This presentation will focus on the posters produced by the Organization of Solidarity of the Peoples of Asia, Africa and Latin America (OSPAAAL) during the Cold War. Founded during the Tricontinental Conference in 1966 as an NGO based in Havana, the organization was active until 2019, when it was closed by the Cuban government. It had representatives from the three continents and was divided into four departments, one being Information and Propaganda. Its main produced materials were the Tricontinental magazine and the posters distributed along it. Adopting different aesthetics, they were aimed at supporting revolutionary, anti-colonialist, and anti-imperialist causes in different parts of the world. Through various strategies that will be analyzed during the presentation, the OSPAAAL posters portrayed the “Third World” as a community of peoples that resisted capitalism and imperialism and that would be responsible for revolutionizing the world order. The posters called for and practiced solidarity as a means of achieving this goal, providing an ideological frame for Cuba’s military and financial support for struggles abroad.

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