The DIY approach of Imprimatur groupware revives the tradition of poster-making as a medium of mass communication and persuasion developed during the 20th century.

'In this hyper-mediated age, content - whether produced by artists or journalists - crucially affects what people think about and how they understand the world. Content is not impervious to the software, protocols, and chicanery that surround its delivery. It is about time that people interested in independent voices stop believing that laissez faire capitalism is building a better media infrastructure.' Andy Deck

Imprimatur consists of online 'groupware' for poster illustration and layout accessible through a computer workstation installed in the gallery space. Visitors can use the software to create their own poster in collaboration with their online counterparts. This piece provides a framework for visitors/participants to launch a personal poster campaign based on their own social and political concerns. This DIY approach revives the tradition of poster-making as a medium of mass communication and persuasion developed during the 20th century. The posters will by displayed as part of the exhibition at HTTP and will circulate freely beyond the gallery walls, appearing in surrounding streets, schools, libraries, kitchens and bedrooms.

Project Participants

**Participating Groups and other projects:**
- Turbulence
- Furtherfield

**Participating individuals (users on this site):**
- Andy Deck

**Editors of this node:**
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