

Mr banania, 2017



Fabrice Monteiro

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the 8 mile wall

Canson Infinity Platine Fibre Rag 310gr

31,5 x 31,5 inches

Edition of 10 ex

INV Nbr. FM1901043H

Description:

The « Banania » brand, famous all over the world, was created in 1914. In 1915 the brand chose a laughing Senegalese rifleman as its communication symbol. In 1917 they added the expression « Y a Bon » used to qualify the riflemen. The expression was largely echoed by the French press during World War I. The visual representation of this figure takes over the racial stereotypes that were used in advertisement since 1890. This poster is racist in numerous ways. It shows a childish version of the « negro » linked to the willingness of colonial authorities to diminish their citizenship. The « banania » is a French food produced exclusively with products from the colonies. The use of the image of a Senegalese rifleman brings together the exploitation of raw materials with the exploitation of African soldiers during World War I. Since 1948, Léopold Sédar started denouncing the racist character of this ad. Fabrice Monteiro suggests a contemporary representation of his « Banania » man, worthy, with a cup of coffee in his hand, far from the advertisement symbol.