

Everyone who has visited Cuba must have seen them: the billboards showing images and slogans that promote the blessings of the Cuban Revolution. They are found all over the country: along the road, on the facades of buildings and at city squares. They really are a unique Cuban phenomenon: where nowadays the rest of the world only seems to be advertising commercial products, Cuba continues to advertise revolutionary ideas and ideals.

Cuba – The Billboards presents one hundred photos of these Cuban billboards and tells the story behind the slogans shown on them. The book is a must for everyone who is interested in Cuba, its revolution and its society. It documents one of the most remarkable stories of the twentieth century and provides a glimpse into an era and an ideology that seems to have been forgotten by modern western world societies.

There is however a revival of this ideology going on in other parts of the world, particularly in Latin America. New leaders like Hugo Chávez (Venezuela) and Evo Morales (Bolivia) see the Cuban Revolution as an important source of inspiration.

Cuba – The Billboards is a book that everyone with basic command of the English language will be able to read and enjoy. Short and easily understandable texts explain the slogans shown on the billboards and provide clear insight into the backgrounds of the Cuban Revolution.



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Henk van der Leeden is a Dutch travel photographer. He works for several international magazines, airlines and travel organisations. Cuba is his most favourite destination. He was one of the first photographers to show the beauty of this island. His work is sold all over Cuba in the form of postcards, posters and calendars.

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Cuba - The Billboards

CUBA

THE BILLBOARDS



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