

Poster of the Year 2013

The protagonists of this year's "poster of the year" have an innocent yet dignified air. Animals with white coats wearing an artistically draped long curly wig, a baroque fashion that has its origins in the court of Louis XIII. Whoever wore such wigs in those days were powerful, and judges in the UK and Australia still wear these curious hairpieces today. The image is photographically and technically superb and deliberately creates a visual irritation which is resolved in the text below: "If animals were judges, cruelty to animals would be punished more harshly." The picture draws our eye and poses a puzzle. It invites us to imagine how it would be if the roles were reversed. This is enough to make the audience consider the often shocking facts of animal abuse. The "Poster of the year" prize is awarded to a work that provides a wake-up call in a clever, visually striking way.

TIERISCHE RICHTER

Client: Stiftung für das Tier im Recht, Zürich

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