

NYU ITALIAN STUDIES PRESENTS

# Transmissions of Fascism: Advertising Architecture through the *Ente Radio Rurale* Poster Campaign

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This paper focuses a series of highly provocative posters produced by the state-sponsored Ente Radio Rurale, which, beginning in 1933, broadcast a weekly series of educational radio programs aimed at children living in Italian rural communities, and especially Mussolini's so-called "new towns" (città nuove), or communities developed through land reclamation (bonifica). As such, these radio programs were in fact many Italians' first exposure to cultural and political topics, as well as the newly standardized Italian language itself. These striking combinations of black-and-white photographs, maps, cartoons, and modern typesets addressed subjects ranging from Italian colonialism, war, and cultural regionalism to special exhibitions and more general concepts linked to fascist propaganda, such as *mare nostrum*.

Jennie Hirsh is Associate Professor of Modern and Contemporary Art in the Department of Art History, Theory and Criticism at the Maryland Institute College of Art. A former postdoctoral fellow at Princeton and Columbia Universities, she has authored numerous scholarly essays on artists and directors including Giorgio de Chirico, Jean-Luc Godard, Felix Gonzalez-Torres, Giorgio Morandi, and Roberto Rossellini. Her volume *Contemporary Art and Classical Myth*, co-edited with Isabelle Wallace, appeared with Ashgate Publishing in 2011, and she is currently completing a monograph focused on de Chirico's pictorial and literary self-representation.