



Poster Collection 06: International AIDS- Prevention Posters

Felix Studinka

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Mit einem Text von Nigel Barley

Seit die Aids-Epidemie um sich greift, kommt dem gesundheitspolitischen Auftrag der Aufklärung eine dramatische Bedeutung zu. In vielen Ländern hat das Plakat als Informationsmedium erst durch Aids Verbreitung gefunden, so dass zunächst visuelle Formeln zu einer Thematik entwickelt werden mussten, die mit vielen Tabus behaftet ist. Die Übersicht von Aids-Präventionsplakaten aus aller Welt zeigt auf, dass die zwingend erforderliche Wirksamkeit der Plakate nach einer Verankerung in lokalen Traditionen verlangt. "Bei einer Krankheit, die mit Sexualität zu tun hat, stellt sich immer wieder die Frage, was tatsächlich gezeigt werden kann, und die Antworten auf diese Frage lassen den Betrachter oft ins Grübeln geraten. Drastische Offenheit und vage Andeutungen konkurrieren um die Gunst des Publikums. Wer versucht, mit unzweideutigen visuellen Zeichen zu arbeiten, stolpert immer über das Sexuelle." Nigel Barley

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