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Poster N° 524

Exploring the Contemporary Poster

Rianne Petter & René Put

Poster N° 524 presents graphic designers René Put and Rianne Petter's visual research on the medium of the poster. For three months, Petter and Put collected posters from all over the city of Amsterdam, a total of 523 different posters. They carefully studied and deconstructed this collection, researched certain elements, isolated and then reconstructed them.

Poster N° 524 makes clear how a creative research process works, and is designed so that more generalized meanings about posters and visual culture are made visible. Jeroen Boomgaard and Jouke Kleerebezem's texts both deepen and contextualize Petter and Put's individualistic approach, while at the same time exploring the historical meaning of the poster.

Read the following texts from *Poster N° 524* here:

[“Cutting Straight Through 523 Posters” by Rianne Petter en René Put](#)

[“Permanent Signs of Transience” by Jeroen Boomgaard](#)

Rianne Petter & René Put, *Poster N° 524*, [Valiz](#), ISBN 978-90-78088-59-2

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