



Peace: The Biography of a Symbol

Ken Kolsbun

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As the boomer generation moves onward through the milestones of life, 1960s nostalgia holds tremendous meaning today. And nothing more eloquently symbolizes the counterculture era than the peace sign. How did this simple sketch become so powerful an image? *Peace: The Biography of a Symbol* tells the surprising story of the sign in words and pictures, from its origins in the nuclear disarmament efforts of the late 1950s to its adoption by the antiwar movement of the 1960s, through its stint as a mass-marketed commodity and its enduring relevance now.

As the symbol's popularity blossomed, so did an entire generation, and author Ken Kolsbun's expertly selected images—from his own collections as well as a variety of historical archives—illustrate both the sign itself and the larger history that it helped to shape. Along the way, the book recounts the controversy inspired by the peace symbol, bringing to light several trials that challenged its very existence. Drawing on exclusive archival interviews with Gerald Holtom, the late creator of the symbol, *Peace* recounts its birth and goes on to build a historic portrait using both iconic and rarely seen photographs.

With guaranteed appeal for audiences who flocked to *Hippie* several years ago, *Peace* will also capture fans of symbology, art, and history—and will pose an interesting counterpoint to the 2008 election. The compact trim size and low price point will help to position *Peace* as both affordable gift and easy impulse purchase.

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