

Text by Raquel Manchado about her work presented in the exhibition
Esperpento. Popular Art and Aesthetic Revolution at the MNCARS

Archive of Illustrated Misogyny by Raquel Manchado (Selection of Spanish and European postcards from the first third of the 20th century)

The industry of illustrated postcards emerged at the beginning of the 20th century and grew in parallel to the social, economic and political transformations that characterized the century.

The examples shown here reflect the conservative reaction that emerged in opposition to the cultural changes that were perceived as a threat to the traditional order. Women's access to education and paid work, their increased presence in the public sphere and the growing questioning of gender inequalities, put an expiration date on an ideal of femininity and a social organization based on the relegation of women to private space, domestic and reproductive work and subjugation to men.

These popular mass-circulated images made fun of these changes and insisted on graphically representing the silencing, subjection and disciplining of women, with a comical tone that did not mask a sobering vocation.

The humorous register and the medium of drawing softened the harshness of the message, which made these postcards an effective way of transmitting symbolic violence that reinforced roles, fixed stereotypes and helped to normalize an imaginary patriarchal order that was being called into question.

This selection of postcards is part of Raquel Manchado's *Archive of Illustrated Misogyny* where the author suggests a critical analysis based on an extensive archive of Spanish and European postcards dating from the beginning to the first half of the twentieth century.