

VAIN MEMORIES – THE ATMOSPHERE OF THE SIXTIES „DO YOU REMEMBER THAT, TELL ME MY DEAR FRIEND?”

– EXHIBITION IN THE POSTER AND SMALL PRINTS COLLECTION –



„The sixties got associated in the mind of the public with the decade of relief, of loosening up, of hopes, with a period of more freedom. In Hungary, the gradual increase of the standard of living, the possibilities of material gain, the political climate which was much more liberal than that of the surrounding socialist countries' legitimated the dictatorship for the most of the people; the life-security became the most important value; democracy and rights of freedom lost their position in the hierarchy of values.” (Bernadett Morsányi)

Our chamber exhibition was meant to express the atmosphere of the sixties, characterized in the above quotation, presenting documents that pertain to the sphere of collection of the Poster and Small Prints Collection, like graphic and textual posters, advertising tags, bills, invitations, catalogues, flyers, programs etc.; and presenting objects characteristic to the age.

We did not want to get involved in history and politics, into the whys, and we did not want to get nostalgic,



Detail from the exhibition

since we know today that the sixties were, in many ways, „vain sunlight.” We wished to revive the memories of those people who were children and teenagers at that time, through „trifles” from our Collection, which many times reveal more about the quotidian life than history books. Also, for the smallest ones, we wanted to show from a special point of view the youth of their parents and grandparents.

The curators of the exhibition, Zsófia Györgyné Borsa and Bea Reisingerné Kutor grouped the objects in the cases according to the songs of the disc entitled *These youth!*. The songs of the pair of authors: Szörényi-Bródy and the songs of Illés Band appeared for the first time on the disc of the film score of the movie with the same title, premiered in 1967. The movie was a sweeping success throughout the country. Many people know and remember them today, too, regardless of them being from 1967. In some cases it is easy to discover the connection between the song and the exhibited object. For example, in the case entitled *The Crazy Girl*, we exhibited documents connected to fashion, dressing and cosmetics. The connection was obvious in the case of *Mister Alcohol* also, where consumers' goods were on display, as well as in the case of *This is that House*, where household items and pieces of furniture were presented. The display cases entitled *See, don't Just Look!, I'm Tired* and *You Came* were a little more layered.

Our exhibition was so successful, that it surprised even us. We participated in several cultural radio shows, and many times happened that a visitor knocked on our door to share his or her memories revived by the exhibited documents.

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