Poster - Gone With The Wind

Object: Poster

Place of origin: United Kingdom (made)

Date: ca. 1983 (made)

Artist/Maker: Light, Bob (artist)
Houston, John, born 1950 (artist)
The Socialist Worker (issued by)
East End Offset Ltd. (printers)

Materials and Techniques: Offset lithography

Credit Line: Gift of the American Friends of the V&A; Gift to the American Friends by Leslie, Judith and Gabri Schreyer and Alice Schreyer Batko

Museum number: E.662-2004

Gallery location: Prints & Drawings Study Room, level C, case 3G, shelf DR26

Public access description

This political poster issued in opposition to the Reagan and Thatcher administrations is designed to call to mind the well-known film poster for "Gone with the Wind," starring Clark Gable and Vivien Leigh. Here, the much-copied image of two passionate lovers embracing in a smouldering setting is transformed into an armageddon scene orchestrated by the two powerful leaders. The background of the burning South is translated into a mushroom cloud announcing world destruction caused by nuclear war. The overtly provocative message put forward is that like two reckless lovers, Reagan's and Thatcher's policies show complete disregard for the surrounding world.

Descriptive line

Physical description
Parody photomontage depicting 1980s American President Ronald Reagan and 1980s Prime Minister Margaret Thatcher in the roles of Rhett Butler and Scarlett O'Hara (fictional characters from the American novel by Margaret Mitchell "Gone with the Wind", set during the Civil War-era).

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URL
http://collections.vam.ac.uk/item/O106577/gone-with-the-wind-poster-light-bob/