







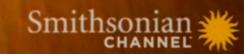
Zwischen Image und Information: It's all about the image: Graphic Designer:innen und Art Director:innen gestalten den American Way of Life

Was waren relevante Anwendungsgebiete für Grafikdesign in den Nachkriegs-USA, und wie prägten sie die Konsumkultur? Wie unterscheiden sich Aufgaben und Arbeitsbedingungen von Graphic Designer:innen und Art Director:innen?

«Die Konsumkultur ist eine Gesellschaftsform, die geprägt ist von Massenproduktion und Massenverbrauch von Gütern und Dienstleistungen. Dabei wird Konsum nicht nur als Akt des Einkaufens gesehen, sondern auch als soziales Phänomen, das unser Verhalten, unsere Identität und unsere Beziehungen zu anderen Menschen beeinflusst.»

https://www.studysmarter.de/schule/geschichte/nachkriegszeit/konsumkultur/





«Mit Hilfe des Fernsehens hat das Zentrum das Ganze Land, das historisch ausserordentlich vielfältig und reich an originären Kulturen war, seinem Bilde angeglichen. Ein Prozess der Nivellierung hat begonnen, der alles Authentische und Besondere vernichtet. Das Zentrum erhob seine Modelle zu Normen der Industrialisierung, die sich nicht mehr damit zufrieden geben, dass der «Mensch konsumiert», sondern mit dem Anspruch auftreten, es dürfe keine andere Ideologie als die des Konsums geben.»

Pasolini, Pier Paolo, und Pier Paolo Pasolini. Freibeuterschriften: die Zerstörung der Kultur des Einzelnen durch die Konsumgesellschaft. Herausgegeben von Peter Kammerer. Übersetzt von Thomas Eisenhardt. 4. Aufl. Wagenbachs Taschenbücherei, 317,4. Berlin: Wagenbach, 2016.

PAU SE// BR EAK

Widerstand und Abgrenzung: Impact des Visuellen in Protest- und Subkultur, Sub- und Gegenkultur

Welche Formen visueller Kommunikation kommen bei Protest-, Subund Gegenkultur zum Einsatz, in welcher Funktion, wie sind sie beschaffen und warum?

PROTEST-, SUB- UND GEGENKULTUR

- Protestkultur umfasst die vielfältigen Ausdrucksformen, mit denen soziale oder politische Bewegungen ihren Unmut oder ihre Forderungen öffentlich machen.
- Subkultur bezeichnet die spezifischen sozialen, kulturellen und anderen Eigenheiten bestimmter gesellschaftlicher Subgruppen, die sich oft durch gemeinsame Interessen oder Lebensstile auszeichnen.
- Gegenkulturen streben eine radikale Ablehnung des Mainstreams an und setzen sich oft für eine grundlegende Umgestaltung der Gesellschaft ein, indem sie alternative Lebensweisen, politische Ideale und revolutionäre Veränderungen propagieren.





Stanley Mouse Human Be-In Plakat, US, 1967



Ben Shahn Stop H-bomb tests Plakat, US, 1960



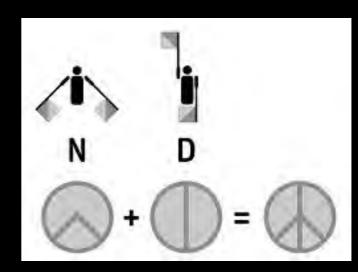
Wes Wilson

Links: The Association, Quicksilver Messenger Service, Grassroots, Sopwith Camel, Plakat, US, 1966

Oben: Trips Festival, Flugblatt, US, 1966







Gerald Holtom

The campaign for nuclear disarmament (CND)

Symbol, UK, 1958





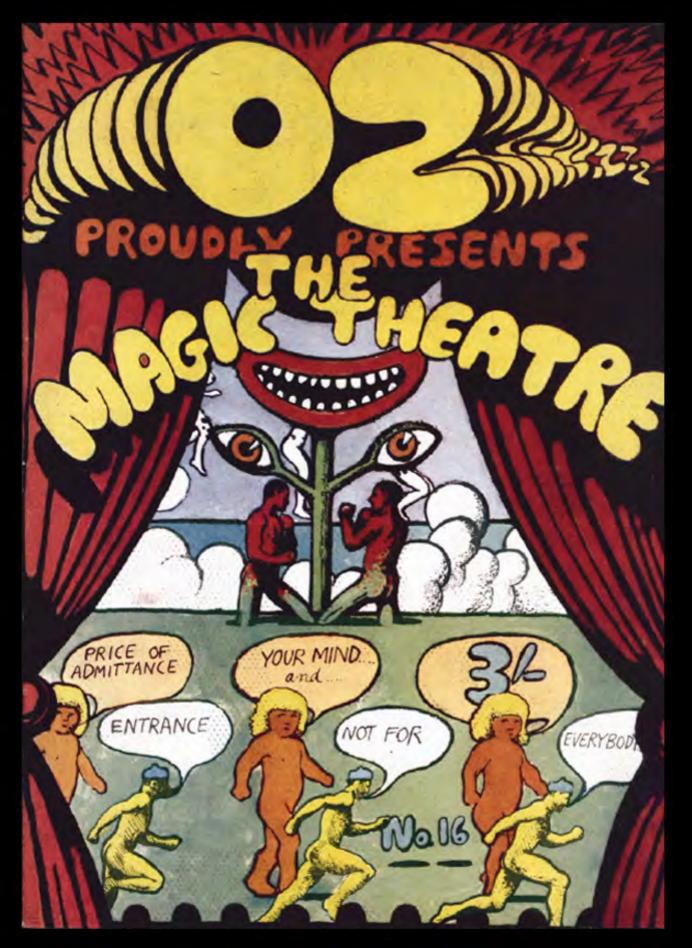
Ken Garland

Aldermaston to London Easter 62

Plakat, UK, 1962



A Couple At Woodstock Music Festival, Bethel, NY, August 1969



WHOLE EARTH CATALOG

access to tools



Fall 1968

\$5

WHOLE EARTH CATALOG 1968

Understanding Whole Systems

Buckminster Fuller Cosmic View Full Earth Earth Photographs The World From Above Surface Anatomy Geology illustrated Sensitive Chaos

General Systems Yearbook Synthesis of Form On Growth and Form Tantra Art Psychological Reflections The Human Use of Human Beings The Ghost in the Machine The Year 2000

Shelter and Land Use

The Dymaxion World of Buckminster Fuller Space Structures Tensile Structures, Volume One Dome Cookbook Good News Architectural Besign The Januages House The Japanese House Audel Guides Alaskan Mill

Tipls
Aladdin Kerosene Lamps
Man's Role in Changing the Face of the Earth
Two Mushroom Books

Organic Gardening ABC and XYZ of Bee Culture

Industry and Craft

The Way Things Work Introduction to Englineering Design The Measure of Man Thomas Register of American Manufacturers New Scientist Scientific American Industrial Design Product Engineering Clear/indhouse

Science and Civilization in China, Volume IV, Part 2 Silvo Catalog Brookstone Tools Jensen Tools Miners Catalog Blasters' Handbook Direct Use of the Sun's Energy Structure, Form and Movement Van Waters & Rogers Bookmaking Zone System Manual A Sculptor's Manual Creative Glass Blowing Buckskin Cut Beadta Melonse Varns

Communications

The Mind of the Dolphin Information 9100A Computer Cybernetics Eye and Brain Design for a Brain

Education Automation Intelligent Lie in the Universe The McGraw-Hill Encyclopedia of Space Lafayette and Allied Catalogs Heathkit Modern Business Forms American Cinematographer

The Technique of Documentary Film Production The Technique of Television of Production Auto Repair Manual Books
Subject Guide to Books in Print
Art Prints

Community

The Modern Utopian The Realist Green Revolution Kibbutz: Venture in Utopia

The Merck Manual Land for Sale Consumer Reports Government Publications The Armchair Shopper's Guide How to Get 20% to 80% off on Everything You Buy

Nomadics

Innovetor
The Retreater's Bibliography
The Book of Survival
The Survival Book
Survival Arts of the Primitive Palutes
Camping and Woodcraft
Light Weight Camping Equipment and How to Make It
Backpacking
L.L. Bean

Kababa Boots
Hot Springs
The Explorers Trademark Log
National Geographic
Sierra Club
The Narrow Road to the Deep North
Trout Fishing In American

Learning

Toward a Theory of Instruction The Black Box THIS Magazine is about Schools Cuisenaire Rods

ITA
LIFE Science Library
Kaiser Aluminum News
700 Science Experiments for Everybody

Edmund Scientific WFF 'N PROOF WFF 'N PROOF Dr. Nim We Built Our Own Computers American Boys Handy Book Pioneer Posters Sense Relaxation Zen Flesh, Zen Bones

Meditation Cushions and Mats Meditation Cushions and Ma Self Hypnolism Psycho-Cybernetics A Yaqui Way of Knowledge Fundamentals of Yoga The Act of Creation The I Ching

Whole Earth Catalog, Magazin, US, 1968



To start off with it is demonstrated in the array of events which we have touched on that we don't have to "earn a loving" anymore. The "thing" has all been carried for us broken, "hubstraticalistins weath is cumulative in contractanisation to the inherenty terminal weath is cumulative in contractanisation to the inherenty terminal contractance of children's exposed and the property weath of the card read of children's accomplished in the contractant of the contrac

WISSD Documents 3)
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(WBSD Document 2)

I was born onsein-oyed. Nat until I was four years old was if a discovered fills this was caused by my being abnormally firsinghted. My systen was thereafter fully corrected with jeroses. Until four I could see only large patterns, houses, treets, outline of peoply with bitured cidoring. While I saw two dark areas on human faces, tald not see a furture vay or at learner law until I was four four the see a furture vay or at learner law until I was four framework dispendent of default, my orhitofood's spon-francoun dispendence only upon to gather of talks has permished.

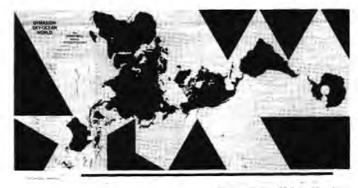
There is luck in everything. My luck is that it was born cross-leved, was ejected so frequently from the retablishment that I was limitly facced either for periods or for experiod some of those faculities with refuse are all endowed-the use of which circumstances had previously so finalistands as to have to put them in the deep freeze whence only to feelingly not strations could provide enough health or matter than task etho usability.

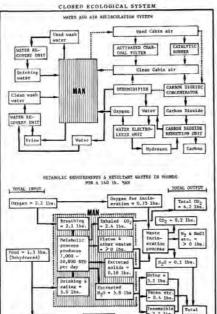
(WADDS December 3)

In the 1920's with but Hills open country highway mileage in opera-tion, automicible accidents were concentrated and frequently occurred within our others and substrate presence. Withresting a number of accidents, to bestived that warming stars later grew up-adoring the rotate leading to damper points and that more traffic and along the rotate leading to damper points and that more traffic and motorizate points were put on duty. The audifications tred to sure the industry by dearning the motorists. A rationally less groups in incredicted drivers with much experience, steady temporarent, good coordination and natural temporary to anticipate and understand the popolitical of others whereout as "good and experience and socidant fine of theses. Many others were accident soon."

in lieu of the after-the-fact cursive reform, frending to highly againstitute individual affirmative case histories, my prividually injuried the anticipatory avoidance of the accident potentials by thought investigation and adequately banked curves and automatic traffic control and adequately banked curves and automatic traffic control schop-lighting systems. I saw in or maken with the problem shouldn't be solved by preventative dissign rather than attempted reforms. My ractice. Restage endorments closely control to the control of the province of the control of the cont

THE WALL





Innumsible Total Value - 2.2 lbs. 7.9 lbs. Sources: (1) E. S. Mills, R. L. Butterton, Douglas Missile & space Systems Development Interplanetary Mission Life Support System, 1965. (2) MASA: ASD Report TR 61-363.

\$4.67 00 2000

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The Untinished Epic of Industrialization
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Consupt Twelve - SELF DISCIPLINES

Personal Set Descripting. In 1927 I gave up tonever the general economic disputs of scorety, i.e. that every include all the vertex to source the agrant alliang. I stubbleded, bleesfers, the Indiag make in Carcept town, i.e. air indisplants and interference for source that a carcept town, i.e. air indisplants and interference for speciality in universe; i souph for the tasks that needed to be done that no one she was oning or attempting to do, which if done would shysically and economically advantage society and eliminate pain.

As a consequence, it was necessary for me to discipline my faculties to develop technical and scientific capabilities to invent the physical invovations and their service industry, logistics.

Synergetics
 General Systems Theory
 Beory of Carres (for Nauray)
 Theory of Carres (for Nauray)
 Chemisty and Physics
 Topology, Projective/Georietry
 Commerciations
 Melsecology
 Resology
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HUMAN DAILY METABOLIC TURNOVER quotient | of | 0.82 2220 gma. Metabolic 9.32 -INPUT = 1001 3585 gas. OUTPUT = 100% 3585 gmm. Apogee, Douglas Missile & Space Publication No. 4, 1961. p. 8.

The World Design Science Decade documents contain some that is in the other books and much that sin't. The 6-volume set octal \$10.50 postpaid to students formal and increal; \$30.00 postpaid to students formal and increal; \$30.00 postpaid to others. This is a wary good deaf.

B. Meteorology
9. Geology
10. Eirology
11. Solencon of Energy
12. Political Geography
13. Eigonomics
14. Production Engineering

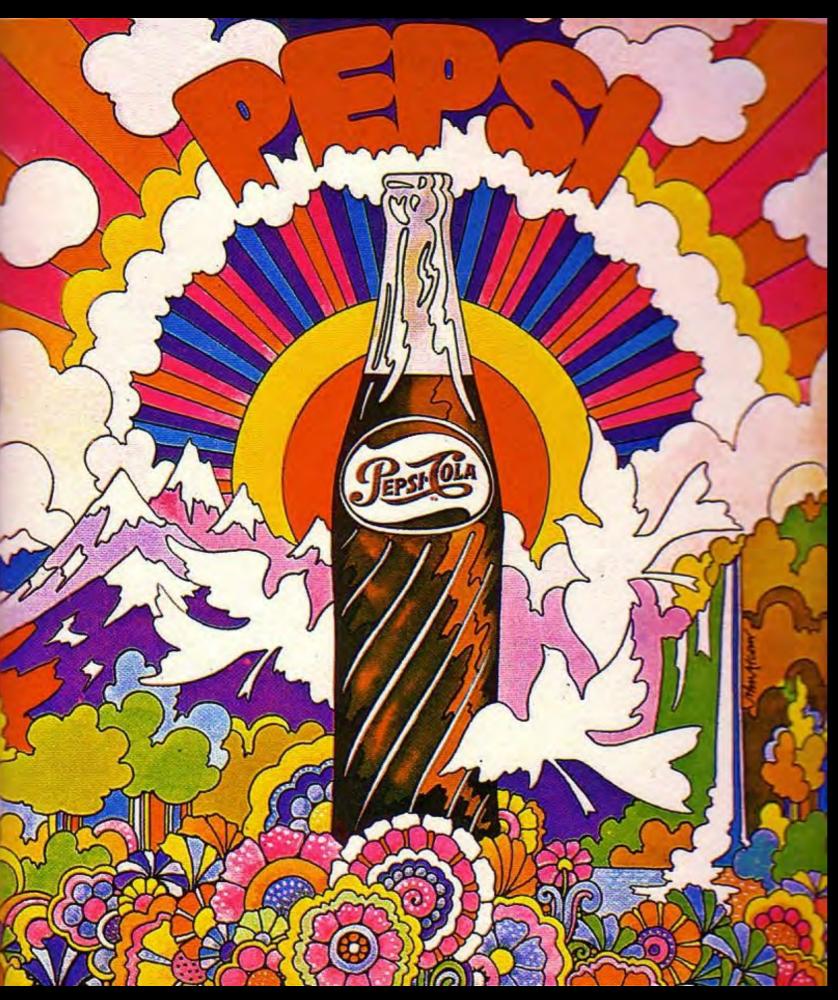
The will of history reads "for everybody or for nobody," and ance we balk at "for nobody" it has to be "for everybody". And that's the way it is gaing, lickely-split and the world around.

MUSD Document 31

Whole Earth Catalog, Magazin, US, 1968

«Protest und Leben der Hippies waren optimistisch, bunt, gewaltfrei, fröhlich. Ihre Ablehnung der westlichen Industriekultur total. So wurden auch Logik, Rationalität, Systematik und Zweckbestimmheit der westlichen Kultur abgelehnt, der Protest war intuitiv, gefühlsbetont, unsystematisch, hedonistisch. Nicht Analyse, nicht Marx und Marcuse waren interessant, sondern Intuition, Spontaneität, unvermittelte Theorie und Praxis, direkte Erfahrung. Kreativität, Gemeinschaft und Freunde bestimmten die Hippies, sie versuchten zu lernen, sich wieder über kleine Dinge zu freuen: Tautropfen, Sonnenstrahlen, eine Perle, Blumen, Farben - und sie veräußerlichten ihre Haltung in ihrer bunten Kleidung, in ihrem Lächeln, ihren Blumen.»

Jaenicke, Dieter: Bewegungen. Versuch, die eigene Geschichte zu begreifen. Berlin 1980, S. 61.





Rechts: Messy Nessy Chic. «When Big Brands Were Getting High in the Seventies», 24. Juni 2021

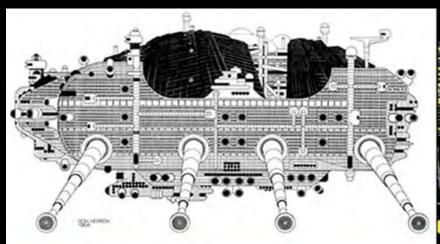
Oben: Sherman, Nick. «Volkswagen of America Ads, 1960–68».

«Hippie modernism marks the tension between the modern characterized as universal, timeless, rational, and progressive, and its countercultural other, which adopts a more local, timely, emotive and often irreverent, and radical disposition. I argue that hippie modernism was a momentary reconciliation of these seemingly opposed values as a way of resolving the impasse that faced postwar cultural modernity—caught between the proverbial rock of technocratic progress and a hard place of impending social disaster that erupted in crisis in the 1960s and would later be very differently reconciled under the rubric of postmodernism in the 1970s and 1980s.»

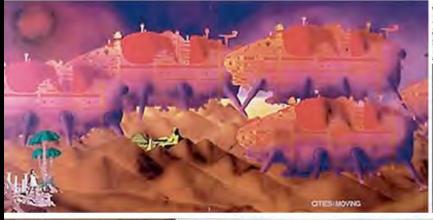
Blauvelt, Andrew. «Preface». In Hippie Modernism: The Struggle for Utopia, herausgegeben von Andrew Blauvelt und Walker Art Center, 1. Aufl., 11–14. Minneapolis: Walker Art Center, 2015, S. 11.

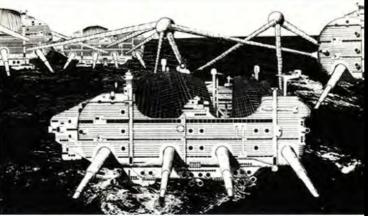
HIPPIE MODERNISM= THE
TENSION
BETWEEN
THE MODERN AND ITS COUNTERCULTURAL OTHER

universal vs. local timeless vs. timely rational vs. emotive progressive vs. irreverent/radical













EACH WALKING UNIT HOUSES NOT ONLY A KEY ELEMENT OF THE CAPITAL, BUT ALSO A LARGE POPULATION OF WORLD TRAVELLER-WORKERS.

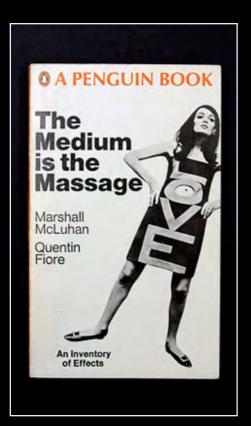
Archigram

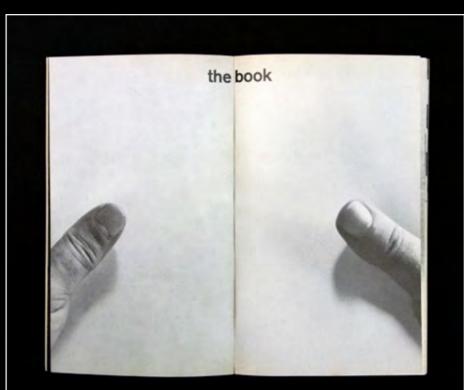
A Walking City (links)

Architektur Entwurf, UK, 1964

Amazing Archigram (oben)

Magazin-Cover, UK, 1964











Marshall McLuhan / Quentin Fiore The Medium is the Massage Buch, UK, 1967

A manifesto

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this befief, applauding the work of those who have flogged their skill and imagination to sell such things as:

cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, beforeshave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pulf-ons and slip-ons.

By far the greatest time and effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We think that there are other things more worth using our skill and experience on. There are signs for streets and buildings, books and periodicals, catalogues, instructional manuals, industrial photography, educational aids, films, television features, scientific and industrial publications and all the other media through which we promote our trade, our education, our culture and our greater awareness of the world.

We do not advocate the abolition of high pressure consumer advertising: this is not feasible. Nor do we want to take any of the fun out of life. But we are proposing a reversal of priorities in favour of the more useful and more lasting forms of communication. We hope that our society will tire of gimmick merchants, status salesmen and hidden persuaders, and that the prior call on our skills will be for worthwhile purposes. With this in mind, we propose to share our experience and opinions, and to make them available to colleagues, students and others who may be interested.

Edward Wright Geoffrey White William Stack Caroline Rawlence Ian McLaren Sam Lambert Ivor Kamlish Gerald Jones Bernard Higton Brian Grimbly John Garner Ken Garland Anthony Froshaug Robin Fior Germano Facetti Ivan Dodd Harriet Crowder Anthony Clift Gerry Cinamon Robert Chapman Ray Carpenter Ken Briggs

Published by Kan Garland 13 Galley Sq NW1 Printed by Goodern Pleas Life London NA First things first Manifest, UK, 1964



BLACK PANTHER PARTY



Martin Luther King Jr. spricht während des Marsches auf Washington am 28. August 1963 vor dem Lincoln Memorial in Washington, D.C. (AFP via Getty Images)

"Black power's modern expression grew out of two distinct, yet overlapping traditions that shaped black political activism in the first half of the twentieth century: the New Negro radicalism of the 1920s and the subsequent freedom surges — democratic movements that included labor, civil rights, and grassroots activists around the nation — of the Great Depression and World War II era that fueled an expansive vision of citizenship, civil rights, and democracy."

Joseph, Peniel E. "The Black Power Movement: A State of the Field." The Journal of American History, vol. 96, no. 3, 2009, S. 752.



"THE RACIST DOG POLICEMEN MUST WITHDRAW IMMEDIATELY FROM OUR COMMUNITIES, CEASE THEIR WANTON MURDER AND BRUTALITY AND TORTURE OF BLACK PEOPLE, OR FACE THE WRATH OF THE ARMED PEOPLE."

HUEY P. NEWTON, Minister of Defense

BLACK PANTHER PARTY P.O. Box 8641, Emeryville, Calif.



Designer Unknown

Bobby Seale and Huey Newton in Front of Black Panther Headquarters,

Plakat, US, ca. 1986

THE	BLACK P	ANTHE ws Service	25 cents	
VOL. III NO. 7		SATURDAY JUN	E 7, 190	
PUBLISHED TH	E BLACK PANTHER	PARTY HE SHITTER	COUNTRY HOUSE.	

The Ten Point Plan

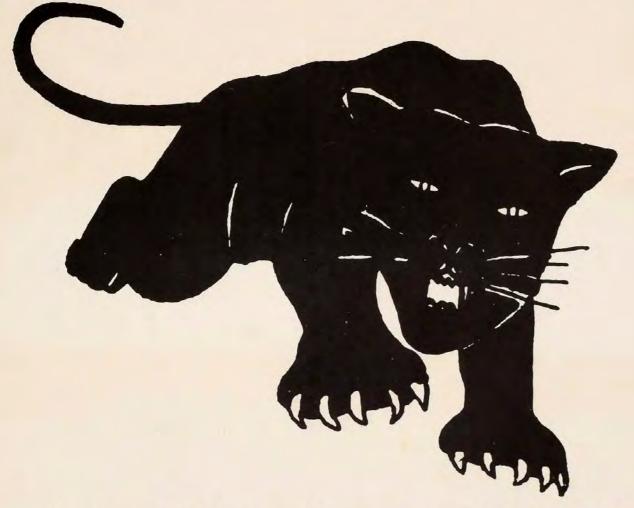
- I. WE WANT FREEDOM. WE WANT POWER TO DETERMINE THE DESTINY OF OUR BLACK AND OPPRESSED COMMUNITIES.
 - 2. WE WANT FULL EMPLOYMENT FOR OUR PEOPLE.
- 3. WE WANT AN END TO THE ROBBERY BY THE CAPITALISTS OF OUR BLACK AND OPPRESSED COMMUNITIES.
 - 4. WE WANT DECENT HOUSING, FIT FOR THE SHELTER OF HUMAN BEINGS.
 - 5. WE WANT DECENT EDUCATION FOR OUR PEOPLE THAT EXPOSES THE TRUE NATURE OF THIS DECADENT AMERICAN SOCIETY. WE WANT EDUCATION THAT TEACHES US OUR TRUE HISTORY AND OUR ROLE IN THE PRESENT-DAY SOCIETY.
- 6. WE WANT COMPLETELY FREE HEALTH CARE FOR ALL BLACK AND OPPRESSED PEOPLE.
- 7. WE WANT AN IMMEDIATE END TO POLICE BRUTALITY AND MURDER OF BLACK PEOPLE, OTHER PEOPLE OF COLOR, ALL OPPRESSED PEOPLE INSIDE THE UNITED STATES.
- 8. WE WANT AN IMMEDIATE END TO ALL WARS OF AGGRESSION.
- 9. WE WANT FREEDOM FOR ALL BLACK AND OPPRESSED PEOPLE NOW HELD IN U. S. FEDERAL, STATE, COUNTY, CITY AND MILITARY PRISONS AND JAILS. WE WANT TRIALS BY A JURY OF PEERS FOR ALL PERSONS CHARGED WITH SO-CALLED CRIMES UNDER THE LAWS OF THIS COUNTRY.
- JUSTICE, PEACE AND PROPLE'S COMMUNITY CONTROL OF



Black Panther Party
The Ten Point Plan
US, 1966



An Attack Against One Is An Attack Against All



The Slaughter of Black People Must Be Stopped! By Any Means Necessary!

Designer Unknown

An Attack Against One Is an Attack Against All

Plakat, US, 1968



Black Panther Party, 1966–1982, Ortsgruppenbüro





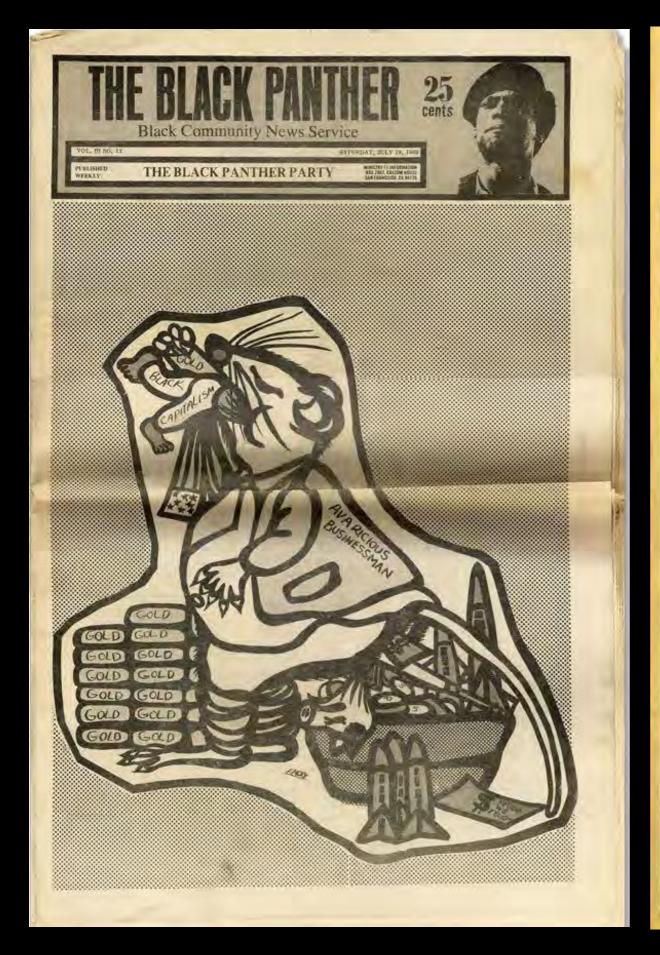


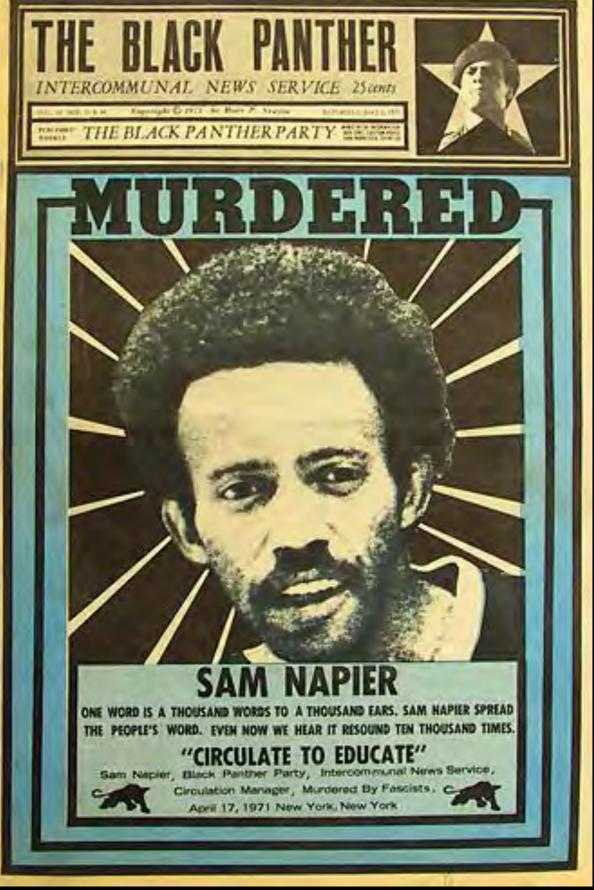


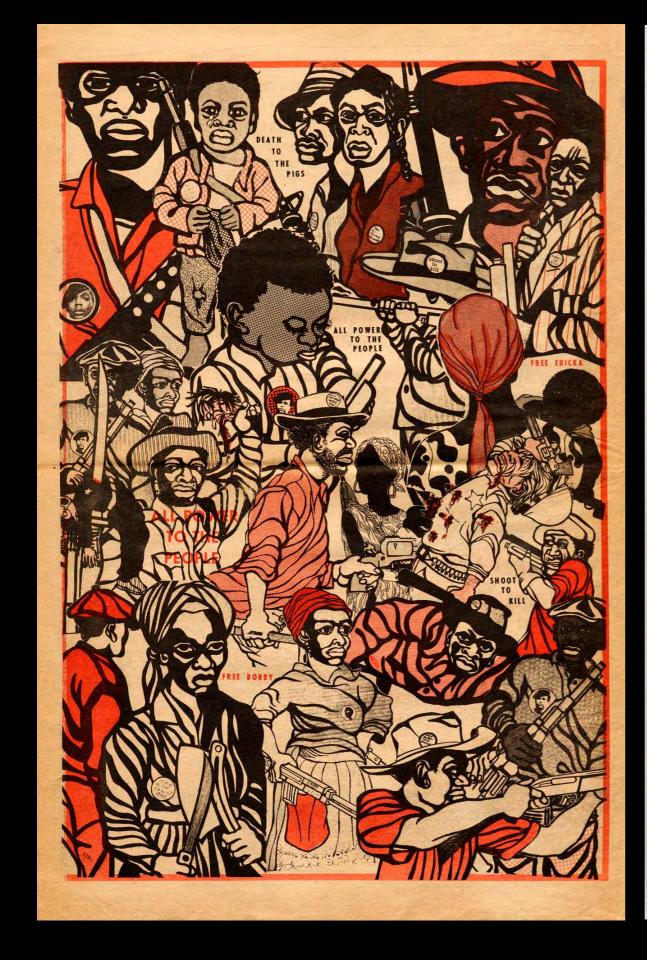


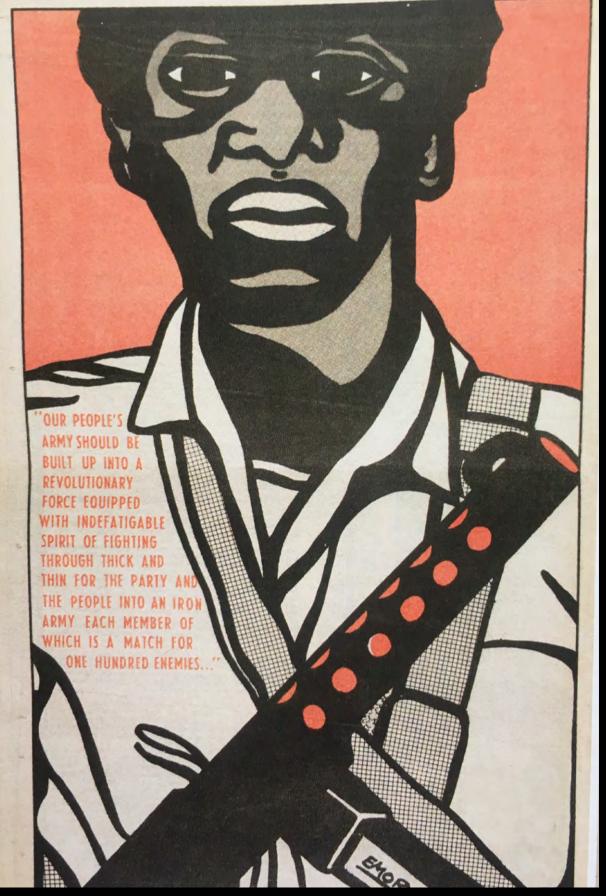
























"Black power may have been harnessed in black communities, but its manifold iterations challenged the scope of liberalism, democracy, and the nation-state, as well as how we envision the practice of democracy at the local, regional, national, and global levels."

Joseph, Peniel E. "The Black Power Movement: A State of the Field." The Journal of American History, vol. 96, no. 3, 2009, S. 751.

FRAGEN?

Université de Fribourg Einführungsvorlesung Kunstgeschichte der Moderne und Gegenwart: Eine Geschichte des Grafikdesigns (FS24) Miriam Koban Robert Lzicar

