



Posters
The Collection of the Musée International de la Croix-Rouge et Croissant-Rouge
Edited by Silvana Editoriale

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- The colourful posters of the Red Cross are more than a means of communication; they carry with them the history of the movement

The Musée international de la Croix-Rouge et du Croissant-Rouge owns a unique collection of posters from around the world. From the beginning of its history, the Humanitarian Movement uses this support to spread its messages and values. For the presentation of the Red Cross and Red Crescent, the recruitment of volunteers, the request for donations, the call for blood donation, the promotion of hygiene rules, the prevention of diseases or disasters, the dangers of mines or the teaching of first aid, posters challenge the public, inform and try to rally to the humanitarian cause. More than a means of communication, they are also witnesses of an era capturing the events that are shaking the world and the concerns of the regions in which they appear. Mirrors of society, the posters carry with them the history of the Movement, its actions, its necessity and, even more, its universality.