



## **BENETTON** and the Organization of Photography

Objections to Benetton's 1992 Shock of Reality advertising campaign – images from which were banned in several European countries, including Britain, Italy, Spain, France, and Belgium – were ostensibly organized around the company's "tasteless" use of "serious" issues (HIV/Aids, war etc.) to "sell jumpers." This lecture considers the ways in which such objections, mainly articulated in the mainstream print media, might, firstly, have precluded any meaningful analysis of the sometimes complex ways in which Benetton's images actually "worked" at particular times and in specific locations, and, secondly, provide us with a useful insight into the ways in which the symbolic value of different institutions of visual culture – in this case, fashion advertising and documentary photography – is systematically constructed and reproduced.

We have the pleasure to invite you to a guest lecture by Dr. 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, 7/3/2012, 13:15, room 12**

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