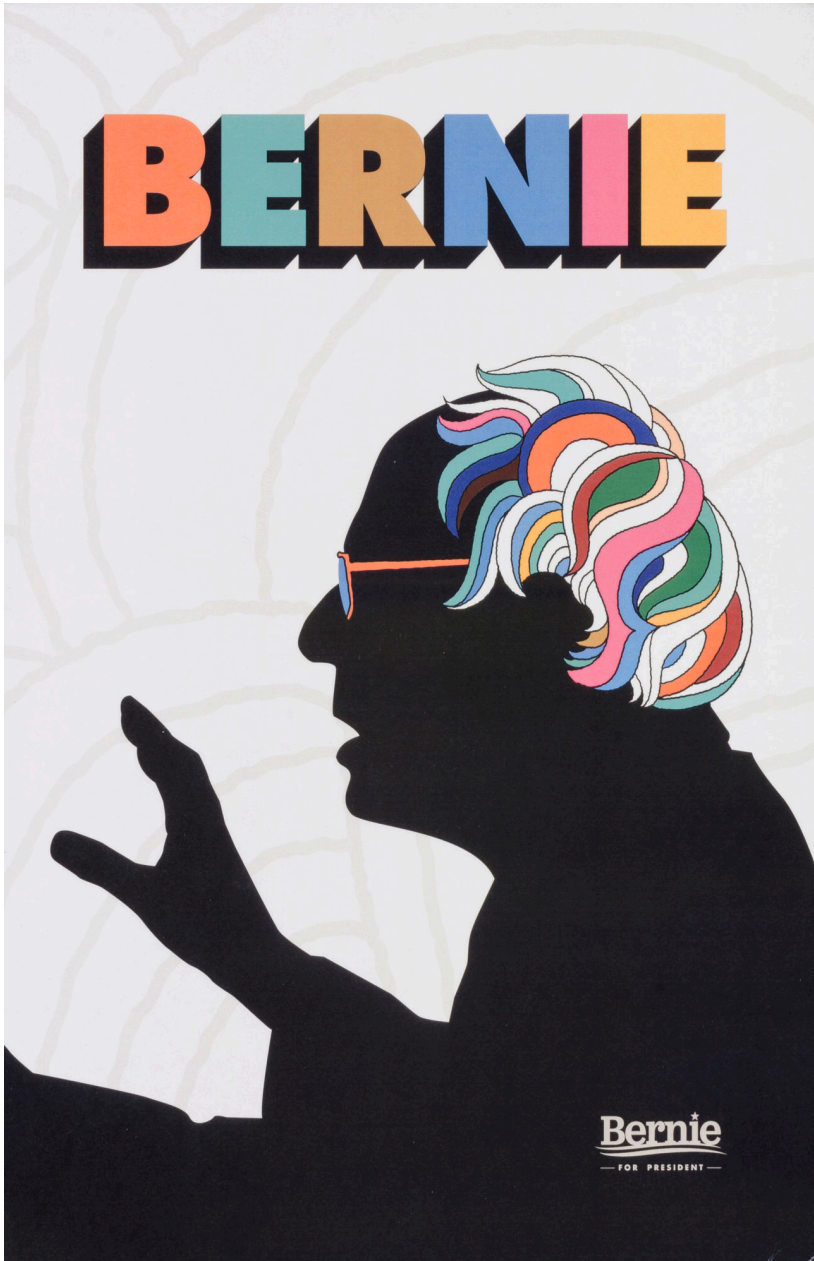


Plakat, Bernie, 2016
Erscheinungsland: USA
Gestaltung: André Broussard
Auftrag: Lafayette for Bernie, Lafayette, US
Material / Technik: Digitaldruck
43 × 28 cm
Donation: Susanne Giezendanner
Eigentum: Museum für Gestaltung Zürich / ZHdK



During the campaign for the 2016 US presidential elections, this charming small-format poster featuring Bernie Sanders (b. 1941) in profile appeared in Lafayette, Louisiana. Its famous predecessor, the portrait of Nobel Laureate in literature Bob Dylan (b. 1941), was designed by Milton Glaser (b. 1929).

The poster by illustrator André Broussard (b. 1984) was created to announce a fundraising concert for Democratic presidential candidate Bernie Sanders. Sanders, although he is only visible in silhouette, appears as a person who fires up his audience using words and gestures. The template for the poster was the Bob Dylan poster by Milton Glaser, which decorated student dorm rooms and record stores worldwide in the late 1960s. The formal similarities do not, however, hide the differences in the portrayal of these famous personalities, who were born the same year. The enigmatic songwriter and musician Dylan is shown as a reclusive, introverted star. But both Dylan and Sanders stand as examples of the ideals of a different, better America. Dylan was a key inspiration for the civil rights movements around 1968, while Sanders initiated a new grassroots movement just under a half century later. (Bettina

Richter)

<https://www.eguide.ch/en/objekt/bernie/>