



Safety First: Vintage Posters from RoSPA's Archive

Paul Rennie

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Safety campaigns touch a nerve in everyone. Over the years, these posters, slogans, and TV advertisements have imprinted themselves on the UK's collective memory, evoking nostalgia for childhood and a bygone Britain. In 2011, RoSPA made a wonderful discovery: a superb "missing" archive of historical safety posters dating from the 1930s to 1970s. Clever, beautifully designed, often amusing, always packing a punch—these posters not only showcase the talented designers of the time, but also reflect the momentous changes that swept 20th-century Britain, revealing social and industrial history from a unique new angle.

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