Blanket Denial

New ads for quilt lay on the guilt

November 1, 1997

“How to Tell If You’re Immune to AIDS”: The NAMES Project observed the AIDS Memorial Quilt’s 10-year anniversary with a straight-from-the-gut ad campaign aimed at the complacent and burnt-out alike. “It’s a pretty severe, emotional campaign,” said Greg Lugliani, former director of communications, who helped craft the new draft. Although panel production has lately fallen off—as have AIDS deaths nationwide—the steely-eyed ads are an eloquent rebuke to the starry-eyed protease hype.

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