

# RÉFLEXION SUR L’AFFICHE aujourd’hui

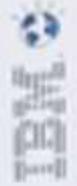
Intervention de  
Mercedes Erra  
21/10/2011

# **L’AFFICHAGE AUJOURD’HUI :** **LA COURSE À L’INNOVATION**



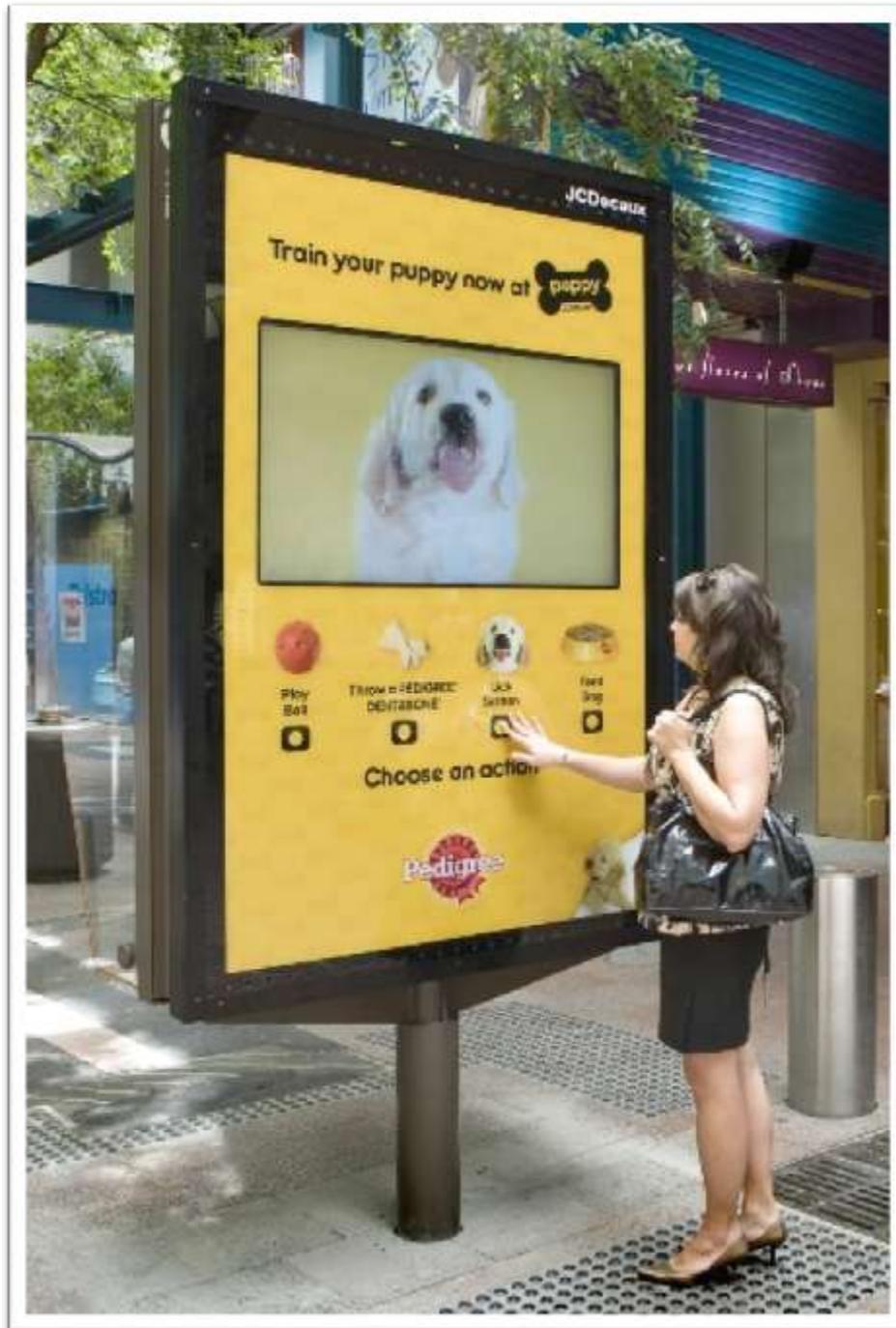
net.

Environment



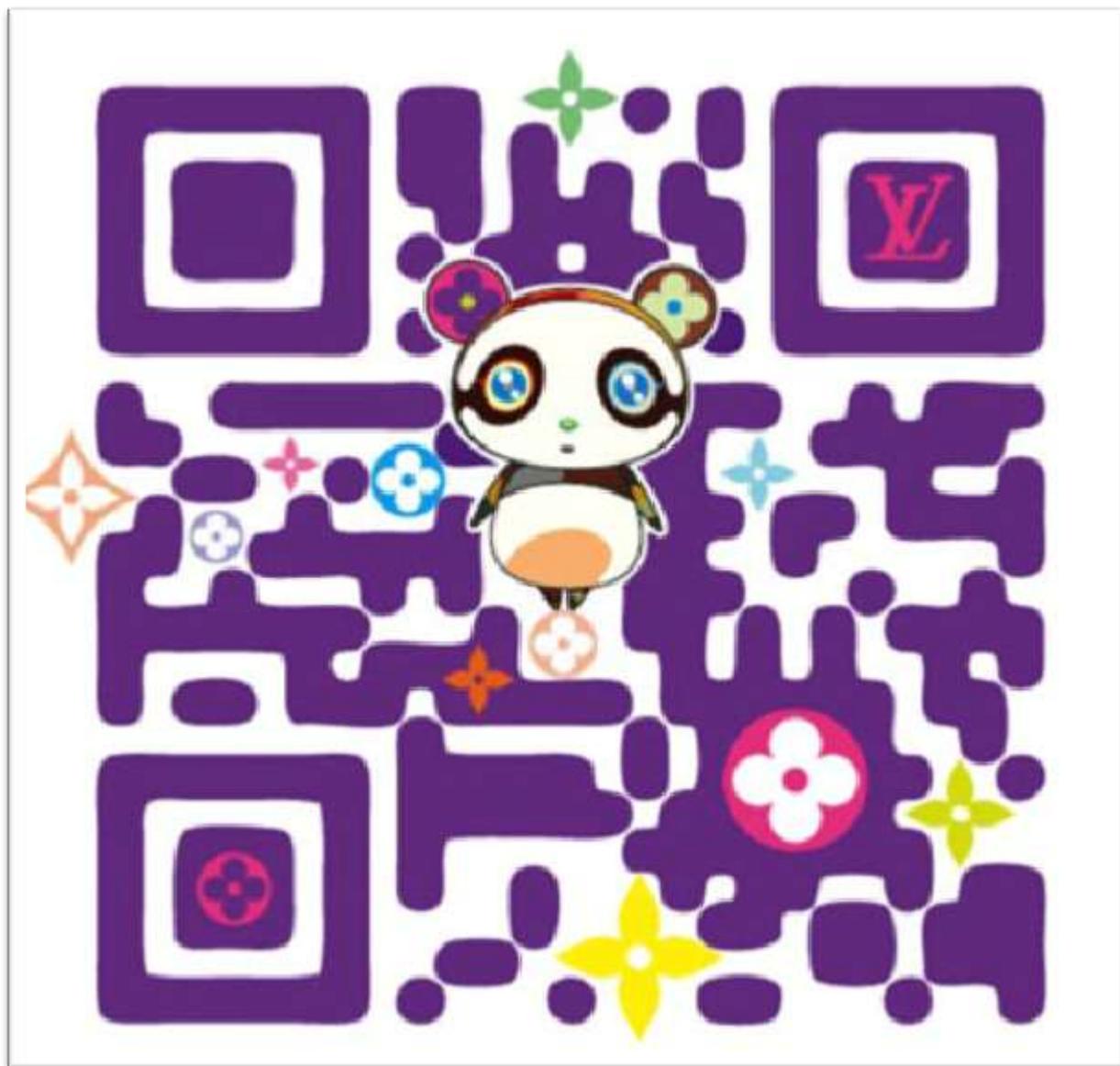
A smarter supply chain responds faster to customer preferences.  
IBM.com/retail



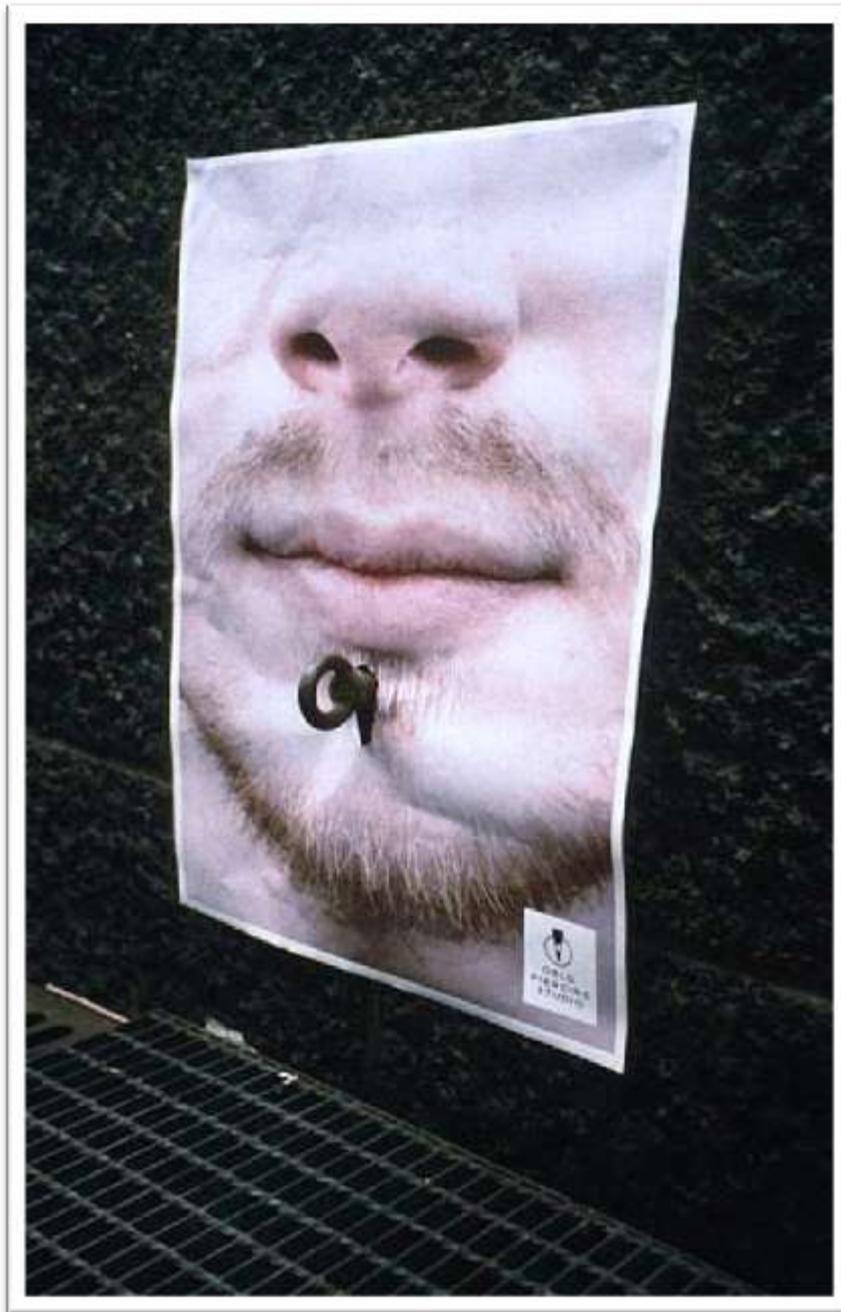




PICKED UP YOUR GEAR AND THROW IT

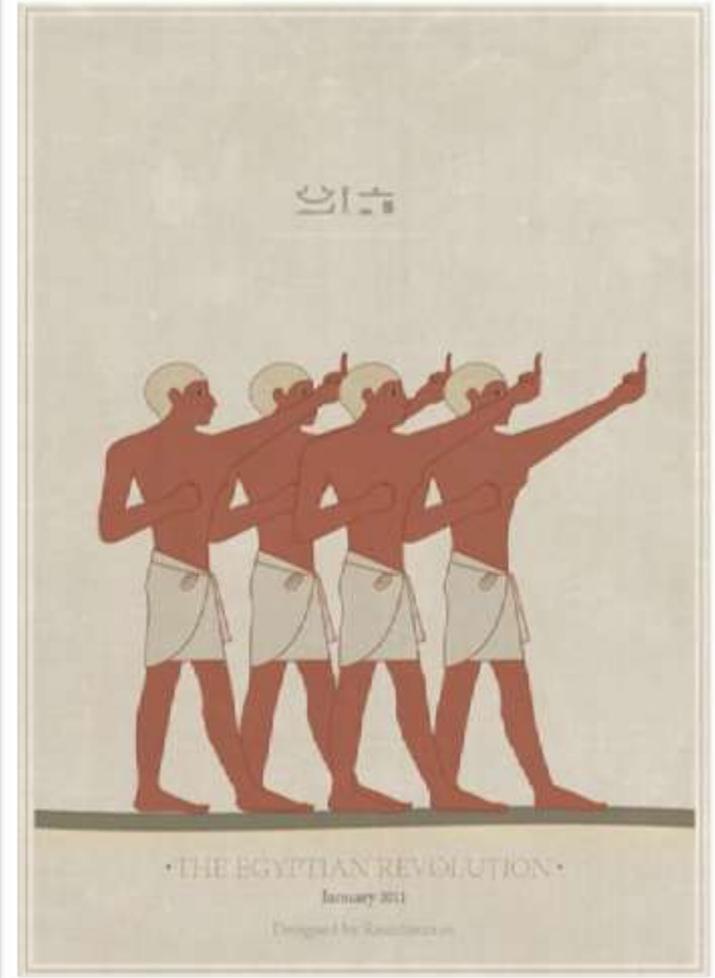


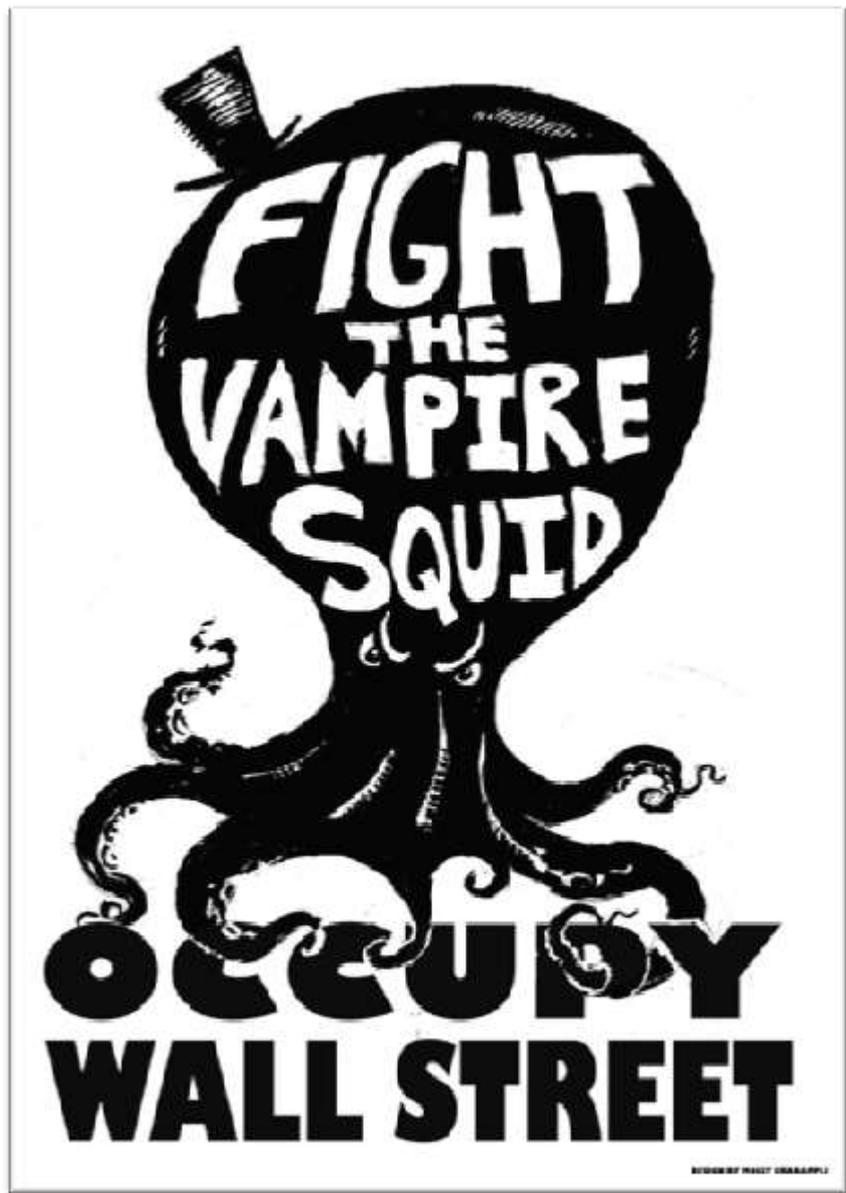






**L'AFFICHE**  
**EST POLITIQUE**





WHAT  
IS OUR  
ONE  
DEMAND?

**JOIN US.**



#OCCUPYWALLSTREET  
SEPTEMBER 17TH.  
BRING TENT.

YOU HAVE THE  
**RIGHT**  
TO REMAIN  
**SILENT**  
AND LET THE<sup>IR</sup>  
**MONEY**  
SPEAK FOR YOU

(OR YOU CAN DEMAND TO BE HEARD)

**OCCUPY TOGETHER**  
TO FIND EVENTS IN YOUR AREA VISIT [WWW.OCCUPYTOGETHER.ORG](http://WWW.OCCUPYTOGETHER.ORG)

# LABOUR ISN'T WORKING.

UNEMPLOYMENT  
OFFICE



BRITAIN'S BETTER OFF WITH THE CONSERVATIVES.



**La force tranquille.**

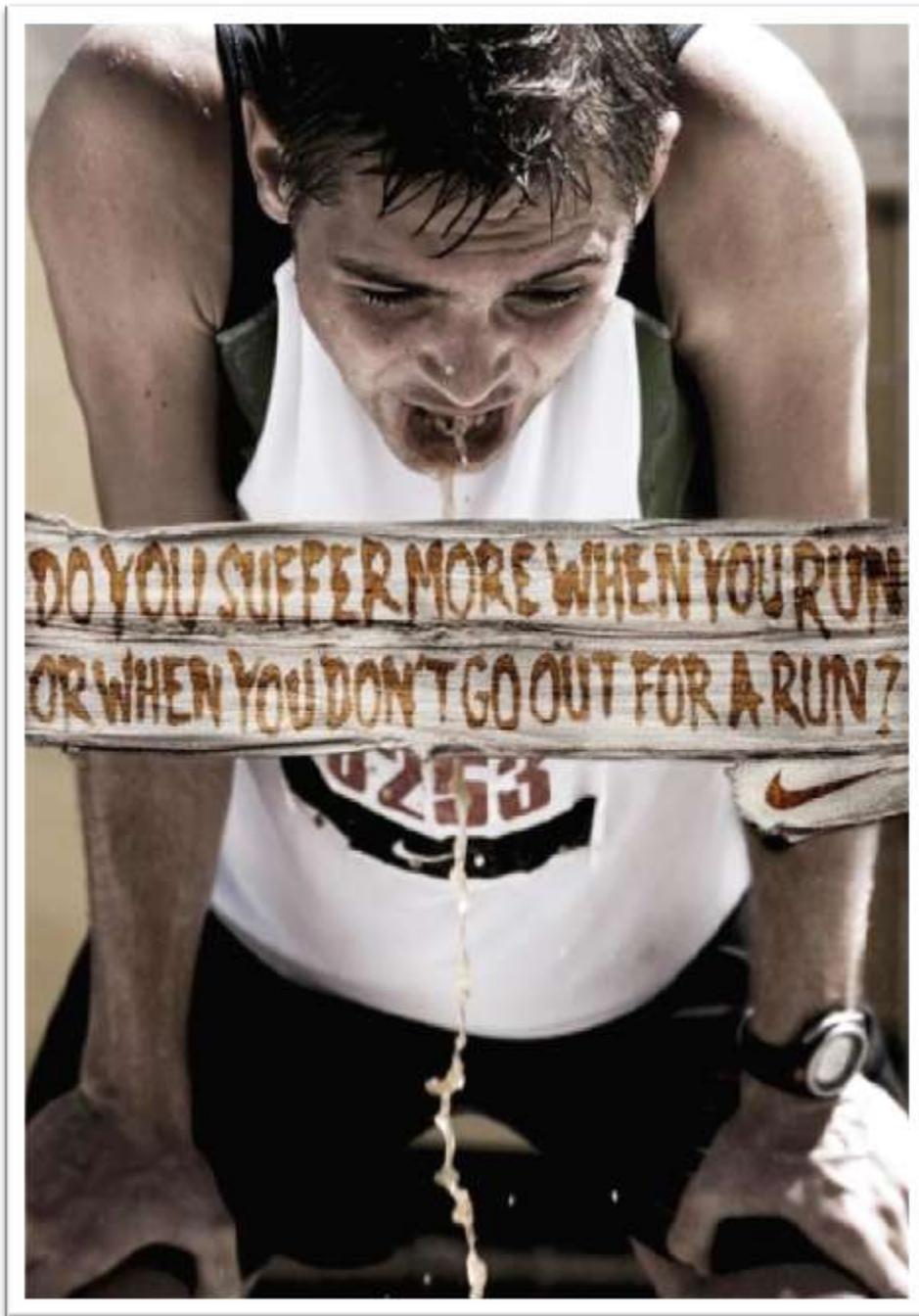


**Mitterrand Président**

**L'AFFICHE  
EST UN CRI**



JUST DO IT 



These photos exist thanks to organizations like the Political Police.

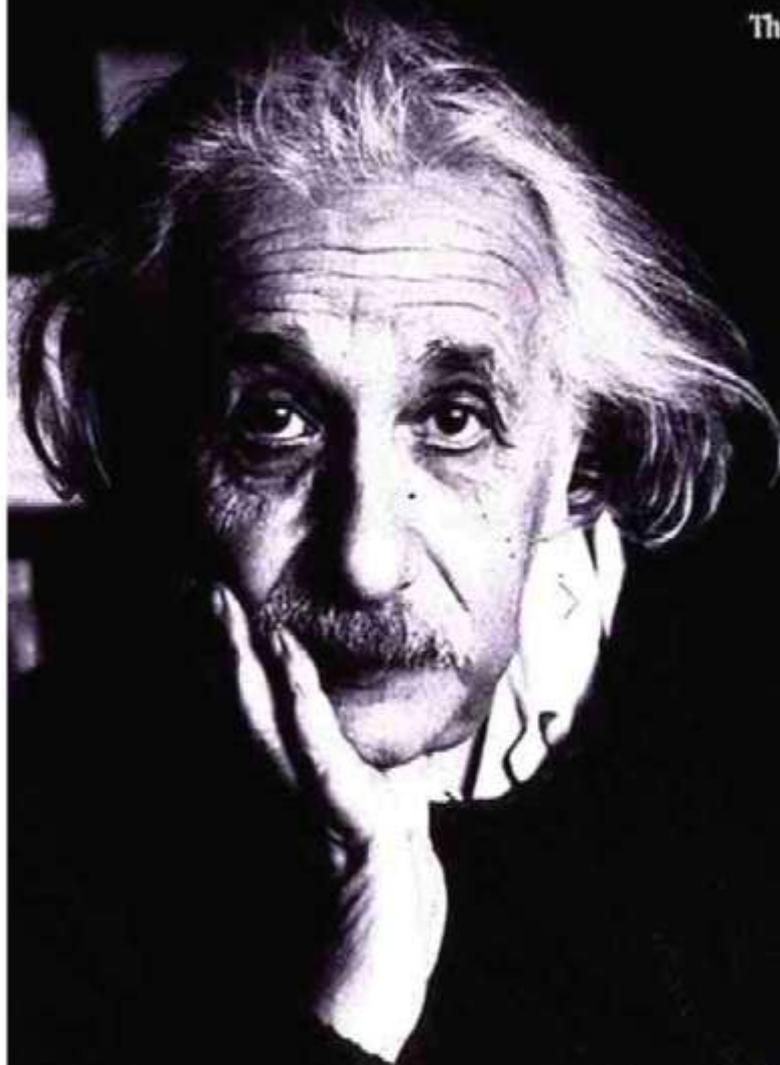


These ones, thanks to organizations like Amnesty International.





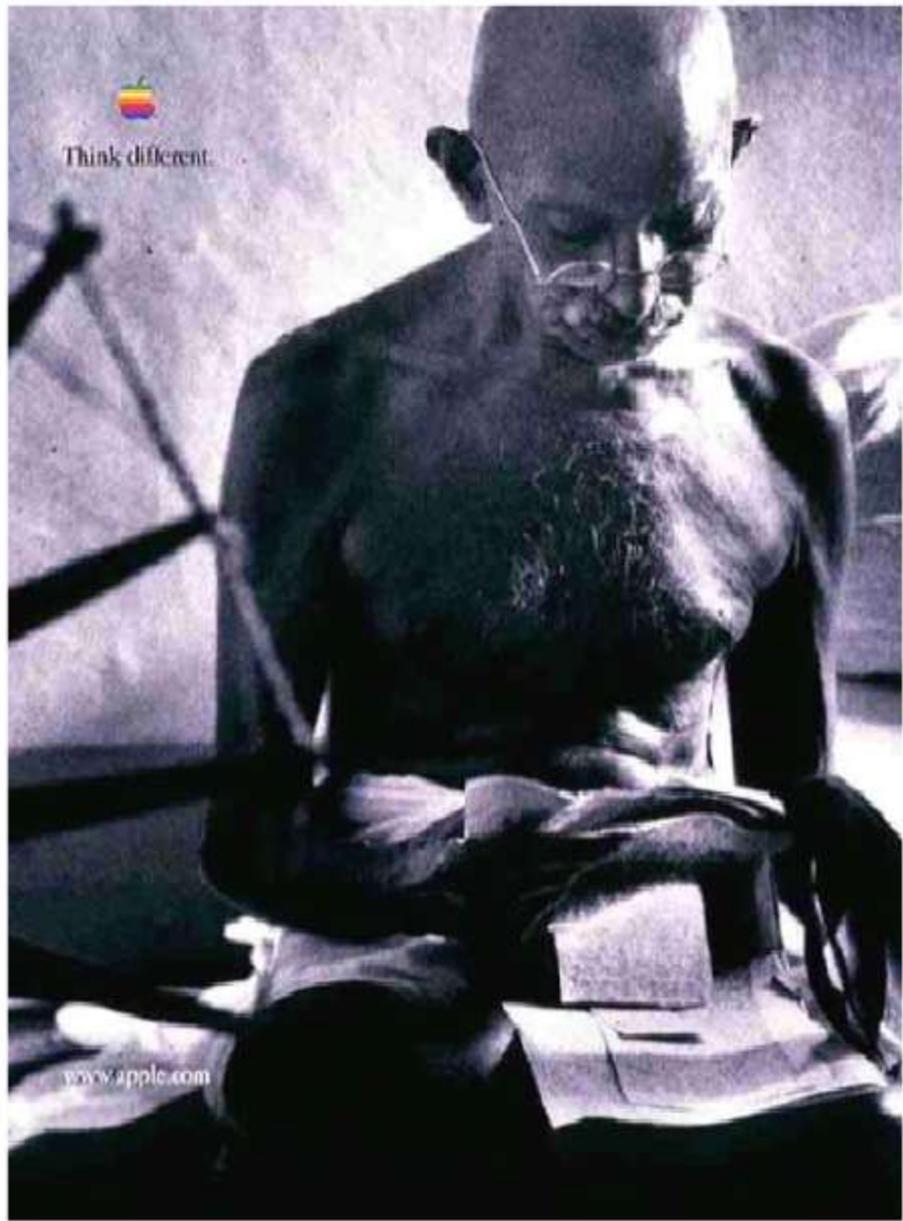
Think different.



[www.apple.com](http://www.apple.com)



Think different.

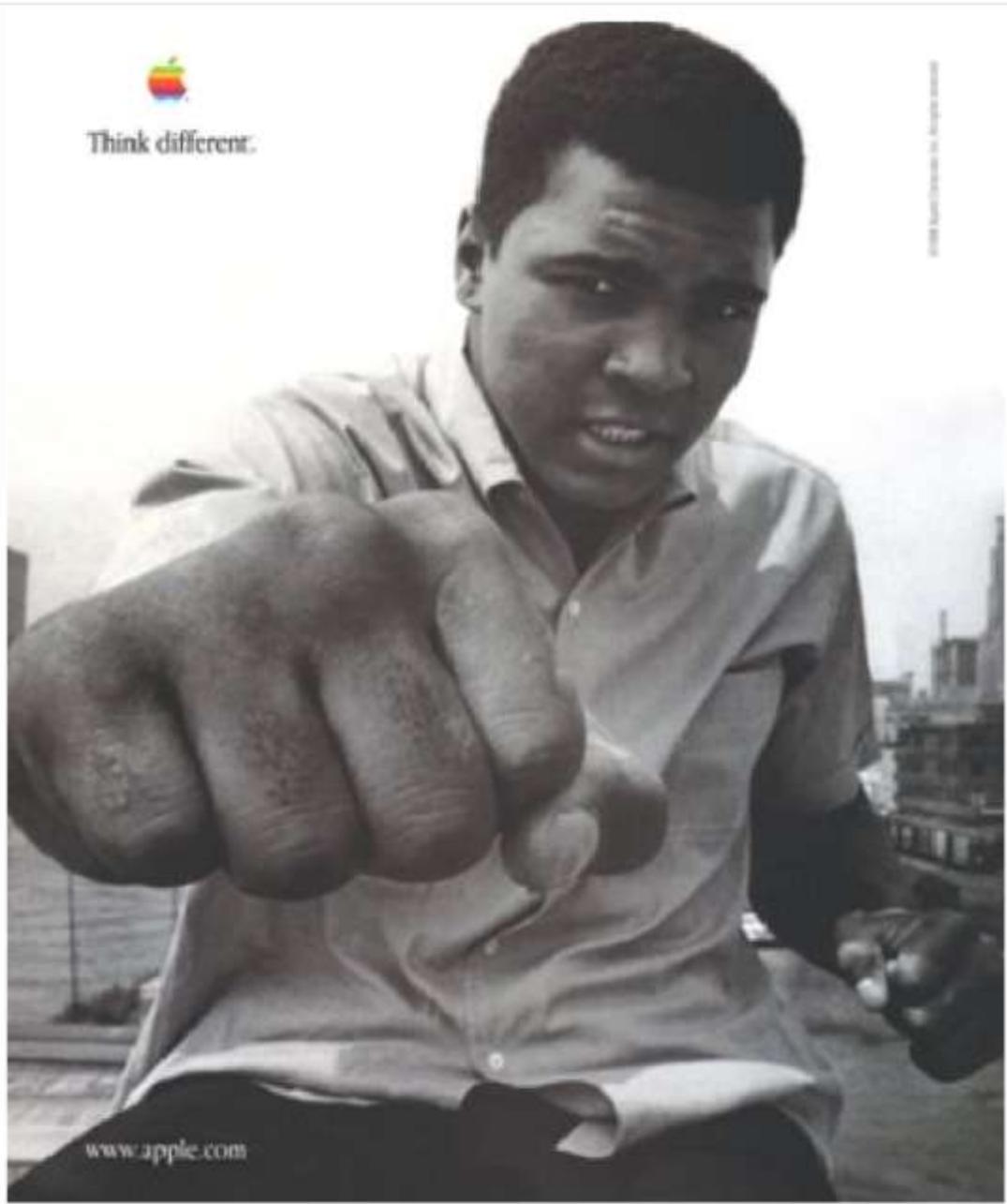


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Think different.

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Projected onto the side of the building, this four minute short film allowed viewers to become voyeurs, watching eight different apartments encompassing life, death and everything in between.