

Spring 2023

Women's Rights are Human Rights - Wall Labels

Fairfield University Art Museum

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israel

Dan Reisinger

Open Your Eyes, 2017

This poster advocates that each individual needs to take personal responsibility in the struggle for equal rights for women.



usa

Robynne Raye

I Am Woman Hear Me Roar, 2017

This poster was created in support of the Seattle Women's March, January 21, 2017.



usa

Jen Sorensen

Do Your Duty, 2012

Client: National Women's Law Center

This poster commissioned by the National Women's Law Center advocates for more women to vote in the 2012 elections to get the rights they deserve.



canada

Anita Kunz

Leave My Body Alone, 2006

© Anita Kunz for RESIST Publication

Art Direction: Françoise Mouly and Nadja Spiegelman

This image addresses the idea that our bodies are our own, and we should, of course, have control over what we do.



usa

Trudy Cole

Preserve the Right of Choice (Restricted Area) , 1993

This poster was designed to promote the understanding that a woman's body is her own and has the ultimate right to say what she does with it.



india

Charutha Reghunath

Educate Women, Strengthen Africa, 2008

Modern education makes women more beautiful than those adorned with jewelry. Africa can make itself richer, stronger, and more beautiful by educating its women.



mexico

Moises Romero Vargas

He Said He Loved Me, 2012

Violence and abuse can cause terrible physical and emotional pain. Although strangers can physically attack women, women are often hurt by the people they love.



mexico

Elmer Sosa

Gender Violence, 2017

In this image, barbed wire is used as a metaphor to reflect the physical pain a man can exert over a woman.



usa

Eric Boelts

Women Aren't Battlefields, 2017

Multiple wars rage on our planet Earth, and in every conflict, women are abused, raped, and murdered as a tactic of warfare.



germany/poland
Lex Drewinski
Double Work, 2014

Working mothers have no choice but to juggle long working hours while caring for their families, often without adequate support systems.



south africa

Joe Public

Many Women Feel Safer Here Than at Home, 2015

Series of three posters

Executive Creative Director: Pepe Marais

Creative Director: Roanna Williams

Art Director: Thina zibi

Copywriter: Robert Storom

Photographer: David Prior

Retoucher: Rob Frew

Account Manager: Mpume Ngobese

For International Women's Day 2015, South African advertising agency Joe Public brought out a hard-hitting campaign that aims to increase awareness of intimate partner violence and bring to light the work done by POWA (People Opposing Women Abuse). South Africa has the fourth-highest female interpersonal-violence death rate out of the 183 countries listed by the World Health Organization in 2016. In response to this alarming position, Joe Public created a series of print advertisements highlighting the harsh reality that many South African women feel safer on the streets than in their own homes.

-RBB



russia

Laboratory of Social Advertising Women of Kyrgyzstan

Unbind Yourself from Domestic Violence/Eyes, 2015

Unbind Yourself from Domestic Violence/Mouth, 2015

Unbind Yourself from Domestic Violence/Hands, 2015

Series of three posters

Executive Creative Director & Photography:

Georgy Molodtsov

Producer and Art Director: Evgeniya Molodtsova

Art Director: Dilshad Matkulov

Client: Open Line Public Foundation, Kyrgyzstan

“Unbind yourself from domestic violence” is a series of three posters made for the First Women’s Rights Campaign in Kyrgyzstan, “Equal Rights—Joint Success.” Suppose a married woman is subjected to physical or psychological violence. In that case, she is ‘bound’ by the fear of shame upon the family if she reports her situation. She becomes a hostage of domestic violence. By tradition in Kyrgyzstan, married women wear a headscarf to symbolize their marital status. Here, the scarf is used as a metaphor for forced marriages, bride kidnapping, and violence.



india

Taproot Dentsu

Abused Goddesses–Durga, 2013

Abused Goddesses–Saraswati, 2013

Abused Goddesses–Laxmi, 2013

Chief Creative Officers: Santosh Padhi, Agnello Dias

Art Directors: Santosh Padhi, Pranav Bhide

Copywriter: Santosh Padhi, Chintan Ruparel

Illustrator: Siddhesh Rane

Photographer: Amol Jadhav

Client: Save Our Sisters

Ad agency Taproot physically recreated scenes from old hand-painted images of Indian Goddesses. Before photographing them, makeup was used to add bruises and wounds to the models. All the props were natural or painted on, keeping authenticity and realism in mind. The poster campaign effectively captures India's most dangerous contradiction: revering women in religion and mythology and prevailing cultural attitudes regarding wife-beating as justified. The text on each poster states: "Pray that we never see this day. Today, more than 68% of women in India are victims of domestic violence. Tomorrow, it seems like no woman shall be spared. Not even the ones we pray to."



united arab emirates

Memac Ogilvy Dubai

UN Women–Women Cannot, 2013

UN Women–Women Need To, 2013

UN Women–Women Should Not, 2013

UN Women–Women Should, 2013

Series of four posters

Executive Creative Director: Ramzi Moutran Creative

Director: Sascha Kuntze Copywriter: Kareem Shuhaibar

Art Direction: Christopher Hunt Art Director: Sabia

Fatayri Retouching: Moreira Estudio Client: UN Women

This series of posters uses genuine Google searches to reveal the widespread prevalence of sexism and discrimination against women. Based on actual searches dated March 9, 2013, the images expose negative sentiments ranging from stereotyping and outright denial of women's rights. For the client, UN Women, the searches confirm the urgent need to continue making a case for women's rights, empowerment, and equality, a cause the organization is pursuing worldwide.

See the short video here:



germany

Michelle Flunger

Stop FGM (Female Genital Mutilation), 2012

poland

Maja Wolna

Unveil 5, 2009

sweden

Volontaire

Red Rose, 2007

Apricot Rose, 2007

White Rose, 2007

Series of three posters

Copywriter: Malin Akersten Triumf Art Director:

Yasin Lekorchi

Photographers: Niklas Alm, Mattias Nilson, Vostro

Retouch Artist: Sofia Cederström, Vostro Client:

Amnesty International

FGM, or female genital mutilation, involves partial or complete removal of the external female genitalia for non-medical reasons. The World Health Organization states that over two hundred million girls and women alive today has experienced FGM, in thirty countries where it is practiced (including countries in Africa, the Middle East, and Asia). Severe complications from FGM include cysts, infections, complications in childbirth, and neo-natal deaths. FGM is considered a major violation of the rights of girls and women, including the right to health, security, and physical integrity, as well as the rights of children, the right to be free from torture, and the right to life.

-AL



mexico

Eduardo Barrera Arambarri

Crime: 298 Punishment: 0, 2001*

*Official number of women who have disappeared in Juárez City at the time.

Design & Photography: Eduardo Barrera Arambarri

Model: Elisabeth Blum

mexico

Lourdes Zolezzi Horiuchi

Against Violence to Women, 2000

Hundreds of young women disappeared from the Mexican border town of Ciudad Juárez in the 1990s and early 2000s. Many were teenagers who came to Juárez to work in the town's foreign-owned factories, known as "maquiladoras." Beginning with NAFTA's passage in 1994, foreign companies rapidly built factories that paid poor wages and ignored the safety of their workers. Many of the murder victims were brutally raped and mutilated, assaulted on their way home from factory work. Mothers of these women banded together to protest the government's inactivity and poor police investigations. While women's activism on this issue was intense in the 1990s and 2000s, these cases were left unsolved and femicides have continued to be an issue in Mexico. In 2009, the Inter-American Court on Human Rights ruled that Mexico had committed human rights violations, ordering justice for these victims and their families. Regardless, femicide has risen substantially over the past twenty years; from 2005-2021, reported cases grew 135%.

-AL



japan

JWT Tokyo

The Marriage Ring, 2005

Creative Director: Masutami Kunimitsu Art Director:
Daishi Sumi

Copywriter: Masutami Kunimitsu Client:
Amnesty International

One in every five Japanese women suffers a violent relationship. Marriage is considered a sacred bond between two people, yet this image suggests that it can also enslave a woman to abuse by her husband.



france

Yann Legendre

Score-Women are not a Game, 2006

Employing video game vernacular graphic language, this poster depicts a woman as the target in the wildly popular Space Invader game. Space Invader was released in Japan in 1978 and was an early example of what became the shooter game genre. The poster was created as a part of a rape awareness campaign aimed at the young generation. Research evidence on the correlation between watching video games and engaging in violent or aggressive behavior remains mixed.

-RBB

