

The Sleeping Giant: Posters & The Chinese Economy

Through 14 February 2021

New York

The Poster House in New York launched an exhibit earlier this year on posters and the Chinese economy, exploring China's economic relationship with the world through poster design.

By the 20th century, Western influence was present in the Chinese market and through the 20s and 30s, many companies were expanding commercial businesses throughout China. To promote the businesses, popular posters, called yuefenpai

(calendar posters) were used as marketing for the products and became pivotal in promoting everyday products like cigarettes, cosmetics and medication. By the late 40s, under the People's Republic under Mao Zedong, public poster design turned to Socialist Realism. And finally, the 80s and 90s saw a more international modern look as globalism brought the world together.

You can view some of the beautiful posters from the exhibition [here](#).

The Poster House will reopen on 20 August and the exhibition will be on view through 14 February 2021. Visit the museum at 119 West 23rd Street in New York.

Learn more about the exhibition and plan your trip

<https://www.shillingtoneducation.com/blog/the-sleeping-giant-posters-the-chinese-economy/>