

RÉFLEXION SUR L’AFFICHE aujourd’hui

Intervention de
Mercedes Erra
21/10/2011

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



net.

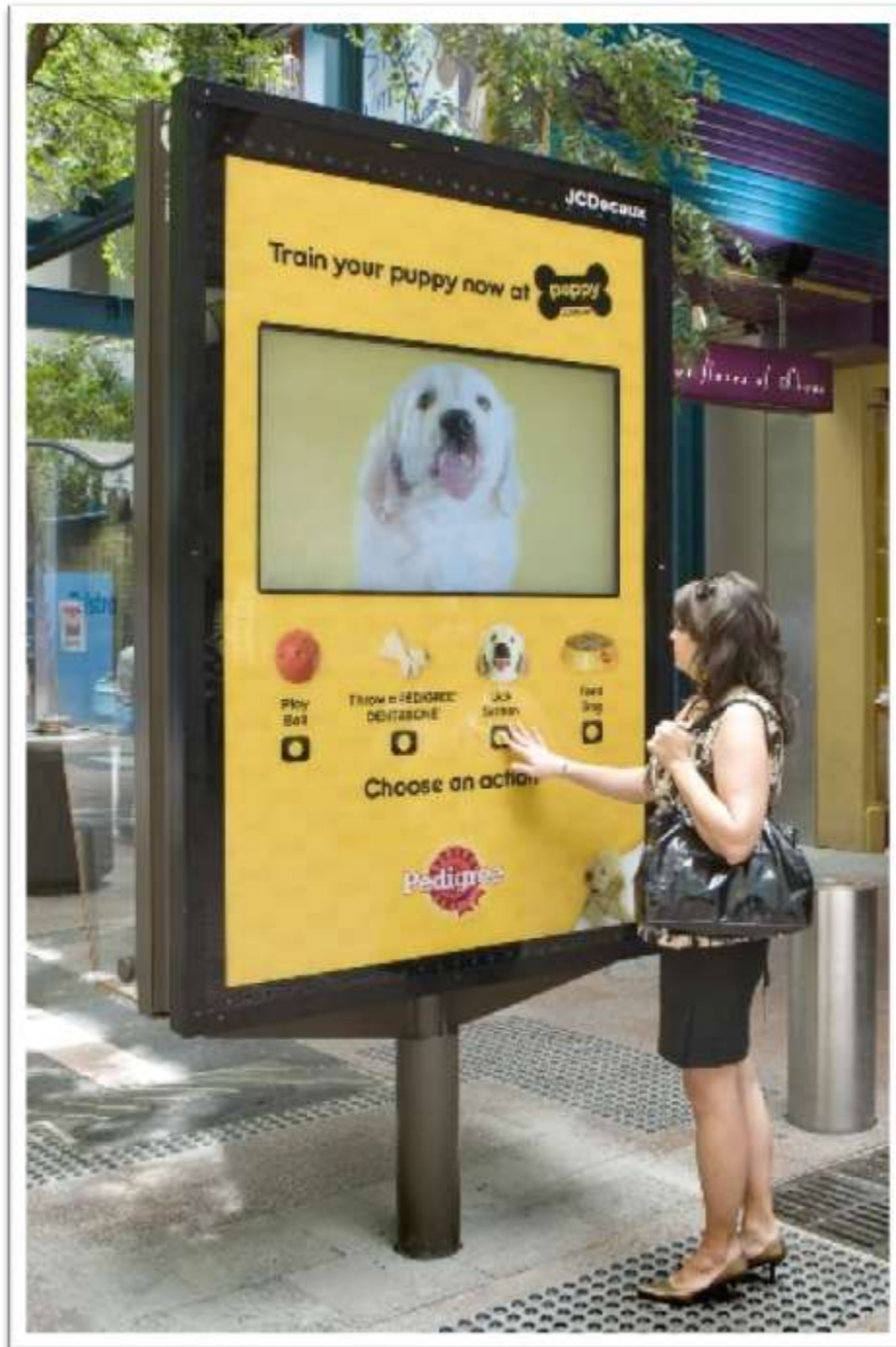
Embrace

IBM

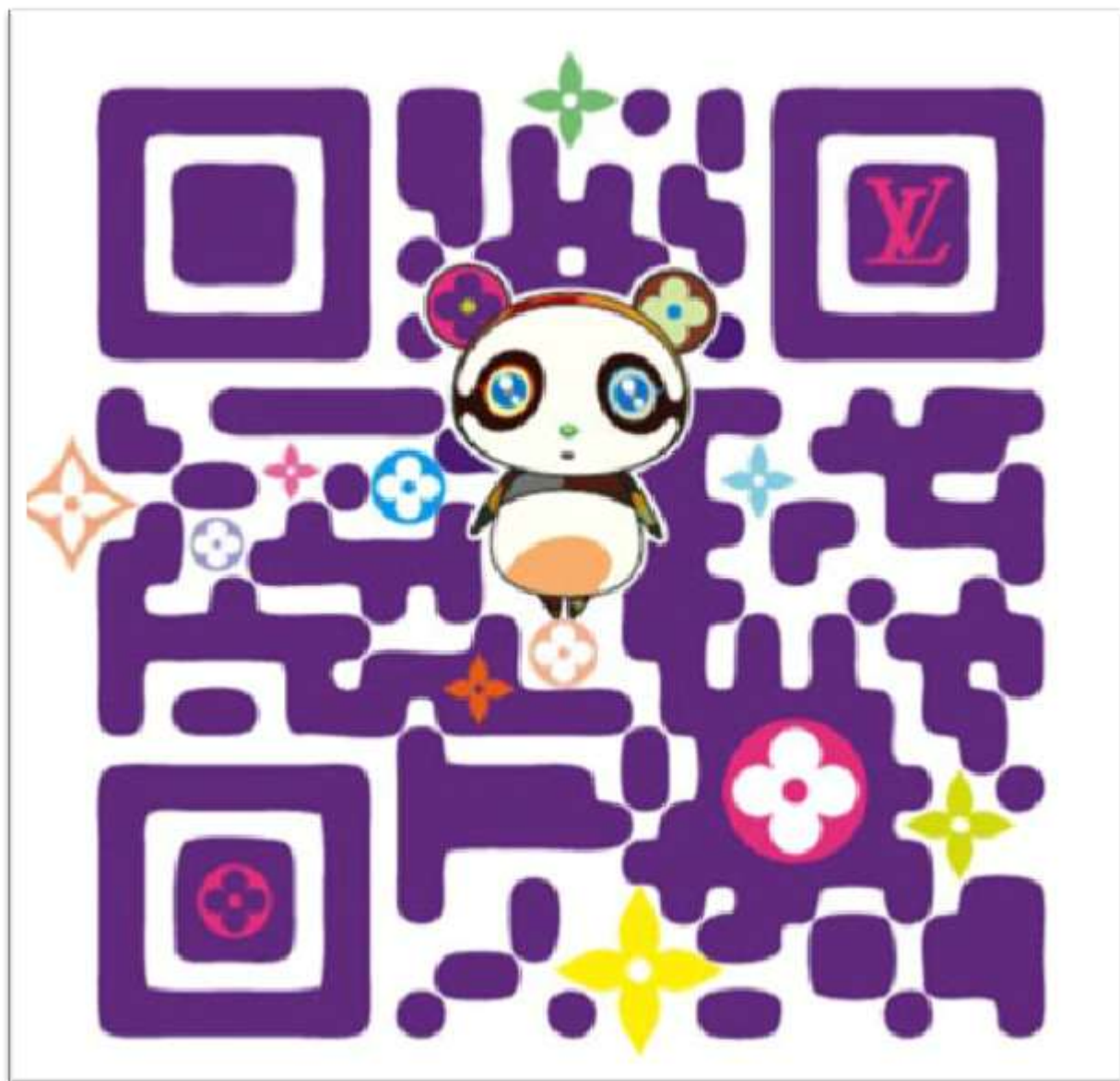


A smarter supply chain responds faster to customer preferences.
IBM.com/retail







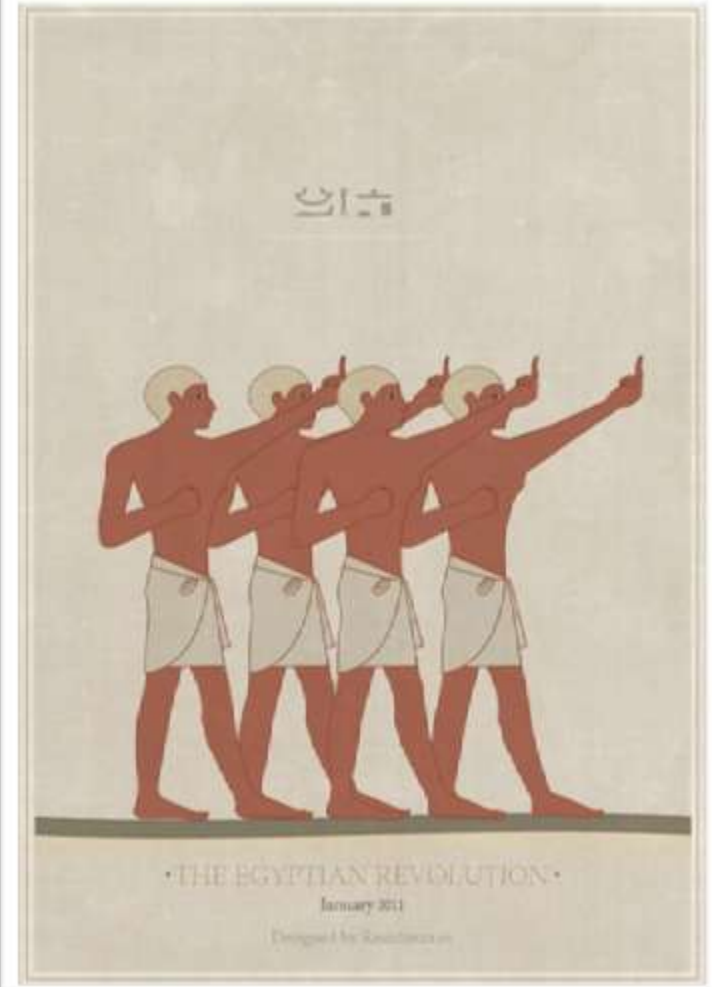


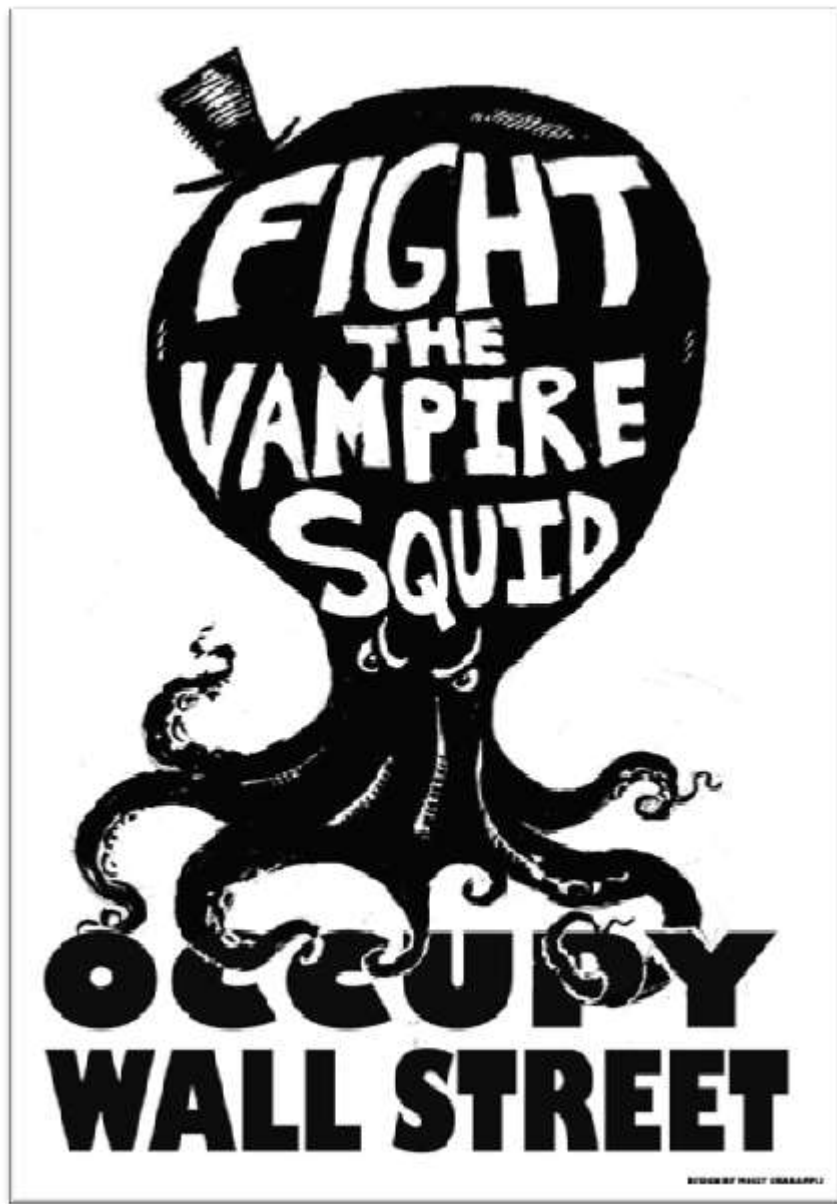






L'AFFICHE
EST POLITIQUE





WHAT
IS OUR
ONE
DEMAND?

JOIN US.



#OCCUPYWALLSTREET
SEPTEMBER 17TH.
BRING TENT.

YOU HAVE THE
RIGHT
TO REMAIN
SILENT
AND LET THE^{IR}
MONEY
SPEAK FOR YOU

(OR YOU CAN DEMAND TO BE HEARD)

OCCUPY TOGETHER
TO FIND EVENTS IN YOUR AREA VISIT WWW.OCCUPYTOGETHER.ORG

LABOUR ISN'T WORKING.

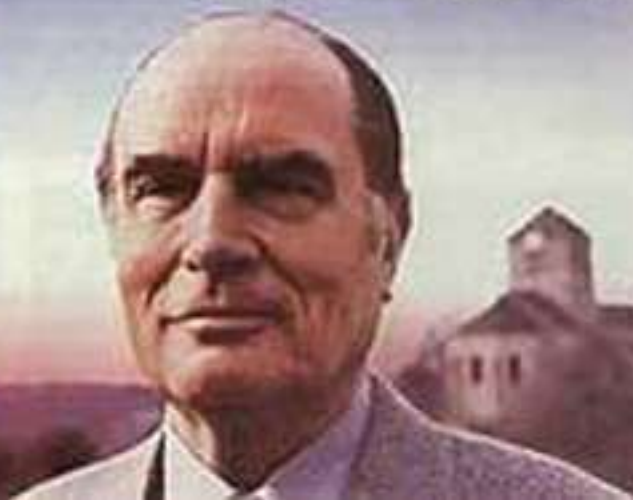
UNEMPLOYMENT
OFFICE



BRITAIN'S BETTER OFF WITH THE CONSERVATIVES.



La force tranquille.

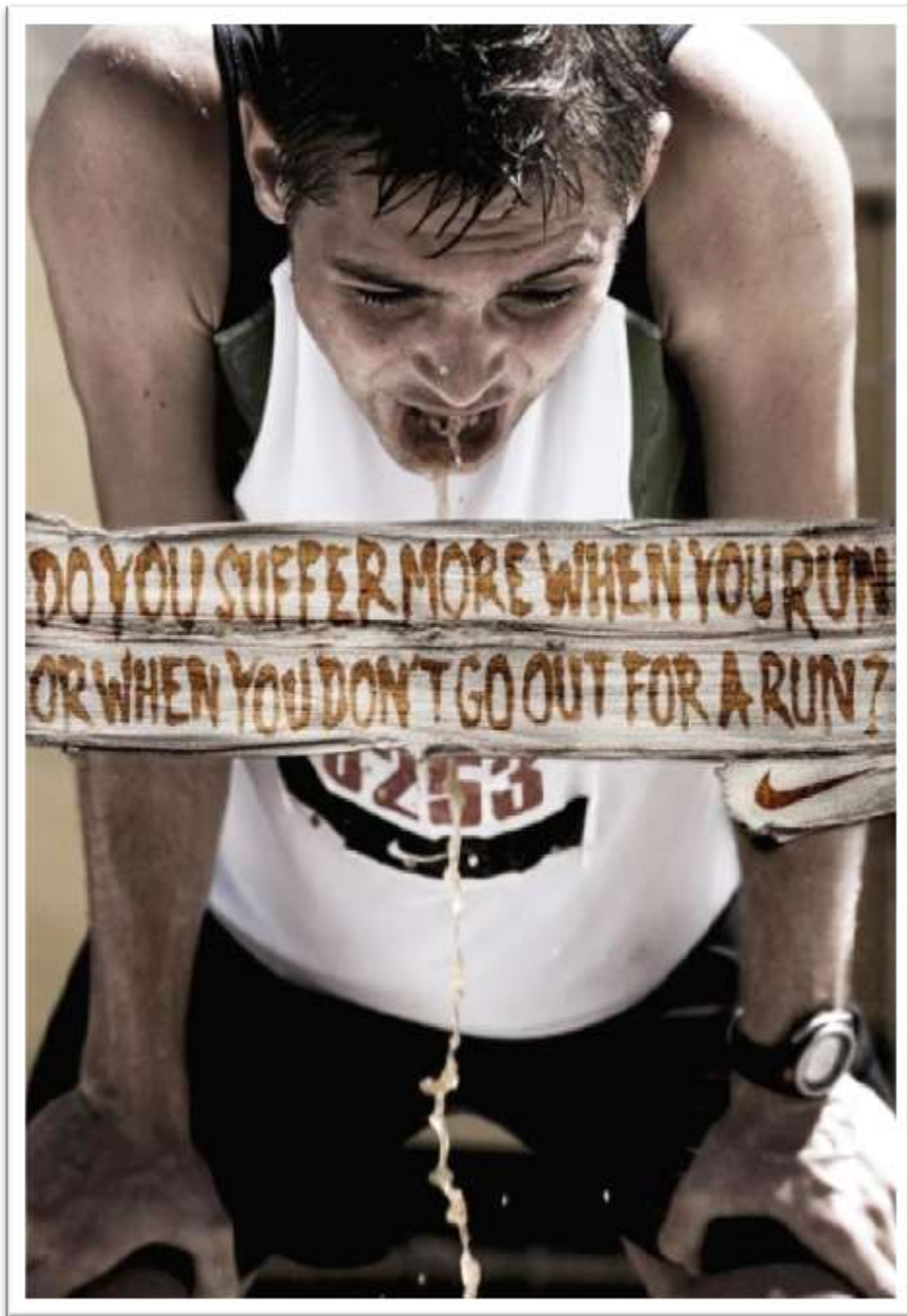


Mitterrand Président

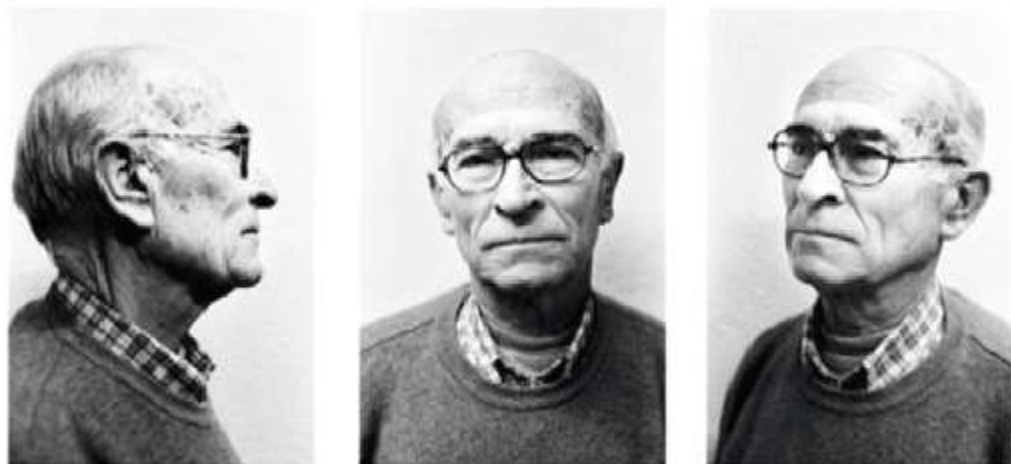
**L'AFFICHE
EST UN CRI**



JUST DO IT 



These photos exist thanks to organizations like the Political Police.

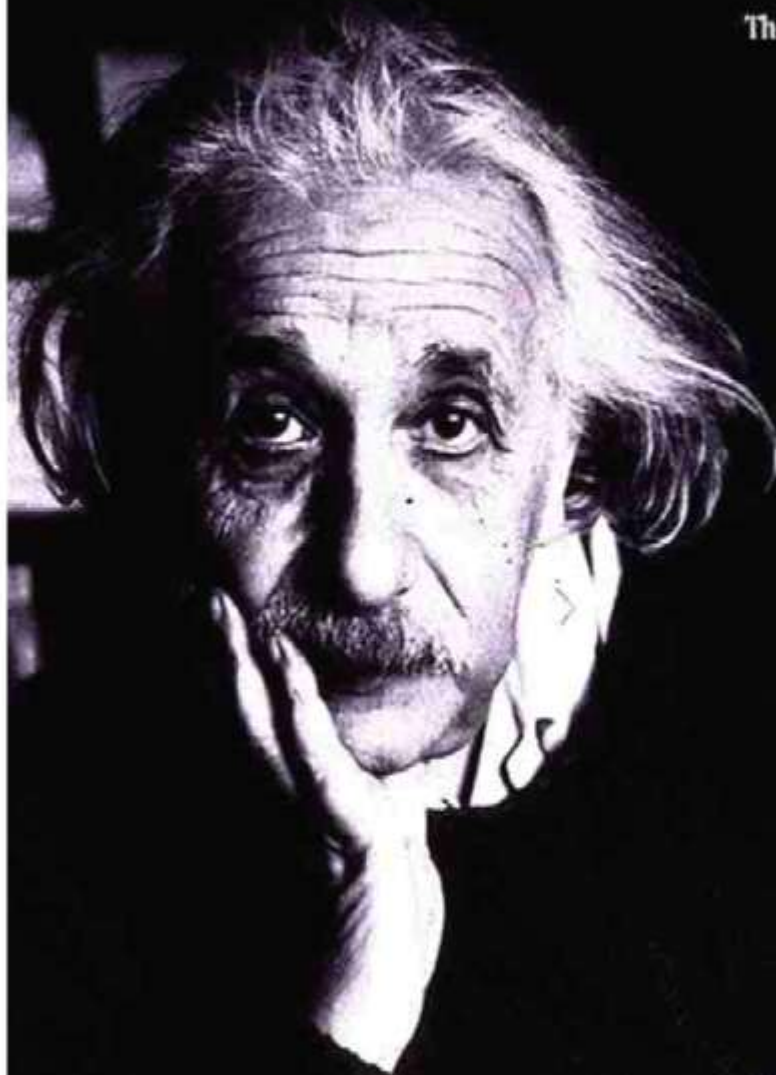


These ones, thanks to organizations like Amnesty International.





Think different.



www.apple.com



Think different.

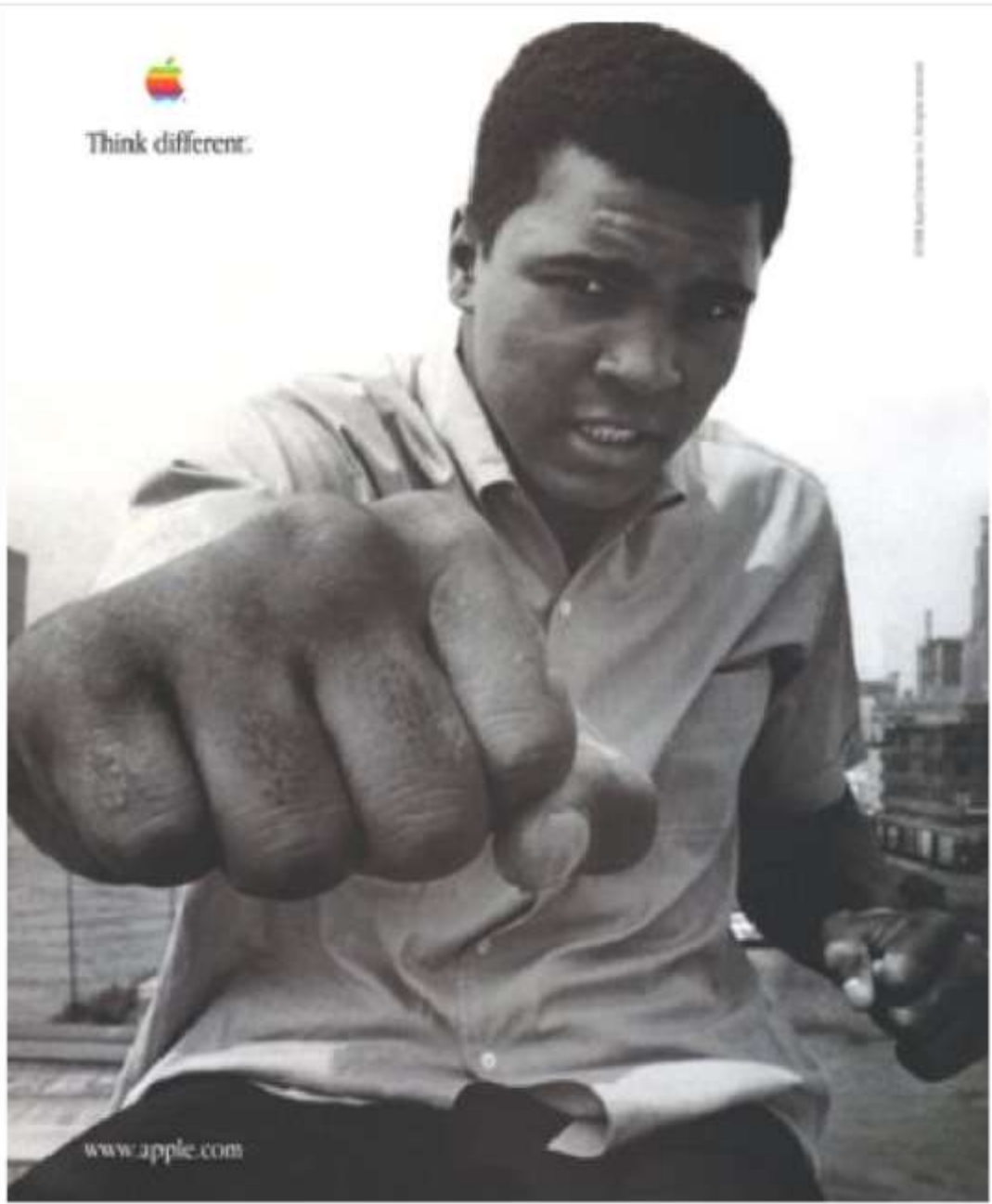


www.apple.com



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.