In 2009 Emory visited URBIS, Manchester, helping to inspire a group of Moss Side kids in activism for change, through art.

The development and youth-led work included billboards around the city, instilling renewed pride.

The original BLM: Social and racial justice through activism, education and political struggle paving way for the passing of equality bills.

By the 1970s the Black Panther group was progressing and evolving its struggle & these changes were reflected in Emory’s art. Increasingly, they were concerned with positive action in communities, feeding and helping educate marginalised children in danger of being left behind.

During the 1960s, work by the Black Panther artist Emory Douglas was striking and uncompromisingly militant.

Early development artwork shaping the REKINDLE brand inspired by a history of creative struggle for change and Emory’s spirit and radical aesthetic.

We always intended to feature a fist; the decades old symbol of quiet, confident defiance of the norm had become iconic but its use in a school logo was a really bold approach, by any measure.

This was developed to include a book, as the symbol of not only knowledge but harnessing and showing no fear of academia, evoking the same revolutionary spirit, with a modern and progressive feel for a new generation.

RADICAL ROOTS TO REKINDLE CHANGE