

Subvertisements

POSTERS | WANTED

"I shop therefore I am..." Barbara Kruger

The Center for the Study of Political Graphics (CSPG) is asking artists, organizations, and activists for poster submissions for our upcoming exhibition entitled **Subvertisements—Approaching Logos for Protest**. This exhibition will feature posters that use well-known logos and advertising imagery to tackle ongoing struggles for social change at home and abroad.

CSPG's newest exhibition is scheduled to premiere March 2007 at the California State University, Northridge's *Art Galleries*. With over 32,000 expected audience members, your posters will impact and educate a large population on the important issues your organization promotes. CSPG encourages you to use this exhibition as an organizing tool to forward your mission and broaden your constituency.

Branding has never been more pervasive. Adults and children alike are pressured to buy the latest products in the market. Consumption has become the foundation for cultural identity. Urban and rural landscapes are saturated with advertisements on billboards, in publications, on television, and even in bathroom stalls.

By combining familiar images with social critique, **Subvertisements** will use satire to draw attention to current issues and/or to expose illegal and inhumane infractions committed by prominent corporations. This exhibition will challenge viewers to rethink their roles as consumers and citizens, and inspire them to become active participants for social change.

By donating your posters, they will become a part of CSPG's unique archive that will be accessible to the general public and researchers for years to come.

CSPG maintains the largest archive of post-World War II political posters in the U.S., with more than 50,000 domestic and international posters in our collection. Through traveling exhibitions, online photo albums, internships, and volunteer opportunities, CSPG is reclaiming the power of art to inspire people to action.

Criteria for posters

CSPG collects:

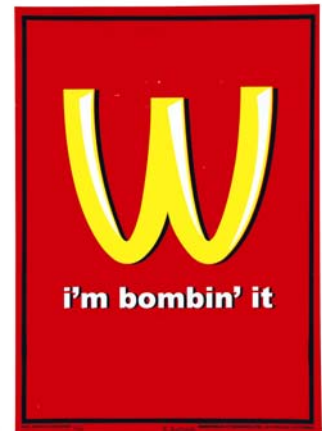
- 1 It must be produced in multiples such as silkscreen, offset, stencil, litho, digital output etc.
- 2 The poster must have overt political content.

If you would like to donate posters, please contact:

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iRaq, Forkscrew Graphics, 2004



McDubya, Rebecca Bughouse, 2004



Sun Mad Raisins, Estér Hernandez, 1982