

Exhibition graphics:
Che Guevara
for the V&A, 2006

Project summary

The design (with the V&A in-house team) of **'Che Guevara, Revolutionary and Icon'** at the V&A, 2006. An exhibition dedicated to Alberto Korda's photograph, Guerrillero Heroico, of Che Guevara and its absorption into mass culture. The exhibition display plan borrowed from the visual edit we made of all exhibits when designing the book that accompanied the show. The result was a reconfigured version of the curator's collection (exhibited less coherently before) that brought much needed focus and clarity to the story of the image.

