

Press Release

The fight against AIDS in images

Geneva, 4 April 2017

The International Red Cross and Red Crescent Museum (MICR) presents its new exhibition, *The fight against AIDS in images*, to be held from 5 April 2017 to 7 January 2018.

The fight against AIDS in images invites you to explore more than 30 years of communication about the disease. The exhibition, which first appeared at the **Deutsches Hygiene-Museum in Dresden**, includes awareness campaign posters, works of art and films that illustrate just how challenging it was, and still is, to communicate on this sensitive topic.

The exhibition

The fight against AIDS in images grew out of a collection of 10,000 AIDS posters held by the **German Hygiene Museum in Dresden**. The selection on display at the **MICR** invites the visitor into a world of images, symbols and artistic expression related to the AIDS pandemic. The posters are complemented by works in other media: the photography of American artist **Nan Goldin**, who captured her friends' struggles with the disease; installations, such as **Fabrice Gygi's *Minoviras*** and **Felix Gonzalez Torres'** ephemeral sculpture representing the virus' spread; and filmed testimonials by people infected with HIV. The exhibition concludes with a look at the history of the pandemic in Switzerland.

Communicate on the disease

Communication about the AIDS crisis touches on issues of privacy and social taboos, forcing a frank confrontation with our sexuality, morals, and bodies. The awareness-raising campaigns do more than just promote prevention: they reveal the social, political and religious concerns of the societies that produced them.

The exhibition goes further than merely reflecting on the disease, making us question how we relate to our bodies and our sexuality.

The fight against AIDS in images

Vernissage Tuesday, June 4 at 18:30

Temporary exhibition from 5 April 2017 to 7 January 2018

Images and complete press kit can be downloaded at:

<http://www.redcrossmuseum.ch/en/press/temporary-exhibition/>

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