

## Rear View: May 2021

Monthly spotlight on an item from the HIV/AIDS Graphic Communication Archive

### Welcome

Each month a different item from [www.hivgraphiccommunication.com](http://www.hivgraphiccommunication.com) will be featured here in full.

(Click on the image to enlarge >>>> if viewing on a phone you may need to scroll right). Visitors are invited to respond by adding comments, references, stories, reflections, links, recommendations etc. Please share.

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### Note on privacy

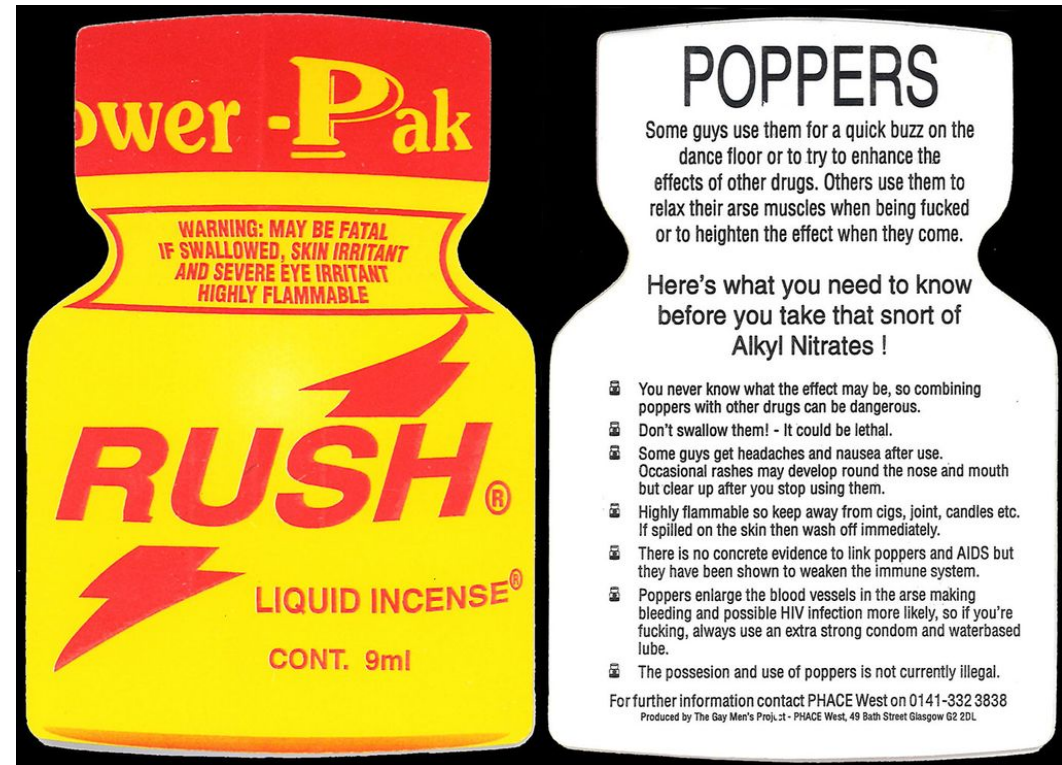
Comments can be posted anonymously, or self-identify if you wish. Comments will be preserved when the Padlet is archived each month and added to the main website here: <https://www.hivgraphiccommunication.com/rearview>

### May Guest Curator

Adam Zmith (he/him) is the author of *Deep Sniff: A History of Poppers and Queer Futures* (Repeater Books, 2021). He is also one of the hosts and producers of the award-winning podcast *The Log Books* and a former audience engagement editor at *The Economist*.

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## 2. Rush

Flyer: Gay Men's Health Project, Phace West, Glasgow. circa late 90s (post 1995). Die cut bottle shape, 144x99mm. Printed 2 colours, mono reverse.

### Chosen by Adam Zmith:

“The makers of Rush knew that their iconic double-lightning bolt would electrify people browsing for poppers. The designer at Glasgow’s Gay Men’s Health Project who made this leaflet knew also that cutting it into the unique of a poppers bottle would grab their attention too. I’m really drawn to the designer’s blatant use of Rush trade dress (the lightning, the typography, the red-on-yellow). And I love the non-judgmental language in this info leaflet, and its use of everyday language like “arse” and “fucked”. It’s a long way from a decade earlier when there was a concerted and angry campaign to get gay men to stop using poppers due to a proposed link with HIV/AIDS that was later disproved.”