Gran Fury, a collective of artists and designers dedicated to promoting AIDS/HIV awareness, produced many inventive and thought-provoking posters. AIDS activists had used the strategy of the 'Kiss-In' - large public demonstrations of affection by gay and straight people - to undermine complacency and conservative commentators alike. This 1989 advertisement, designed for display on public transport in New York City and San Francisco, ridicules small-mindedness as well as reminding the authorities of their responsibilities in combating AIDS.

**Descriptive line**

Poster by Gran Fury, 'Kissing Doesn't Kill. Greed and Indifference Do', colour lithograph, United States, 1989.

**Physical description**

Landscape format poster printed in colours. The head and shoulders of three couples: a man and a woman; a man and a man; and a woman and a woman, of various races, kissing. Captioned above, in blue with title, and below in white lettering on a blue strip-reading: Corporate Greed, Government Inaction And Public Indifference Make AIDS A Political Crisis.

**Dimensions**

Height: 293 mm sheet, Width: 941 mm sheet

**Museum number**

E.472-1993

**URL**

http://collections.vam.ac.uk/item/O76239/kissing-doesnt-kill-greed-and-poster-gran-fury/