

# INTRODUCTION

This publication documents the exhibition ‘The F\*word – Guerrilla Girls and Feminist Graphic Design’, which was presented at the Museum für Kunst und Gewerbe in Hamburg from 17 February to 17 September 2023. Initially no catalogue was planned due to the relatively short lead time. The success of the exhibition, its positive reception in the press and among experts, as well as frequent comments about the importance of a publication on such a topic have prompted us to remedy this omission – in a very pragmatic form. The original text panels are reprinted in full and combined with installation views from the exhibition. This material is complemented by compiled lists of the designers whose works were shown, along with insights into the accompanying events programme, results from visitor surveys and an overview of newspaper, magazine, television and radio coverage.

The two-dimensional floor plan is a poor substitute for the ingenious exhibition design, but hopefully helps to convey the organisation of the layout. Around 100 works by the Guerrilla Girls were on display in the central room. The galleries to the left documented the past in an attempt to understand how female designers came to be so profoundly underrepresented. The rooms to the right focused on the future with a presentation of the first steps towards expanding the collection and making it more diverse. Two corridors were used as additional exhibition spaces – one for a display of protest posters and the other to highlight key themes from the show.

The aim of the publication is to make our findings and reflections permanently accessible, to encourage similar projects and dialogue, and to boost the visibility of the featured designers.