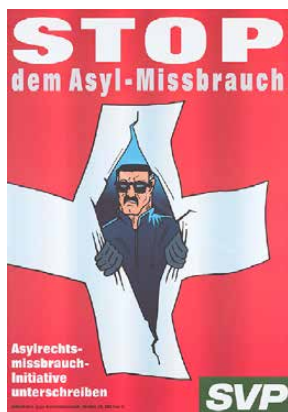
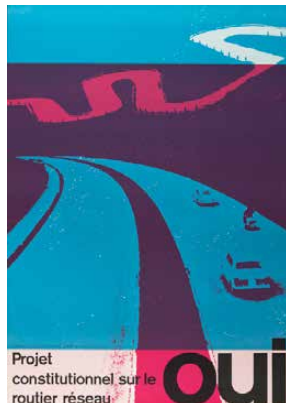


Votes & Voices Swiss Campaign Posters 1918 – Today



Ever since the foundation of the federal state in 1848, the Swiss population has been actively involved in political decision-making through the rules of direct democracy. Popular initiatives and referendums form the basis of municipal, cantonal or federal plebiscites. Time and again, the issues at stake make feelings run high and lead to fierce ideological battles. Testimony to these disputes are campaign posters, which have sought to influence public opinion since the early 20th century. Clichés, undifferentiated simplifications, a repertoire of drastic motifs and catchy slogans correspond to the laws of the medium, whose aim is direct mass manipulation. Over time, however, many well-known artists and designers have also created posters that have imprinted themselves upon Switzerland's collective visual memory and have become icons of Swiss poster art.

The **Votes & Voices** exhibition presents visual argumentation strategies and a pictorial rhetoric that have shaped Swiss campaign posters from 1918 to the present. As sensitive indicators of socio-political moods, and as valuable contemporary documents, the exhibits reflect not only the history of Swiss mentality but also global trends.

2016	Bremische Bürgerschaft, Bremen
2017	Casa de El Hijo del Ahuizote, Mexico
2018	Casa de El Hijo del Ahuizote, Mexico HAYP Popup Gallery N.G.O., Yerevan, Armenia
2019	Goethe Institut, Hong Kong MoCA, Skopje, Republic of North Macedonia Lettische Kunstakademie, Riga, Latvia Nadya Brykina Gallery, Moscow, Russia
Available	Short term
Content	Facsimile 102 posters, texts, captions
Space	70–150 sqm
Transport	Exhibits without scenography
Fee	Pro Helvetia Swiss Arts Council supports several venues