

Plakat, Dulce amargo, 2012  
Erscheinungsland: Kuba  
Gestaltung: Michele Miyares Hollands  
Auftrag: Instituto Cubano de Arte e Industria  
Cinematográficos, ICAIC, Havanna, CU  
Material / Technik: Siebdruck  
76 × 51 cm  
Eigentum: Museum für Gestaltung Zürich / ZHdK



Michele Miyares Hollands (b. 1976) is part of the second generation of Cuban artists who continued developing the independent aesthetic of film posters promoted by the country's national film institute. With her poetic, playful illustrations, she condenses film plots into a single image.

Michele Miyares Hollands attended the renowned Instituto Superior de Diseño in Havana and has for many years been the art director of Cuba's leading cultural magazine, *Gaceta de Cuba*. In addition, she mainly designs film posters for European and the local film productions promoted by the Instituto Cubano del Arte e Industria Cinematográficos. *Dulce amargo* is the title of the Saturday segment in the anthology film *7 Days in Havana*, which involved seven directors. Juan Carlos Tabío, who co-directed the hit film *Strawberry and Chocolate*, tells the satirically over-the-top story of Mirta, a TV psychologist who sells baked goods on the side to make ends meet. While she gives smart advice professionally, her private life descends into chaos. Miyares Hollands sums up the entire plot in one symbolic image. The typeface echoes the ornamental flair of the illustration; superimposed on a cookie, the stripes of a life

buoy create a striking graphic contrast. (Bettina Richter)

<https://www.eguide.ch/en/objekt/dulce-amargo/>