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## **National World War I Museum and Memorial Unveils New Logo & Refreshes Field of 9,000 Poppies**

**KANSAS CITY, Mo.** – The National World War I Museum and Memorial debuted a new logo, while the organization is replacing all 9,000 poppies in its field symbolizing and remembering the 9 million combatant fatalities during the war with the restoration expected to be complete on Friday, Feb. 17.

The Museum's new logo, called "Intersections," is meant to encourage questions and stimulate debate about World War I, its meaning, and its ongoing impact. Designed at no cost to the Museum by award-winning Rodgers Townsend, a St. Louis-based integrated advertising agency, the image expresses the constructive as well as destructive energies released by the war, and the impact it continues to have on our lives today. When broken down, the "WWI" in the Museum's name has a total of nine lines, which is the same number in the logo graphic. When viewed in a video presentation, the "WWI" transforms into the graphic with nine intersecting lines.

The tangle of intersecting lines can be the stakes upon which barbed wire was hung; the railroad tracks that fed men and munitions to the fronts; the factories where new technologies were discovered and exploited; the chaos of bombarded streets and the fallen beams of broken homes.

Beyond those specific images lie broader themes: the intersection of individual lives and entire nations, the clash of old cultures and new ideas and, finally, a glimpse of the startling art forms launched in the aftermath of the conflict. A touch of red in the graphic recalls the poppies of Flanders Fields.

"World War I is not simple – it's complicated and challenging subject matter," said National World War I Museum and Memorial President and CEO Dr. Matthew Naylor. "The Intersections logo allows individuals to discover its meaning for themselves and on their own terms, while complimenting the Museum's mission to educate the public about the Great War and its enduring impact."

For more information and a video about the logo, visit:

<https://www.theworldwar.org/intersections>

One of the most popular and compelling aspects of the Museum, the field of 9,000 poppies simulating commonly found areas in locations such as Flanders, Belgium greets visitors as they enter the Museum. Guests walk across the Paul Sunderland Glass Bridge overlooking the field. Each of the poppies represents 1,000 combatant deaths during World War I (9 million total).



The origin of the poppy's symbolism of both remembrance and rebirth was popularized by the poem "In Flanders Fields" written by Canadian Lt. Colonel John McCrae in 1915. The poem references the red poppies growing in the fields where soldiers perished as they were one of few plants able to grow in the devastated landscapes.

On Tuesday, representatives from Taylor Studios which designed and installed the poppies originally in 2006, began the process of refreshing the field by delicately removing the existing silk poppies. Once the field is clear, 9,000 new, brightly-colored poppies will be installed.

"The refresh of the poppy field is part of the Museum's ongoing efforts to provide the best possible guest experience for our visitors," Naylor said. "The vivid and vibrant colors of the updated poppy field will be absolutely stunning and serve as a reminder of those who gave the ultimate sacrifice in World War I."

Following the completion of the project, the commemorative poppies previously located in the field will be available for sale online or in the Museum's Store.

**About the National World War I Museum and Memorial**

The National World War I Museum and Memorial is America's leading institution dedicated to remembering, interpreting and understanding the Great War and its enduring impact on the global community. The Museum holds the most diverse collection of World War I objects and documents in the world and is the second-oldest public museum dedicated to preserving the objects, history and experiences of the war. The Museum takes visitors of all ages on an epic journey through a transformative period and shares deeply personal stories of courage, honor, patriotism and sacrifice. Designated by Congress as America's official World War I Museum and Memorial and located in downtown Kansas City, Mo., the National World War I Museum and Memorial inspires thought, dialogue and learning to make the experiences of the Great War era meaningful and relevant for present and future generations. To learn more, visit [theworldwar.org](http://theworldwar.org).

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