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ICDAD Talk - May 28, 2024

***Use the F*word! Transforming Collections
with the Strategies of the Guerrilla Girls***

Dr. Julia Meer on the Exhibition

THE F*WORD Guerrilla Girls and Feminist Graphic Design
at the Museum für Kunst und Gewerbe Hamburg



Use the F*word!

Transforming Collections with the Strategies of the Guerrilla Girls

While the number of special exhibitions on female designers has increased significantly in the past decade, the representation of women in museum collections is still meager. At the Museum für Kunst und Gewerbe Hamburg only 1.5% of 400.000 works in the graphics and poster collection were designed by women. The 2023 exhibition [*The F*word – Guerrilla Girls and Feminist Graphic Design*](#) asked why and presented the museum's first attempts to change this situation. The lecture will discuss curatorial ideas and institutional challenges, successes as well as failures. One focus will be the design of the exhibition and how it – despite the depressing statistical findings – created an empowering experience. The talk will look at strategies the team explored for expanding the collection such as 'Open Call for Feminist Zines' and a 'Call for Participation' – which failed miserably. So where do we go from here? Rather than giving answers, the exhibition as well as the lecture offer insights into an ongoing process.

Tuesday, May 28, 2024, 9:00 am Central European Summer Time (CEST)
Online Zoom Meeting (approx. 1 hour program)

Speakers

Dr. Julia Meer, Curator and Head of the Graphics and Poster Collection at the Museum für Kunst und Gewerbe Hamburg

Moderators

Shoshana Resnikoff, *Demmer Curator of 20th and 21st Century Design* ·
Milwaukee Art Museum

Register for the talk [here](#).

You will be sent a link shortly before the program.



Dr. Julia Meer, Curator and Head of the Graphics and Poster Collection at the Museum für Kunst und Gewerbe Hamburg

This talk is the third in a series of online conversations with decorative arts and design professionals organized by ICDAD.



ICOM
international committee
for museums and collections
of decorative art and design



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