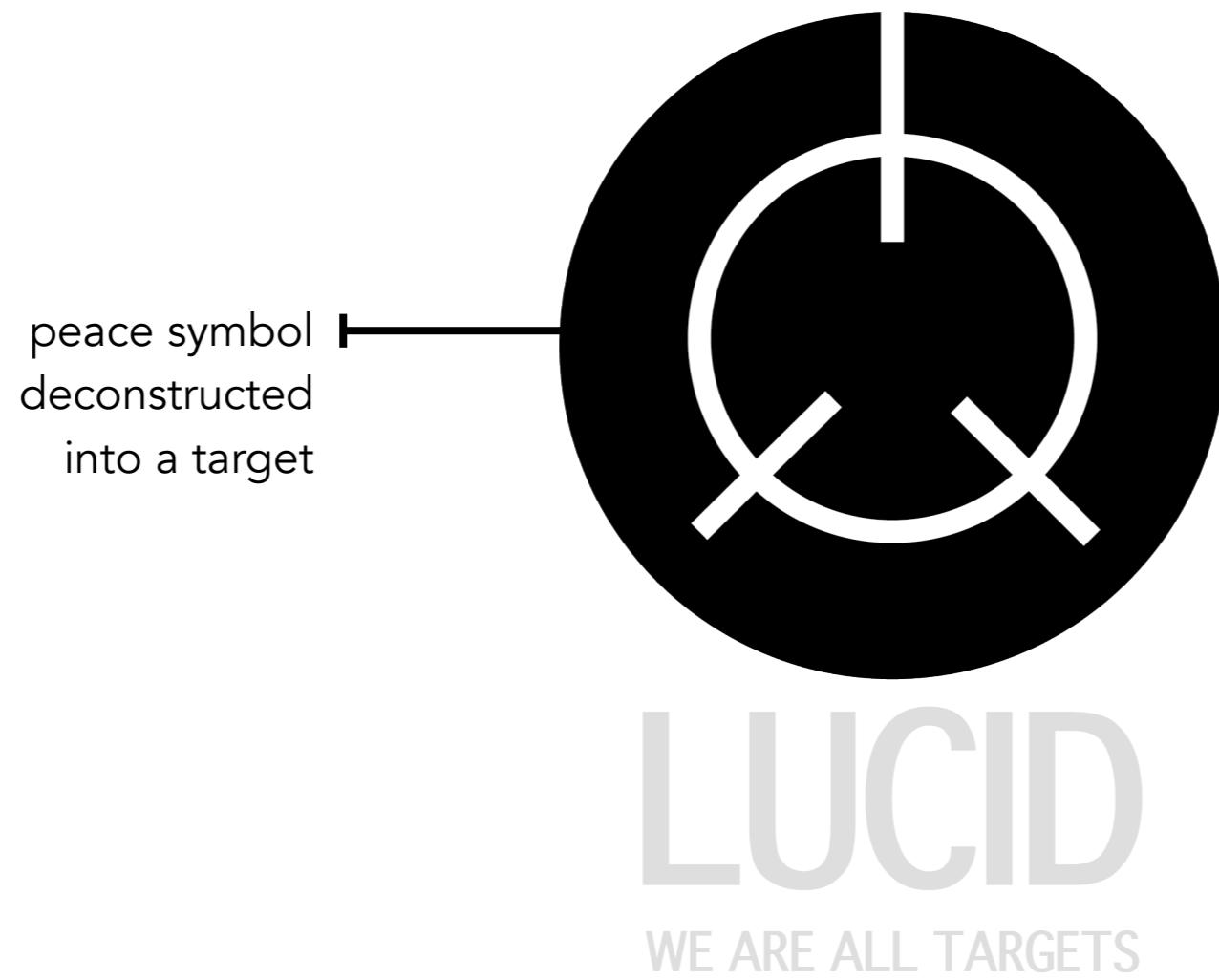




LUCID

WE ARE ALL TARGETS

just as our brand is looking to deconstruct our relationship with nuclear weapons, we wanted our visual identity to reflect this same goal.



so our logo, is a deconstructed version of the peace symbol. in its current form, it represents two contrasting ideas:

on the one hand we have the peace symbol that represents peace and harmony and the type of world we are trying to achieve

and on the other hand we've deconstructed that symbol and pulled it apart to the point where it represents a target — which symbolizes the current reality of nuclear threat.



LUCID

WE ARE ALL TARGETS

and our tagline, 'we are all targets' is a direct representation and acknowledgement of the intimacy of this problem.



direct
acknowledgement
of the problem



LUCID

WE ARE ALL TARGETS



expressed clearly;
bold and confident

LUCID



DIGITAL CONTENT

EVENTS AND
EXPERIENCES

LUCID

DIGITAL CONTENT

EVENTS AND
EXPERIENCES

T



Search...





RADIOACTIVISM

Experience the possibilities
without the consequences.



A podcast series that facilitates
decision making.



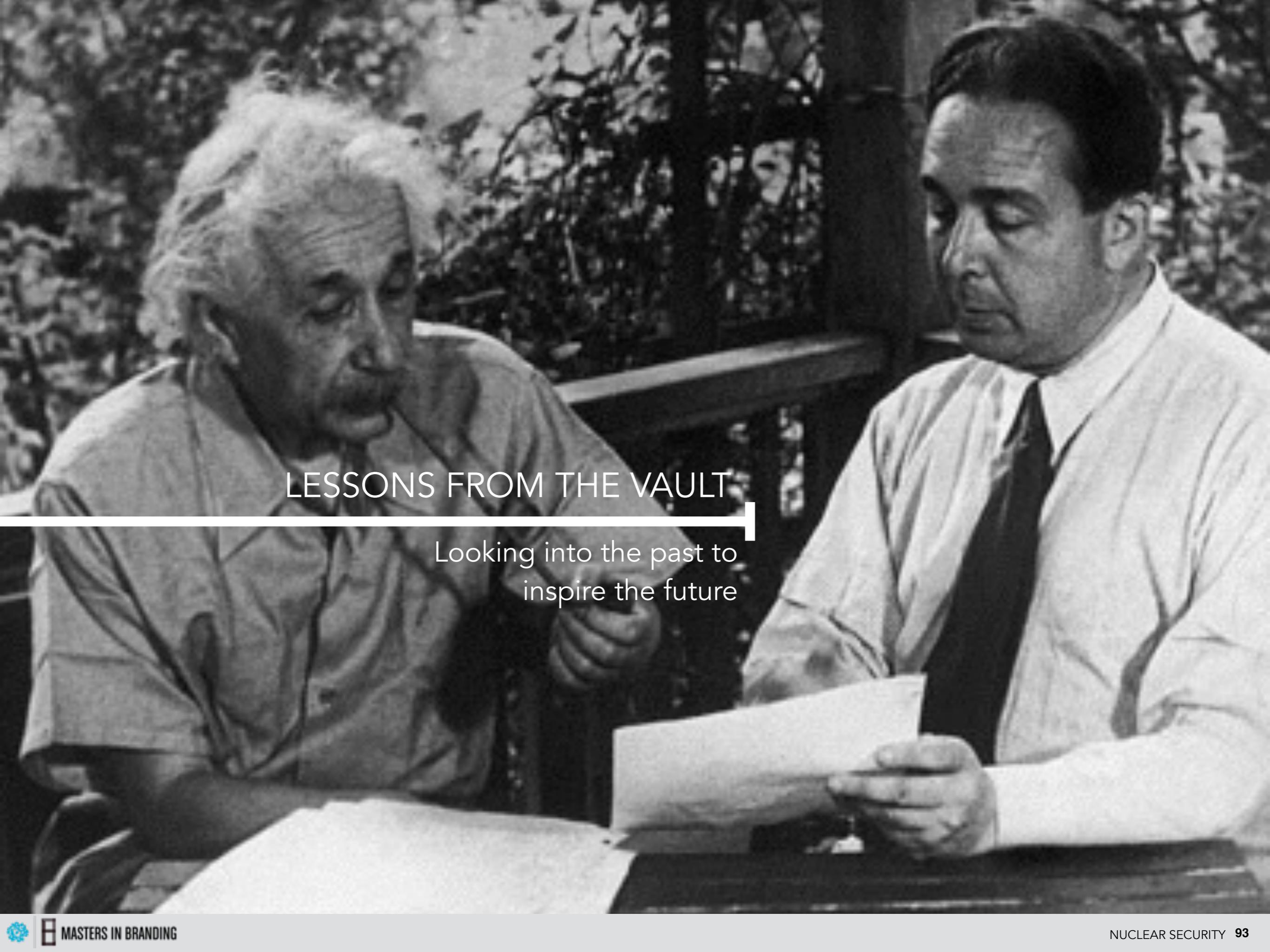
The listener “makes a decision”
and explores the effects.

LUCID

DIGITAL CONTENT

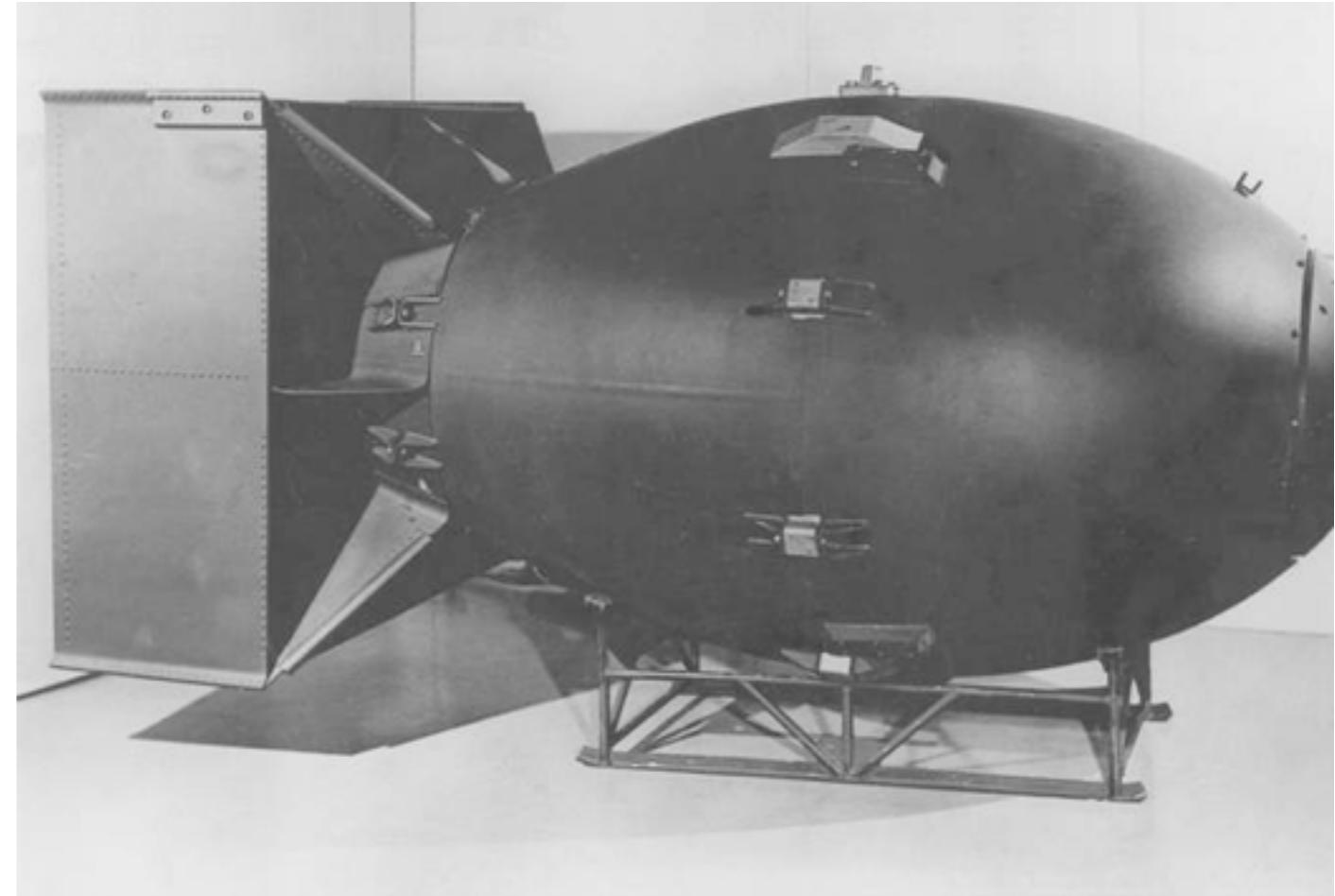
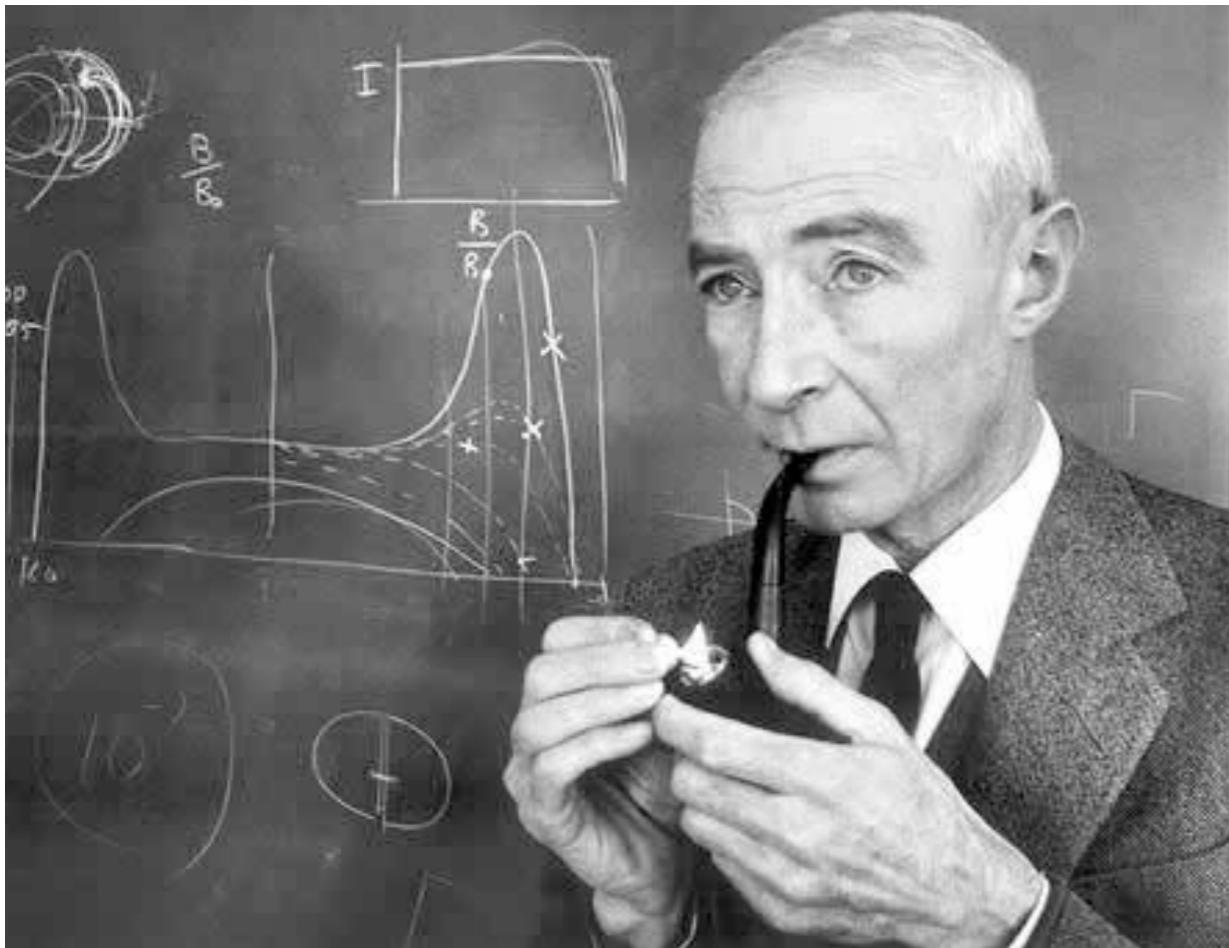
EVENTS AND
EXPERIENCES





LESSONS FROM THE VAULT

Looking into the past to
inspire the future



Partnerships with museums to bring the history of nuclear security to life through interactive multimedia experiences.



THE CREATIVE ALLIANCE

Fusing minds



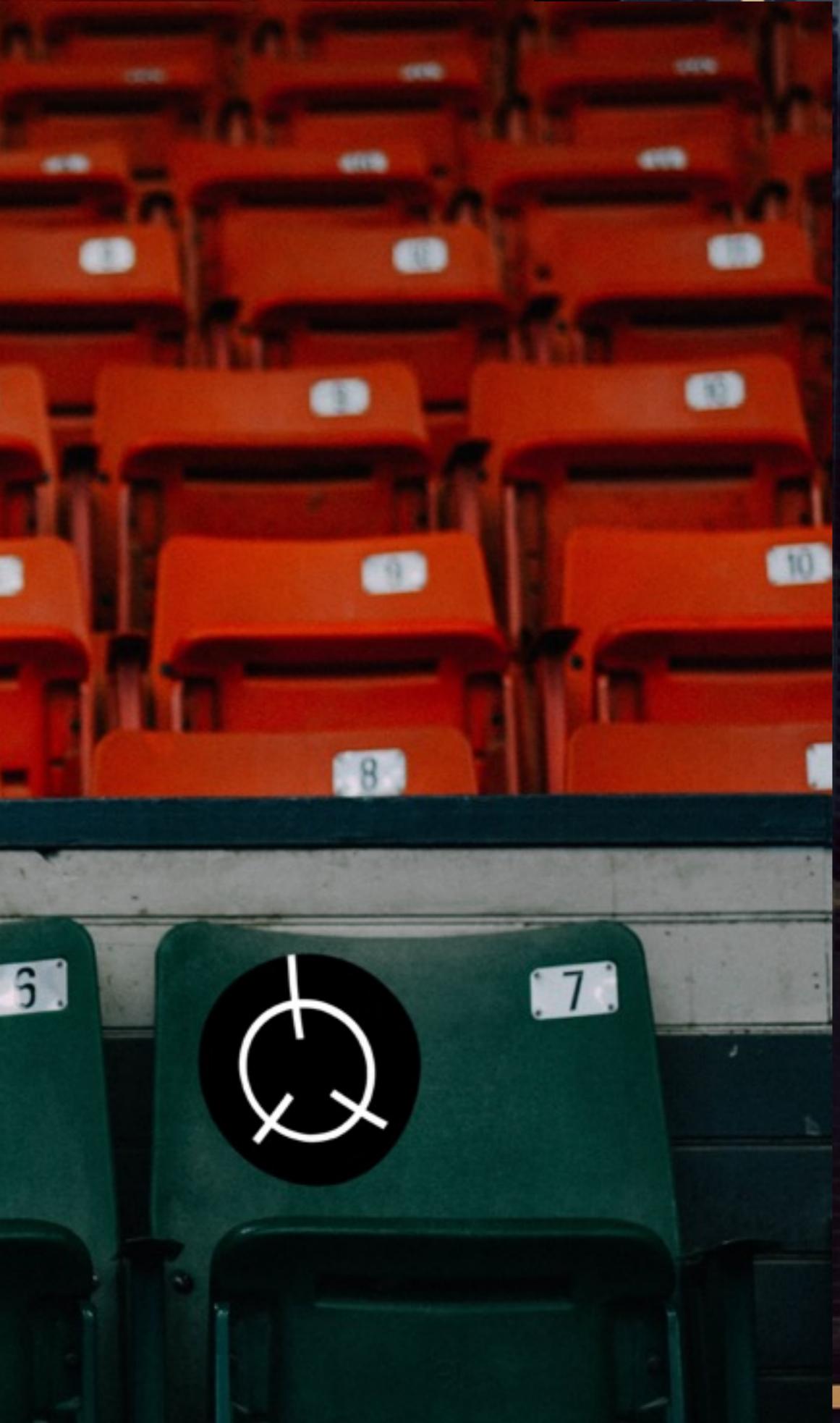
Merging
disparate
disciplines for
creative problem
solving.



TARGET TAGGING

Exposing vulnerabilities







Show the world what we're
really at risk of losing.



Wszyscy Jesteśmy Celem

نحن الأهداف

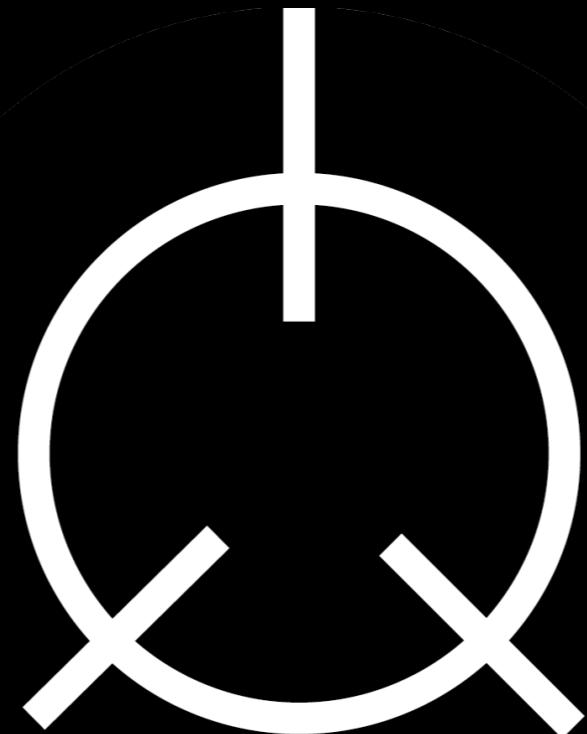
Wil Alle Sind
Zielscheiben

We Are All Targets

Hempimiz
Hedefiz

Мы все мишенью

Todos Somos Blancos







HEPİMİZ HEDEFİZ















WE ARE ALL TARGETS

