







# ARCHIVING ACTIVISM

These protest posters give insights into the German women's movements of the 1970s and '90s. Not only is the variety of themes impressive, but also the diversity of visual strategies. Some of the works were designed and produced by trained graphic artists, while others were created by amateurs. A portion were professionally printed, others duplicated on copying machines. The designs also reveal assumptions that were made about the viewing public: Do they have much time at their disposal? Can they look at the poster from a close distance? How much do they know about the respective topic? Do they need to be convinced? Are information and education the primary aims? Or solidarity? Networking? Provocation? Empowerment?



**ROLLEN TAUSCH**  
...ist auch keine Lösung!

Jedes 4. Mädchen wird durch Vater, Stiefvater, Onkel oder andere missbraucht  
**sexuell missbraucht**  
786 50 17  
**WILDWASSER**

Frauen haben Vorkundgebung  
74-83

**Wieder!**  
FÜR MENSCHEN UNS NICHT AN DAS URTEIL HALTEN  
**3218 MUSS WEG**

weil Frauen nicht auf Frauen bestehen, können sie die Welt

**Nackte Taxis für alle Frauen**  
39254

**Frauen disco**  
4. MAI 19

**FRAUEN IM KAMPF**  
Für die Zukunft ihres Volkes  
**4. MAI 19**  
Es sprechen: **GARMEN CASTILLO** und **LUISA ETE**

Auf die weißen Kuppeln zu den

PER KAMPF DEN FRIEDEN  
197  
PER KAMPF DEN FRIEDEN

**FRIEDENS KETTE**  
Gegenüber Oktober 1988

**BBIEG**  
demoraz  
**Sagt Nein!**

**Joana bleibt**  
FLÜCHTLINGE SCHÜTZEN  
GEGEN UNRECHT WIDERSTEHEN  
Für Joana und Hanna, 6.5.12, 08

Red poster with a woman's face

**5. Sommerfestival für Frauen**  
Bereits 20.9. - 4.10.02  
Hauptveranstalterin: Jutta Gell  
Postfach der FU Berlin 12088333





Small text block, likely containing production credits or contact information.





# CONSTRUCTIONS AND STAGINGS

For more than ten years Esra Rotthoff has designed posters featuring her own staged photographs for the Maxim Gorki Theater in Berlin. They document the theatre's intensive exploration of the construction of identities and the associated questions of gender, migration, origin and discrimination on the basis of social status. Esra Rotthoff develops the motifs in collaboration with the artistic director and actors. For her, it is important to stage the participants not as models or projection surfaces, but as protagonists.

# MEDIATED BODIES\*

How are designers represented in the media? In which poses are they photographed? What stereotypes are implicit from such decisions? Which of these become codified? Gabriel.A. Maher examined seven issues of the design magazine *Frame* and assembled parts of them in a telling collage. Advertisements and editorial contributions were examined. Both perpetuate a binary gender system and gender stereotypes in visual as well as textual terms. We encourage you to form your own opinion – along with many other opinions about things like the zine collection on the opposite side of this wall.



**UNCOMMON SENSE**

UNCOMMON SENSE is a project that explores the ways in which we see and understand the world around us. It is a collection of photographs and text that challenge our assumptions and invite us to see things differently.

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# FEMINIST APPROPRIATION AND REINTERPRETATION

'Think like us, talk like us, love like us, ...'. This work by the artist Barbara Kruger makes the normative influence of groups perceptible, the 'peer pressure' that constricts freedom and diversity. But at the same time, groups are important instruments – taking the form of demonstrations, reading circles or women's alliances, for example – in the feminist struggle for greater freedom and diversity. What makes the difference? When is a group liberating, and when is it confining? Barbara Kruger combines highly charged images and texts, whose style and tone draw on the language of advertising. When juxtaposed, however, they become feminist statements and critical commentaries on the media and capitalism.

'Women's art, political art – those categorisations perpetuate a certain kind of marginality which I'm resistant to. But I absolutely define myself as a feminist.'  
(Barbara Kruger)

# CLICHÉS AND COMMON TRUTHS

On eight posters, the artist Jenny Holzer gathers 'Truisms' – clichés, catchphrases and common truths. Rather than reflecting her own views, Holzer wields them to expose the multitude of established opinions and their contradictions. Sorted alphabetically, they provide insights into beliefs and prejudices and also make clear how deeply misogyny and intolerance are ingrained in our modern, achievement-oriented society.

WOMEN

LIFE

FREEDOM

Since September 2022 Iranians have been risking their lives and freedom in a struggle for their basic rights. In the totalitarian regime of the Islamic Republic of Iran, peaceful protesters are being arrested, tortured and killed every day. Internet lockdowns have been imposed to conceal the unfathomable magnitude of this violence, making it all the more important to draw attention to the situation. Numerous designers are engaged in such efforts. Posters, illustrations and Insta tiles are being collected on the Instagram account @iranianwomenof-graphicdesign and shared via Google Drive. Allies can print and post the designs, use them on signs at protest demonstrations, and hang them in windows.





Two small informational cards mounted on the wall.



Small informational text block, likely a program note or contact information, located below the first poster.





# ZINE DISPENSER

A zine vending machine was installed in the Freiraum of the MK&G for the entire duration of the exhibition. For one euro, visitors could buy feminist mini-zines that were created in workshops with designer Lotte van den Hoogen. Lotte van den Hoogen donated the proceeds to collecti\*f (→ page 128) to support the acquisition of additional feminist works for the Graphics and Poster Collection.