BENETTON TO LINDNER:
Spectacles of Transgression in Visual Culture

From *Shock of Reality* in 1992 to more recent campaigns, including *Unhate* (2011) and *Unemployee of the Year* (2012), fashion company Benetton have regularly appeared to exploit the visual language of 'transgression'. But how and to what effect have they done this? In looking at a number of Benetton's campaigns since 1992, as well as other examples of 'the transgressive' in visual culture - in advertising, fine art and social media – this lecture will ask: What constitutes 'the transgressive'? In what ways is 'the transgressive object' a symptom of its cultural, institutional and historical specificity? How socially and economically productive can 'transgression' in the field(s) of visual culture be? And how accustomed have viewers become to the predictability of 'the transgressive'? How 'shocking' really is it?

See: https://www.academia.edu/483789/Bloody_jumpers_Benetton_and_the_mechanics_of_cultural_exclusion.

We have the pleasure to invite you to a guest lecture by Paul Antick (Roehampton University, UK) who will elaborate on the case of Benetton’s advertising in the context of contemporary visual culture in general, and photography in particular. The lecture will be followed by a discussion.

WEDNESDAY, 28/5/2014, 16:00, room 13 (Lindleya 5a)

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