

## ANOTHER TIME-SPIRIT

Now that I found out more about the background of the poster „[PSP ontwapenend](#)“ by George Noordanus, I realise that its content is limited to a political one, since it was a campaign for the [pacifist socialist party](#) in 1971.

The reason why I chose this poster to write about, was another, a visual one: the composition and the spirit of the image itself struck me, without knowing about the political background. To me, the image spreads a spirit of lightness, a kind of freedom. Looking at the woman, a feeling of relief approaches me. It reminds me of situations when being happy, living and enjoying the moment, being just myself and taking it easy.

The political background of the poster back then, in the seventies (it raised many controversial reactions), was already discussed so many times.

So I decided to relate the poster to recent times: living today, I want to reflect on the poster in the context of today, on the combination of nudity with politics nowadays.

Looking at Noordanus' poster, I can't imagine a political party daring to use nudity in a campaign nowadays. This has also to do with a changed time-spirit. Back then in the seventies, the time-spirit, also formed by the freedom of the sixties, was another one. Although the campaign was very daring and raised very controversial discussions, I think it was more adequate to the time-spirit back then, than it would be nowadays.

That doesn't mean that nudity is not present anymore in our time, it even seems to be more expanded than ever before. Living now, I realise the presence of nudity is almost everywhere: on the internet, in newspapers, in sexshops, at the beach..but it is not used in political forms.

I think, in a way it would be much more difficult and controversial to use nudity in connection with politics nowadays. The reason is the onholding and even increasing interest of feminists to adapt women-rights and possibilities. The more time passes, the more the urge for finally reaching equality on women-rights is perceptible in the air. It would not be possible anymore to photograph a nude woman next to a cow in order to promote a political party. Especially feminists don't want to see women to be reduced to nudity in public anymore. Besides, the connection between woman and cow, of course, implies many associations.

In this context it is interesting to realise that this poster was the only one in the history of politics showing a nude. Even the SP (former PSP) went over to use the famous („flying“) [tomato](#) in their campaigns, designed by [Thonik](#), instead of using the nude. The tomato implies another form of rebellion: the use of a tomato as a weapon: throwing tomatoes in theaters, at demonstrations etc.

Looking at the poster of George Noordanus, I realise the naturalness of the woman.

If this image would be adjusted to our times these days, it would still show a nude woman but in a very different way, I guess. This has to do with our society, which unfortunately makes most of the people believe in totally unnatural beauty-values. This is influenced in a wide extend by media all over the place, a lot of times showing off results of plastic surgery.

That means, a to our time adjusted version of the poster would show a seemingly perfect woman with probably unnatural bodyshapes. Or it would show an extremely thin model. The naturalness, individuality and being oneself is mostly gone in nude-pictures nowadays.

To show such an „unnatural“ version of nudity would not be appropriate to a political party. And because of our shifted moral of beauty, most people might not identify themselves anymore with a natural nude like from the seventies.

So, in a way, I can say that in this case, the standard for political posters is set by society.

Although it is of course difficult and controversial to show a nude woman in a political campaign, I do appreciate that the woman on Noordanus' poster was shown in a very natural way.

It would be a gift for our society to be able to appreciate such natural values again that are almost lost and to focus more on individuality and naturalness again when it comes to beauty.