EARLY PERSPECTIVES

The first three posters in Globalize THIS! represent distinct ideological perspectives that promoted globalization during the late 19th to the mid 20th century: Socialist, Pacifist and Capitalist. Although this exhibition focuses on resistance to the economic and political globalization dominating the world today, the worldwide protest movements are also a form of globalization.

1

Proletarier Aller Länder Vereinigt Euch!
Workers of all Countries Unite! Freedom equality brotherhood
Walter Crane
Offset, 1980s reproduction of 1889 woodcut / Germany
Walter Crane (1845-1915), English artist, socialist, and part of the Arts and Crafts movement, drew this in 1889, after May 1 had been chosen as International Workers’ Solidarity Day. The figures represent the continents of Africa, Asia, the Americas, Europe and Australia and emphasize the global reach of workers’ solidarity.

2

Pour Le Désarmement Des Nations
For The Disarmament of Nations
Jean Carlu
Photo by André Vigneau
Lithograph, 1932 / France

Published by The Graphic Propaganda Office for the Peace
The carnage of World War I – known as the “War to End All Wars” – led to the emergence of a global disarmament movement, as activists sought to reverse and eliminate the post-war arms competition they believed would lead to another war. This movement reached its peak when the World Disarmament Conference convened in Geneva in February 1932. That same year, renown French graphic designer, Jean Carlu, founded the Office de Propagande pour la Paix, a non-profit agency dedicated to preserving peace in Europe. This was the first poster he produced for the organization.

Carlu described how he created the image using the basic structures of cubism: the sphere, the triangle and the square. The sharp triangle represents the path of the falling bombs (a shape which is echoed in the photograph of the child), and the sphere is the world threatened by war. He was one of the first to use photographs in posters. Originally this image was intended to be shown at the Union des Artistes Modernes exhibition held on February 4, 1932, at the Art Decorative Museum in Paris. However, the president of the museum, who was already shocked by the photographic work of The Stenberg Brothers and El Lissitzky, decided to censor Carlu’s poster and withdrew it from the show. The resulting scandal was so tumultuous that the director re-inserted the poster into the show only two days later. The woman in the photomontage was Pauline Marie Pfeiffer (1895 –1951), the second wife of Ernest Hemingway.
During World War II, the European left, primarily members of the Communist Party, led the underground resistance movements against the Nazis in France and Italy. As a result, the Communist Party had considerable legitimacy among the general population when the war ended, and members were winning elections, to the dismay of the U.S. In response, the U.S. inaugurated the Marshall Plan (officially the European Recovery Programme, ERP) to rebuild Western Europe and counter the appeal of communism. Named after Secretary of State George Marshall, the plan ran from 1948-1952 and helped rebuild the economies of Western Europe on a capitalist model.

In the fall of 1950, a poster contest was held in Europe to promote the Marshall Plan. Of over 10,000 submissions, 25 designs were selected by an international jury, including this one.

**ECONOMIC PROTESTS BEFORE NAFTA**

4 **Corporation**
Doug Minkler
Silkscreen, 1994 / Berkeley, California

5 **They Plan for Profits**
International Union, United Automobile, Aerospace, and Agricultural Implement Workers of America
Silkscreen, date unknown / United States

6 **Bank of Amerika Isle Vista Branch**
Metamorphosis
Offset, 1970 / Goleta, California

In February 1970, a rally was held at the stadium of the University of California in Santa Barbara to respond to national and local issues including the firing of several radical faculty, police harassment of black student activists, and the ongoing Vietnam War. Police harassment of students leaving the rally, including the arrests of several demonstrators, escalated into a struggle for control of the college community of Isla Vista, during which the Bank of America was burned down. The Bank of America was the largest bank in California, had a number of branches in Vietnam, and was a symbol of corporate support of the war. Two months later the temporary Bank of America structure was also burned down, and a student defending the bank structure was killed by a police sharpshooter who claimed his gun went off accidentally. The Gothic style lettering and German spelling of "Amerika" was a reference to Nazi Germany.
Don’t Bank on Apartheid!
Diane Haft
Silkscreen, 1985 / United States

Divestment (or disinvestment in businesses) was first advocated in the 1960s, to end the Apartheid system of racial discrimination in South Africa. Divestment was opposed by the U.S. and other Western governments who were unwilling to economically isolate South Africa. The anti-Apartheid divestment campaign began on college campuses in 1977. In the 1980s, faith-based institutional investors became actively involved. Televised broadcasts of brutal attacks by South African police against unarmed black South African protesters, served to strengthen the divestment movement and increased the international isolation of the South African government. The Apartheid system ended in 1994.

Stop!! Wells Fargo Bank Loans to Chile
Malaquías Montoya
Silkscreen, 1979 / Oakland, California

When a U.S.–orchestrated military coup overthrew the democratically elected government of Chile in 1973, boycotts were invoked against products from Chile and U.S. business institutions that continued to negotiate and trade with Chile’s military dictatorship. In this poster, Malaquías Montoya used the bank’s trademark stagecoach, symbol of a romanticized and heroic U.S. past, to call attention to its un-heroic financial support of the Chilean military junta. In addition to listing the atrocities committed in Chile, the poster promoted direct sanctions against the bank by announcing a “withdrawal day” when people would transfer their accounts. In the context of this poster, it is important to note that Wells Fargo was one of the few U.S. banks to refuse to do business with South Africa in the 1980s. One can only speculate that the unfavorable public attention directed towards Wells Fargo in the 1970s alerted the bank to the dangers of continuing to support governments whose abuses attracted wide international attention.

The tactic of withdrawing money from a bank to protest its practices and policies was most recently invoked by the Occupy Movement on November 5, 2011, called national “Bank Transfer Day.”

Wir Rufen die Jugend der Welt
We call to the Youth of the World
Klaus Staeck
Offset, 1988 / Heidelberg, Germany
By transforming the Olympic rings into the corporate logos of Mercedes, Coca-Cola, Adidas, McDonald's, and BMW, this poster focuses on the increasing commercialism of the Olympic Games through corporate sponsorship. At the conclusion of every Olympic Games, the president of the International Olympic Committee says, "I call upon the youth of the world to assemble four years from now." Here, instead of an invitation to the next Olympiad, the words are subverted to comment on consumerism.

Since 2006, Breakdown Press, a Melbourne-based publishing company with a background in zines, street art, and activism, has been producing free multi-page broadsheets featuring political posters on a variety of peace and justice issues. This poster is from Series #2 and was published to coincide with the G20 Summit and the Carnival against Capitalism protests that took place in Melbourne in November 2006. The G-20 or Group of Twenty are finance ministers and central bank governors from 20 major economies: 19 countries plus the European Union. Collectively, the G-20 economies account for more than 80 percent of the global gross national product (GNP), 80 percent of world trade, and two-thirds of the world’s population.

Whether called Carnivals Against Capitalism, Global Street Parties, Stop the City (London’s Wall Street) demonstrations, or Occupy, blocking streets to prevent business-as-usual are a growing international phenomenon to protest government policies.

A collaboration between Chuck Sperry (Firehouse, San Francisco) and Sam Newbury (Mission Prints, UK) commenting on the wars in Iraq and Afghanistan.

Whether it is called human trafficking, bonded labor, forced labor or sex trafficking, slavery is growing worldwide. An estimated 12 - 27 million people are caught in one or another form of slavery. Between 600,000 and 800,000 are trafficked internationally, with as many as 17,500 people trafficked into the United States. Nearly three out of every four victims are women. Half of modern-day slaves are children.
The Universal Declaration of Human Rights, was adopted by the UN General Assembly on 10 December 1948. Through its 30 articles, the international community vowed never to allow atrocities like those of World War II to happen again. This poster illustrates article 4, *No one shall be held in slavery or servitude; slavery and the slave trade shall be prohibited in all their forms.*

Human trafficking and transportation of women against their will for sexual exploitation occurs everyday around the world. In many poor countries human traffickers lure young girls into the sex trade by offering them money or jobs abroad. Other times traffickers may be members of the girl's family. It's not just men who are exploiters. Women traffickers recruit uneducated girls by posing as successful business people the girls would want to emulate. Sometimes the girls are sold outright by desperately poor parents.

According to the International Organization for Migration (IOM) as many as 800,000 people may be trafficked across international borders, with hundreds of thousands trafficked within the borders of their own countries. 71% of victims who are bought and sold or forced across different borders and countries are trafficked for sexual exploitation.

*Ciudad Juárez 300 Mujeres Muertas 500 Mujeres Desaparecida*

Alejandro Magallanes
Digital Print, 2003
Mexico City, Mexico

300 women dead, 500 women disappeared, *How many more must die before the cynical gaze of our authorities? The dead women of Juarez demand justice.*

*Femicidio!*

Favianna Giannoni Rodriguez
Tumi’s Design
Graphic Communications International Union
Offset, 2004 / Oakland, California

**Femicides** [the murder of women]

After the start of NAFTA on January 1, 1994, *maquiladoras* (manufacturing operations) spread along the U.S./Mexican border, attracting a cheap labor force, primarily young women, from throughout Mexico. Since then, there has been an epidemic of femicides (the murder of
women) in the border towns, most notoriously in the city of Juarez, across from El Paso, Texas. In Juarez alone, a minimum of 400 women have met violent deaths or have disappeared. Up to 5,000 have met the same fate from other border towns since NAFTA began. The victims of these crimes have preponderantly been young women, between 12 and 22 years of age; their bodies found days or months later abandoned in vacant lots, outlying areas or in the desert. In most of these cases there were signs of sexual violence, torment, torture or in some cases disfigurement. Most of the cases remain unsolved.

CLIMATE CHANGE

17

*Think Globally Act Locally*

Hideo Toyomasu
Silkscreen, 1993
Japan
12495

18

*Wir Bringen die Pole zum Schmelzen*

Klaus Staeck
Greenpeace
Steidl Göttingen
Offset, 1988 / Heidelberg, Germany

We Bring the Poles to the Melting Point—Most Catastrophically

Everybody only talks about the climate—we break it and make a good profit on it: by the production of 140000 tons of FCKW [Fluorine chlorinated hydrocarbons] per year. Kali and Hoechst, the Climate killers.

Chlorofluorocarbons, Ozone Depletion, and Global Warming

Chlorofluorocarbons (CFCs) were created in 1928 and first used on a large-scale basis in the 1950s. Sold under the trade name of Freons, CFC’s were extensively used in refrigerators and air conditioners, in the production of plastics used for insulation and packing materials, as solvents for electronics, and as a propellant in spray cans for paint, insect repellants and deodorants.

CFCs destroy the ozone in the stratosphere, and the greatest Ozone loss is over Antarctica. Ozone is important to life in that it filters out or absorbs short wavelength ultraviolet radiation in the range which can cause serious sunburn, skin cancer and eye disorders.

After the 1970s, CFCs were no longer used as aerosol propellants. When they were disposed of before 1990, they were not tightly controlled and were allowed to escape into the atmosphere, simply contributing to the problem. After the Clean Air Act of 1990, tight new regulations and requirements were put on service stations and car manufactures in an attempt to limit the amount of CFCs unnecessarily released.

In the 1980s, Greenpeace launched a campaign against the largest producers of CFC’s in Europe: the chemical companies Kali-Chemie and Hoechst. Hoechst also translates as “Highest”, so the poster uses the double meaning of the name to both highlight the company, and its role in contributing to global warming. In the 1990s, many Hoechst and Kali-Chemie plants throughout the world ceased production of CFC’s.
Produced in response to the 2010 British Petroleum (BP) oil disaster in the Gulf of Mexico, Emek describes his piece: “First you see the biggest image—a dead fish with a gas mask—then you see the symbol of BP, then you connect it with the wordplay.” He says the dead fish is meant to symbolize the oil spill’s disastrous effects on both the environment and on the livelihoods of Gulf fishermen, and hopes people who see his poster will “remember that our world is fragile and connected.”

This poster was Credo Mobile Phone Company's response to British Petroleum’s 2010 Deepwater Horizon disaster. Credo called on subscribers and activists to ask the EPA to hold BP accountable for the catastrophic amounts of oil spewing into the gulf. At the time the White House had not taken decisive action.

On April 20, 2010, an explosion on the Deepwater Horizon drilling rig leased by British Petroleum (BP), killed 11 workers and spewed more than five million barrels of crude oil into the Gulf of Mexico over the next 3 months. It was the largest accidental marine oil spill in the history of the petroleum industry; it blackened beaches in five U.S. states and devastated the Gulf Coast’s tourism and fishing industries. In October 2011, the National Oceanic and Atmospheric Administration (NOAA), reported that dolphins and whales continue to die at twice the normal rate. Residents say that oil from the spill is still visible.

In January 2011, the White House oil spill commission blamed BP and its partners for making a series of cost-cutting decisions and the lack of a system to ensure well safety. They also concluded that the spill was not an isolated incident caused by "rogue industry or government officials," but that "[the] root causes are systemic and, absent significant reform in both industry practices and government policies, might well recur".

In March 2012, BP agreed to pay $7.8 billion to settle the Deepwater Horizon Oil Spill lawsuit. Although one of the largest class action suits ever, critics continue to demand a trial and
punitive damages to expose the systemic wrongdoings to the public. The federal government and affected states are continuing to pursue separate claims for environmental damages.

23
Fukushima
JT Morrow
Digital Print, 2011 / Pacifica, California
Designed for an article in the Wall Street Journal about the Japanese Tsunami Hokusai’s classic painting, The Great Wave off Kanagawa from the 1820s, is transformed into a statement about a contemporary and ongoing tragedy. On March 11, 2011, a 9.0 earthquake and subsequent tsunami hit the Pacific coast of Japan, killing over 15,000, with thousands still missing. It was the most powerful known earthquake ever to have hit Japan, and one of the five most powerful earthquakes in the world since modern record-keeping began in 1900. The powerful tsunami waves triggered by the earthquake reached heights of up to 133 ft, and travelled up to 6 miles inland.

The tsunami caused a number of nuclear accidents, primarily the ongoing level 7 meltdowns at three reactors in the Fukushima Dai-ichi Nuclear Power Plant complex, first commissioned in 1971 and one of the 15 largest nuclear power stations in the world. Fukushima I was the first nuclear plant to be designed, constructed and run in conjunction with General Electric, Boise, and Tokyo Electric Power Company (TEPCO). Hundreds of thousands of residents have been evacuated, and the plant continues to leak radiation, contaminating the ground, groundwater, rivers and the ocean around Fukushima and into the atmosphere.

The design of the Fukushima reactors is the Mark I, the same design used in 23 reactors in the U.S. The containment vents of the Mark have failed three times out of three accidents, indicating a serious design flaw, but the U.S. plants continue to operate.

24
Safe Energy Now
Milton Glaser
Musicians for Safe Energy, Inc.
Darien House, Inc.
Offset, 1979 / New York, New York

MILITARISM

25
Dominance
Chaz Maviyane-Davies
JUST World Trust
Jutaprint Offset, 1994 / Penang, Malaysia
Produced for a Human Rights conference

26
33% of The Homeless Are Veterans
San Francisco Print Collective
The National War Tax Resistance Coordinating Committee
Silkscreen, 2006 / San Francisco, California
27  
**49% Of Your Taxes Pay For War**  
Northern California War Tax Resistance  
Silkscreen, date unknown / Berkeley, California

28  
**Nuclear Arms Promise No Future for This Planet**  
U. G. Sato  
Silkscreen, 1984  
Tokyo, Japan

29  
**Imperialism**  
Gerhard Trost  
Solidaritätskomitee der DDR  
Offset, 1977 / East Berlin, Germany

30  
**What’s Holding Back Our Economy?**  
Campaign for Nuclear Disarmament (CND)  
Photographer: Gwyn Edwards  
Offset, date unknown / United Kingdom

31  
**Act Like It’s A Globe, Not An Empire**  
THINK AGAIN (S.A. Bachman + David John Attyah)  
Digital Print, 2001  
Boston, Massachusetts/Los Angeles, California

**POVERTY & POWER**

32  
**Globalization**  
Malaquías Montoya  
silkscreen, 2000  
California  
20455

33  
**Alternative Libertaire**  
Alternative Libertaire  
Imprimerie 34  
Offset, circa early 1990s / Brussels, Belgium  
*Alternative Libertaire a different monthly magazine for the dissenting readers*  
*Alternative Libertaire* is an anarchist organization in Western Europe.
Street Art Workers (SAW) was founded in March 2001. Every year the members pick a theme, make art, and put up each other’s work. They aim for the largest possible impact by posting art simultaneously across North America. Submissions need to be mass produced, easy to ship and relatively easy to display. Production costs are covered by each artist, and distribution costs are covered by SAW. The group is run by volunteers on a shoestring budget. This piece is from SAW’s *Workers’ Land and Globalization Poster Series*.

North-South-Conference

The glass building is known as the Gherkin Building and is located in London’s main financial district.

In April 2000, five months after the World Trade Organization protests in Seattle, a series of protests took place in Washington, D.C. against the International Monetary Fund (IMF) and the World Bank (WB) at their annual meetings. 10-15,000 protesters demonstrated and 678 people were arrested, including a photographer for the *Washington Post*. Two Associated Press journalists reported being struck by police with batons.
Profits Are Destroying Our Homes
Homefront
Silkscreen, circa 1975 / New York, New York

Community Control of the Land
Favianna Giannoni Rodriguez
Center for the Study of Political Graphics
Self-Help Graphics and Art
Strategic Actions for a Just Economy
Silkscreen, 2002 / Los Angeles, California
In 2002, the Center for the Study of Political Graphics (CSPG), Strategic Actions for a Just Economy (SAJE) and Self-Help Graphics (SHG) collaborated with seven artists and Los Angeles housing activists to produce posters about gentrification. In particular, the posters were part of efforts to protect the downtown Los Angeles community from the displacement caused by the expansion of the Staples Center entertainment complex and the University of Southern California. The resulting posters, including this one, were incorporated into several national and international archives, as well as CSPG’s We Shall Not Be Moved exhibition. The project was supported by a Rockefeller PACT grant (Partnerships Affirming Community Transformation).

Big Fish Eat Little Fish
Robbie Conal
Offset, 2011 / Los Angeles, California

Left to Right: Lloyd Blankfein - CEO of Goldman Sachs / Jamie Dimon - CEO of JPMorgan Chase & Co. / John Mack - COB of Morgan Stanley / Brian Moynihan - CEO of Bank of America

Robbie Conal describes how he developed this poster:

"BIG FISH EAT LITTLE FISH" began with the euphemistic phrase for defaulting mortgages, "UNDER WATER." I was struck by its application to this particular form of property damage: financial ruin. Not to mention its eerie proximity, in time, element and effect, to Hurricane Katrina, and, in a larger (longer) context, global warming (i.e. the melting of glaciers and polar ice caps, overflowing and warming ocean currents, blah, blah, blah...

But, as it played out, I was absolutely fascinated by the purity of disregard the titans of our banking and capital investment institutions—ergo, "BIG FISH"— have for the millions of people whose lives they'd ruined—not just put under water, but sunk to the bottom of the ocean—in the process of reaping obscene profits from their predatory gobbling, Therefore, "BIG FISH EAT LITTLE FISH."
LABOR & CAPITAL

42

_G8 Want to Civilize You_
Open Circle
Holy Damn It
Offset, 2007 / Designed: Mumbai, India / Printed: Brussels, Belgium
_Open Circle_ is an artists’ initiative formed in India in 1998 to facilitate intercultural dialogue on contemporary issues, especially concerning globalization. _Holy Damn It_ is an activist art project that formed to protest the 2007 G-8 summit in Heiligendamm near Rostock, Germany. _Holy Damn It_ printed and distributed 50,000 copies of ten posters, including this one, designed by artists from Europe, Africa, India, the Middle East and the U.S.

43

_Foreign Debt_
Rafael Enríquez
Organización de Solidaridad de los Pueblos de Africa, Asia y América Latina (OSPAAAL)
Offset, 1987 / Cuba
The International Monetary Fund (IMF, FMI in Spanish) formed in 1945 to stabilize exchange rates and assist the reconstruction of the world’s international payment system following World War II. The organization’s stated objectives are to promote international economic cooperation, international trade, employment, and exchange rate stability. Among the ways of achieving these goals include making resources available to member countries to meet balance of payments needs. However, to accomplish this, the IMF routinely requires a lowering of the standard of living of the majority of a country’s population, to enable the government to repay interest on loans provided by the IMF. As a result, public access to healthcare and affordable food is reduced when IMF loans are made, as governments are required to reduce social services to repay the debt. IMF policies have also been repeatedly criticized for making it difficult for indebted countries to avoid ecosystem-damaging projects that generate cash flow, in particular oil, coal, and forest-destroying lumber and agriculture projects. Putting profits routinely ahead of people, the IMF is at best apathetic, but more often hostile regard human rights and labor rights, and have often supported military dictatorships friendly to U.S. and European corporations. All of these issues have mobilized people against the IMF and helped spark the Anti-globalization movement.

44

_Remember How Children Service the Debt_
LaserScan
Chaz Maviyane-Davies
JUST World Trust
Offset, 1994 / Penang, Malaysia
The Grim Sneaker
Eric Lindroth
Digital Print, 2006 / Thousand Oaks, California
Nike is a major American supplier of athletic shoes, apparel and sports equipment. It has factories throughout the world, but its largest strongholds are in Viet Nam, China and Indonesia. Nike moved into these countries after workers in South Korea and Taiwan (the locations of the majority of Nike production during the 1970s) gained greater ability to organize. Chinese and Vietnamese law prohibits the formation of independent trade unions. Indonesian law did not allow unionizing until 1998.

The offenses committed by factories contracted by Nike are numerous: sexual abuse, physical abuse, child labor and a lack of protection for whistle-blowers. Additionally, wages are kept at poverty levels. Indonesian factory workers did not receive a minimum wage until 1997. Workers are subject to exposure to high levels of toxic chemicals, combined with the lack of sufficient ventilation systems in some cases. In 1997, it was revealed that one site had 177 times the legal Vietnamese limit for toxic fumes.

Nike’s profit margin is so high that it could double the workers’ wages without raising retail prices. Although the primary target, Nike is not the only athletic shoe company that tolerates abuses. Workers for FILA, Adidas, Puma, and others also commonly face low wages, long hours, verbal abuse, dangerous working conditions, denial of trade union rights and high levels of sexual harassment (80 per cent of sportswear workers are women). There is a global campaign to persuade sports brands to respect workers’ rights. For more information visit http://www.oxfam.org.au/campaigns/labour/action/links.html

Who Made Your Shoes?
Tyi Green, Chantá Hardy
Alejandro Lopez, Camilla Wycoco
Bread and Roses Cultural Project, Inc.
High School of Graphic Communication Arts
Offset, 1999 / New York, New York

Colombia: Free Trade is Not Fair Trade
Carolina Botero
Offset, circa 2006 / Miami, Florida
The Fair Trade movement places limits on Free Trade excesses in which small artisan or agricultural producers are subject to the superior market power of large corporations. Fair Trade rules are based on a negotiation that establishes fair prices that foster the dignity and well being of small sale producers and their communities.

Killer-Cola
Corporate Campaign, Inc.
Campaign to Stop Killer Coke
Offset, 2003 / Milwaukee, Wisconsin
The International boycott against Coca Cola was launched in 2003, in response to
ongoing violence against workers in Colombia. Since 1996, eight union leaders at Coke's Colombian bottling plants have been murdered and hundreds of other workers have been tortured, kidnapped and/or illegally detained by paramilitaries that are often working closely with plant management. Many unions and student groups support the boycott.

Internal Pentagon records revealed that Colombian troops connected with Coca-Cola's paramilitary forces were also being trained at the U.S. Army's School of the Americas (SOA) in Fort Benning, Georgia, to torture and murder those who conduct "union organizing and recruiting." distribute "propaganda in favor of workers", and "sympathize with demonstrators or strikes."

49

"What Now?!!" The Current State of Labor in America
Keith Tucker
Digital Print, 2007 / United States

The North American Free Trade Agreement (NAFTA) is a trade agreement between Canada, the United States and Mexico that phased out tariffs and eliminated a variety of fees in order to encourage free trade between the three North American countries.

Although this poster focuses on the negative effect of NAFTA on U.S. workers through the creation of low paying and dangerous jobs, in Mexico, the protest was immediate and violent. On January 1, 1994, the day NAFTA went into effect, the Zapatista Army of National Liberation (Ejército Zapatista de Liberación Nacional, EZLN) dramatically announced itself to the world. Taking their name and inspiration from Emiliano Zapata, hero of the 1910 Mexican Revolution, the Zapatistas oppose economic globalization, epitomized by NAFTA, arguing that it would severely and negatively affect the peasant way of life of its indigenous support base and oppressed people worldwide. Apart from opening the Mexican market to cheap mass-produced U.S. agricultural products, NAFTA spelled an end to Mexican crop subsidies without a corresponding end to U.S. ones, and drastically reduced the income and living standards of many southern Mexican farmers who could not compete with the subsidized, artificially fertilized, mechanically harvested and genetically modified imports from the U.S. The signing of NAFTA also resulted in the removal of Article 27 Section VII in the Mexican Constitution which previously had guaranteed land reparations to indigenous groups throughout Mexico. Displaced farmers were forced to immigrate to the United States in search of work to support their families.

50

ALCA Libre Comercio
Free Trade?
Leonid Prado
TRicontinental
Offset, 2002 / Cuba

ALCA [Área de Libre Comercio de las Américas] also called FTAA [Free Trade Area of the Americas] was a proposed agreement to eliminate or reduce the trade barriers among all countries in the Americas but Cuba. The proposed agreement was an extension of the North American Free Trade Agreement (NAFTA) between Canada, Mexico and the United States. It was opposed by Argentina, Bolivia, Brazil, Chile, Cuba, Dominica, Ecuador, Honduras, Nicaragua and Venezuela, and was not enacted.
Established in 1995, the World Trade Organisation (WTO) is one of the most powerful institutions in the world. It oversees the global trade in goods and services and its primary aim is to serve the private sector rather than governments. This view of the world deletes important elements such as the environment, the hundreds of millions of poor people who produce for themselves (not for markets) as well as many other social and human rights issues. The WTO focuses on trade in goods, intellectual property, investment, services, telecommunications and financial services (banking). When the WTO was set up, the majority of developing countries were not at the table and were barely consulted. As a result, the WTO essentially protects multinational corporations based in the North and acts as a tool of rich and powerful countries - notably the U.S., the EU, Japan and Canada.
The WTO holds meetings at least once every two years, and its Third Conference was held in November 1999, in Seattle. Between 50,000 and 100,000 people gathered in the pouring rain to protest the unfairness of the WTO’s free trade policies. The demonstrators included human rights groups, students, environmental groups, religious leaders, labor rights activists and others wanting fairer trade with less exploitation. While the majority were non-violent, a small group started some violence and looting that caused the Seattle police and National Guard to declare a state of emergency. This led to the issuing of curfews, arrests, tear-gassing, pepper spraying and even shooting stun grenades and rubber bullets at innocent, non-violent protesters. Over 600 people were arrested. The following week, the Seattle Chief of Police resigned. On January 30, 2007, a federal jury found that the city of Seattle had violated protesters’ Fourth Amendment constitutional rights by arresting them without probable cause or hard evidence.

Prior to the "Battle of Seattle," there was almost no mention of "anti-globalization" in the U.S. media, and the protests are seen as having forced the media to report on why anybody would oppose the WTO. Similar tactics, on the part of both police and protesters, were repeated at subsequent meetings of the WTO, IMF/World Bank, Free Trade Area of the Americas, and other international organizations, as well as at the 2000 and 2008 Democratic and Republican National Conventions in the U.S. To ensure that the next WTO conference would not be disrupted, it was held in Doha, Qatar in 2001. In March 2012, the Obama administration announced that the May 2012 G-8 conference would not be held in Chicago as planned, but at Camp David. Many in the press believe that this decision was made to avoid potential protests by the Occupy movement.

56

No WTO! Troops Home Now!
Mona Caron
Jason Justice
Direct Action to Stop the War
Offset, 2003 / Oakland, California

The solidarity protest announced in this poster was held in Richmond, California, to coincide with the 5th WTO Conference in Cancun, Mexico, starting the next day. During the WTO’s opening day, a South Korean farmer, Kun Hai Lee, committed ritual suicide to protest the organization’s agricultural policies. Witnesses said Lee stood in front of police lines, declared that "the WTO kills farmers," and then slashed himself to death with a blade. His suicide came on South Korea’s Day of the Dead.

57

Forge the Resistance
Leon Kuhn
Digital Print, 2009 / London, United Kingdom

Note that this poster demands OCCUPY more than two years before the Occupy Movement began.

58

Stand with Wisconsin
Wisconsin AFL-CIO
Offset, 2011 / Wisconsin

In February 2011, the Republican Governor of Wisconsin, Scott Walker, launched
an attack on trade union rights in an attempt to stop opposition to a massive series of wage cuts and cuts to the public sector. The response was a massive outpouring of trade union protest, unseen in the U.S. in recent years, as protestors occupied the government building in Madison for weeks and tens of thousands marched each week to protest the new laws. The Wisconsin uprising became a beacon of resistance across the U.S. and across the world. The fist is in the shape of Wisconsin.

59

What Is Our One Demand?
Adbusters Media Foundation
Offset, 2011 / Vancouver, Canada
This poster is credited for starting the Occupy Wall Street [OWS] movement in the U.S.

Early in June 2011, Canadian-based Adbusters Media Foundation sent its subscribers an email saying that “America needs its own Tahrir,” referring to Tahrir Square in Cairo, occupied by hundreds of thousands of Egyptians from January 25 to February 11, 2011, when President Mubarak resigned. In July 2011, Adbusters proposed a peaceful occupation of Wall Street to protest corporate influence on democracy, the lack of legal consequences for those who brought about the global crisis of monetary insolventiy, and an increasing disparity in wealth. The protest was promoted with this poster featuring a dancer atop Wall Street's iconic Charging Bull statue, and was the centerfold in the September/October 2011 issue #97.* The internet group, Anonymous, encouraged its readers to participate, and other groups also helped to organize and promote the protest. The action itself began on September 17.

Immediate prototypes for OWS include the British student protests of 2010, Greece's and Spain's anti-austerity protests of the "indignados" (indignants), as well as the Arab Spring protests. These antecedents have in common with OWS a reliance on social media and electronic messaging to circumvent the authorities, as well as frustration and anger towards financial institutions, corporations and the political elite. Occupy Wall Street, in turn, gave rise to the Occupy movement in hundreds of cities in the U.S. and around the world.

In November and December 2011, police launched violent raids against the Occupy Movement, and camps in many cities, including New York and Los Angeles, were dismantled, injuring and arresting many people in the process. Evicted protesters vowed to continue the struggle, either by setting up new camps or exploring new ways to engage communities.

*The November/December issue of Adbusters #98, included an apology to Rachel Cossar, the dancer featured in this poster, whose image was used without her permission. She is a professional ballerina with the Boston Ballet, is in no way associated with, nor does she endorse the #occupywallstreet campaign.

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The Day 99% Stood Up Nov 5
Artist Unknown
Digital Print, 2011 / Place Unknown

Saturday, November 5, 2011 was Move Your Money Day, a Facebook-led protest started by Kristen Christian from Los Angeles, who urged 500 friends to close their accounts at the nation’s biggest banks and move their money to a local bank or credit union. Although not started by the Occupy Movement, they supported and promoted it and the idea went viral.
Credit unions alone attracted more than 40,000 new account holders that day, representing about $80 million in new savings. In a little more than a month, credit unions added 650,000 new members (as opposed to 80,000 in a regular month), resulting in more than $4.5 billion in new deposits. The intent was to send a clear message that conscious consumers won’t support companies with unethical business practices.

61

*El Sonido de La Lucha Estudiantil*

*Sound of the Student Struggle*

Luis Genaro Garcia and Lilia Ramirez

Self Help Graphics & Art

Silkscreen, 2012 / Los Angeles, California

Guy Fawkes was a Catholic who, spurred by religious persecution, led a plot to blow up the Houses of Parliament and bring down England’s Protestant monarchy. He was caught, imprisoned in the Tower of London, tortured under personal orders from King James I and hanged. This Guy Fawkes mask was designed for the 2006 film *V for Vendetta*. In 2008, the Fawkes mask was appropriated by the hacker group Anonymous as its public face for a protest against Scientology. It has become an omnipresent image at Occupy actions around the country. The mask is licensed by Time Warner, which released *V for Vendetta*, so it is ironic that anti-big-corporation protesters buying official versions of the masks are helping enrich a target of their demonstrations.

62

*Anonymous*

Sheila Pinkel

Digital Print, circa 2011 / Los Angeles, California

Guy Fawkes was a Catholic who, spurred by religious persecution, led a plot to blow up the Houses of Parliament and bring down England’s Protestant monarchy. He was caught, imprisoned in the Tower of London, tortured under personal orders from King James I and hanged. This Guy Fawkes mask was designed for the 2006 film *V for Vendetta*. In 2008, the Fawkes mask was appropriated by the hacker group Anonymous as its public face for a protest against Scientology. It has become an omnipresent image at Occupy actions around the country. The mask is licensed by Time Warner, which released *V for Vendetta*, so it is ironic that anti-big-corporation protesters buying official versions of the masks are helping enrich a target of their demonstrations.

63

*We Are The 99%*

Lorenzo Hurtado

Silkscreen, 2011

Los Angeles, California

Refers to the difference in wealth between the top 1% and all the remaining citizens of the U.S. Ps 140:12 refers to Biblical Psalm: *I know that the lord secures justice for the poor and upholds the cause of the needy.*

64

*ASAR-O*

La Asamblea de Artistas Revolucionarios de Oaxaca (ASAR-O)

Stencil, 2006 / Oaxaca, Mexico

The Asamblea de Artistas Revolucionarios de Oaxaca (Assembly of Revolutionary Artists of Oaxaca or ASAR-O) grew out of a massive social uprising that took place in Oaxaca, Mexico in 2006. It began with a teachers’ strike, grew into a massive anti-government uprising and was met with a violent state crackdown. Several artists’ collectives were formed during this time, including ASAR-O, whose original mission was to unite and strengthen various artists’ collectives and individuals engaged in furthering the cause of social and economic justice through art. ASAR-O’s members included street artists, established artists, students and anyone else interested in making political art. They used woodblock prints and stencils such as this one to disseminate their message and reclaim the walls of their city. During the day, the military
would whitewash the walls, but at night, the artists stenciled and wheat-pasted. This stencil shows a youth demonstrating against government troops clad in riot gear.

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**Embargo Al 1%**
Design Action Collective  
Foreclose Wall Street  
Communications Workers of America
Offset, 2011 / Oakland, California

*Foreclose the 1%*
*Wednesday November 2*
*9am Oscar Grant/Frank Ogawa Plaza Oakland*
*We meet again at 12 noon for lunch and go march again*
*Strike!*

**Hella Occupy Oakland**
Jon-Paul Bail  
Silkscreen, 2011 / Oakland, California

**Trickle Down Effect**
Craig Updegrove  
Silkscreen, 2011 / Anchorage, Alaska

**Human Need Not Corporate Greed**
Favianna Giannoni Rodriguez  
ten12.com
Offset, 2000 / Los Angeles, California

The 2000 Democratic National Convention was held in Los Angeles, from August 14-17, 2000 and drew approximately 35,000, including delegates, journalists, dignitaries and protesters. This poster features an elephant and a donkey—symbolizing the Democratic and Republican parties—as both being puppets controlled by corporate interests.

Trying to avoid another “Battle of Seattle,” the LAPD presence was intense, and areas where people were allowed to demonstrate were strictly controlled. Instead of concentrating on arrests, the LAPD used its resources to intimidate disruptors with a massive display of riot police, complete with teargas, helicopters and "infiltrators." At a free concert on the first day of the Convention given by the band, Rage Against the Machine, demonstrators were herded into a designated "protest area" for the concert, surrounded by a large chain-link fence and concrete barricades. The barricades were surrounded by hundreds of riot police with teargas.
grenades and rubber bullets. As the concert progressed, a few of the rowdier demonstrators began to taunt the police and throw glass bottles over the fence. The police responded by shutting down the entire concert and giving the 10,000 protesters jammed inside the fenced area 15 minutes to leave. After 15 minutes, a line of policemen on horses charged the crowd, eventually forcing thousands of activists down the streets with rubber bullets and horses. About 150 were injured, including an L.A. Times reporter and a legal observer from the National Lawyers Guild.

69

Wouldn’t You Go to Jail if it Would Help End the War?
Corita Kent
Silkscreen, 1972
Boston, Massachusetts

But I was not wrong to hope that exposing secrets five presidents had withheld and the lies they told might have benefits for our democracy that were worthy of the risks. Wouldn’t you go to jail to help end the war?
–Daniel Ellsberg - Political analyst, Anti-nuclear activist

Originally commissioned in 1971 by Clergy and Laymen Concerned, this poster celebrates the courage of Daniel Ellsberg, a former U.S. military analyst who worked at the Pentagon and the RAND Corporation in Santa Monica.

In 1967, Ellsberg contributed to a top-secret study of classified documents regarding the conduct of the Viet Nam War that had been commissioned by Defense Secretary Robert McNamara. In late 1969—with the assistance of his former RAND Corporation colleague Anthony Russo and the staff of Senator Edward Kennedy—Ellsberg secretly made several sets of photocopies of the classified documents to which he had access; these later became known as the Pentagon Papers. They revealed that the government had knowledge, early on, that the war could most likely not be won, and that continuing the war would lead to many times more casualties than was ever admitted publicly. Ellsberg precipitated a national political controversy in 1971 when he released the top secret Pentagon Papers to The New York Times and other newspapers. An editor of the The New York Times was to write much later, these documents "demonstrated, among other things, that the Johnson Administration had systematically lied, not only to the public but also to Congress, about a subject of transcendent national interest and significance."

70

Whose Tomorrow Is Tomorrow?
And Whose World is the World?
Poster-Film Collective
Silkscreen, circa late 1970s / United Kingdom
The title comes from the last two lines of “Solidarity Song,” a poem by Bertolt Brecht.

71

Earth
Cedomir Kostovic
Silkscreen, 1990 / Springfield, Missouri