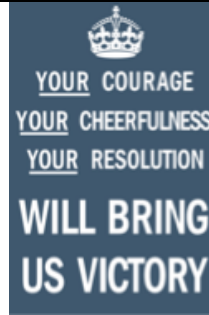


The truth behind *keep calm and carry on*



When were the posters designed?

Have the 3 posters been displayed?

What was the main goal of these posters?

Why “*carry on*” was associated with WWI? Why it was a wrong way to convince British people?

What was the new catchphrase proposed by the Ministry of Information (based on a speech of H. Morrison = the Minister of supply)

According to Fougasse (a famous British cartoonist), what is a good poster?

Who are the Manleys? What did they rediscover?

They own a bookstore in Alnwick (Northumberland)

They were searching through a dusty box of books that were bought at auction, when they found a folded-up piece of paper at the bottom. It was the poster.

They decided to frame the poster and hang it in the shop. Before long, customers were offering to buy it, so the couple decided to print some copies.



The design rapidly began to be used as the theme for a wide range of products

The poster has become an evocation of British stoicism: the "stiff upper lip", self-discipline, fortitude and remaining calm in adversity.

