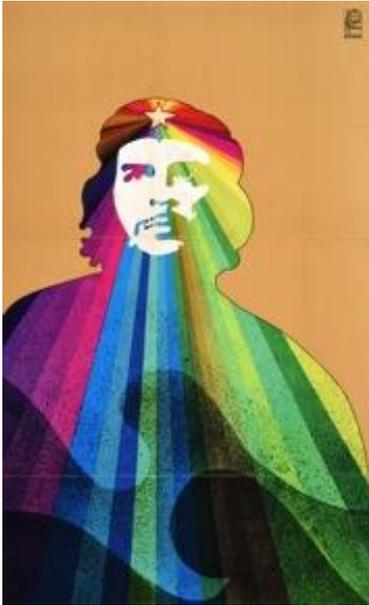


**An unprecedented exhibition of original Cuban propaganda**

**185 works to be displayed for the first time**



Much of Cuba's iconic graphic design is instantly recognizable the world over. But alongside the familiar image of Che Guevara, Cuban artists have produced uncompromising design and illustration to deliver Cuba's revolutionary message around the world. These works have rarely been seen – until now.

On 27 September, House of Illustration will open the first major exhibition of graphic design from Cuba's 'golden age'. *Designed in Cuba: Cold War Graphics* will bring together work distributed across the globe by OSPAAAL: Fidel Castro's Organisation of Solidarity of the People of Asia, Africa and Latin America, an organisation founded to promote cooperation between socialist countries and liberation movements.

From 1966 until 2019, OSPAAAL's designers in Havana produced hundreds of posters and magazines that expressed solidarity with the U.S.A.'s Black Panther Party, condemned apartheid in South Africa and the Vietnam War and celebrated Latin America's revolutionary icons. Some of their messages, such as criticism of U.S. military bases in Guantanamo Bay and support for the unity of North and South Korea, remain pertinent today.

Throughout the Cold War, artists including Alfredo Rostgaard, Helena Serrano, Rafael Enríquez and Gladys Acosta Ávila produced provocative posters and bold editorial design for *Tricontinental*, an illustrated magazine that featured articles by radical public figures, both expected – like Che Guevara and Malcolm X - and unexpected, like Jean-Paul Sartre and Jane Fonda.

House of Illustration will display 185 works (115 posters and 70 magazines) produced by 33 designers, many of them women. All were created between 1965 and 1992, reframing the familiar story of the Cold War through a wholly unfamiliar angle.

OSPAAAL's designers used the tools of the capitalist advertising industry to create compelling graphics for entirely opposite purposes. Their work – revolutionary in both style and substance – stands as a prime example of art for political persuasion.

While originally distributed freely in editions of thousands, OSPAAAL posters and magazines are now rare and highly sought-after. The works in the exhibition, drawn from a single UK private collection - The Mike Stanfield Collection - offer a rare insight into this defining period in Cuba's design history.

Exhibition curator Oliva Ahmad says: "The boldness and range of approaches to design in this collection is astonishing. Although these artists were designing to express the political ideology of one nation, they weren't limited to one aesthetic; their work is marked by an extraordinary freedom to experiment. Visitors will see everything from bold typography and photomontage to psychedelic colours and pop culture-inspired graphics. These posters and magazines don't just represent exemplary design – they also provide a fascinating record of the global ideological conflicts of the 20th century."

## NOTES TO EDITORS

**OSPAAAL** was founded in Havana, Cuba in 1966 following the Tricontinental Conference, a meeting of delegates from 82 countries throughout Africa, Asia and Latin America who sympathised with Cuba's revolutionary message and opposed the perceived dominance of Western nations. Officially a Non-Governmental Organisation (NGO) recognised by the United Nations, it had a board of representatives from all over the world, with the stated aim to promote 'solidarity with the Third World people's struggles, claims and most precious desires.'

**The Mike Stanfield Collection** is the largest collection of OSPAAAL material in the world, gathered by British collector Mike Stanfield over a 25-year period. Every work in the exhibition is drawn from his collection.

**House of Illustration** is the UK's only public gallery dedicated solely to illustration and graphic art. Founded by Sir Quentin Blake, it opened in July 2014 in King's Cross, London. Its exhibition programme explores both historic and contemporary illustration and the work of defining and emerging illustrators, amplified by a vibrant programme of talks and events. A registered charity, House of Illustration supports and promotes new talent, commissions new work and has a pioneering learning programme delivered by professional illustrators.

## PRESS VIEW & PHOTOCALL

There will be a press view and photocall on Friday 27 September 2019 from 8-10am

## FOR MORE INFORMATION & INTERVIEWS

Please contact Tracy Jones at Brera PR: 01702216658 / 07887514984 / [tracy@brera-london.com](mailto:tracy@brera-london.com)

## LISTINGS INFORMATION

[\*Designed in Cuba: Cold War Graphics\*](#)

27 September 2019 – 19 January 2020

House of Illustration, 2 Granary Square, King's Cross, London N1C 4BH

020 3696 2020, [www.houseofillustration.org.uk](http://www.houseofillustration.org.uk), [facebook.com/houseofillustration](https://www.facebook.com/houseofillustration), @illustrationHQ

Open Tuesday-Saturday 10am-5.30pm, Sunday 11am-5.30pm. Closed Monday.

One ticket gives admission to all three galleries (£8.80).

Exhibitions currently on:

[\*Posy Simmonds: A Retrospective\*](#) (until 15 September)

[\*Marie Neurath: Picturing Science\*](#) (until 3 November)

[\*Quentin Blake: From the Studio\*](#)

## IMAGE CREDITS

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