



INVITATION

The War Archive invites you to a presentation of authentic colour films from Nazi Germany and from Greece, the latter covering the period from the mid 1930s to 1945

Friday 20 December at 7.30 pm
Archeion Polemou
Mythymnis 36
Plateia Amerikis, 11252

Presenter Andrew Freris, director of the Archive

Topics

(a) Colour, design and spectacle: The selling and marketing of the Nazi ideal through colour

The Nazi regime was extremely good in the use of film as propaganda and also the use of spectacle to reinforce its evil and destructive message of race and nation. The use of colour in every day propaganda was planned, deliberate and carefully thought out. The combination of black and red was predominant, and a lot of the actual designs of flags, medals and of uniforms were either designed by Hitler himself or under his instructions. The uniforms of the SS were designed and made by the German firm Hugo Boss (Yes, the same Hugo Boss in Kolonaki and other good neighborhoods).

Hitler's own uniforms were very carefully designed, made and worn, including his raincoat, designed by his personal photographer so that it would photograph well. All this goes to show that the marketing of the Nazi regime was deliberate and planned down to the smallest details and nothing was left to chance.

The colour film we will show illustrates this unique form of selling ideology through colour and design !

We will further illustrate this with the use of our extensive collection of military models in recreating a sample of the parades during Hitler's birthdays, an important event in the Nazi calendar.

The "design" of the Third Reich is a neglected area of the theory and practice of propaganda. and it includes the obsession of the Nazis with uniforms-everyone had their own uniform and the top Nazis, especially Goering, designed their own uniforms, including Hitler's personal doctor ! But that is a different topic for a different time....

(b) Colour films of Greece, mid 1930s to 1945

There are very few films of prewar Greece in true colour and the War Archive is proud to have, what we think, is the biggest collection anywhere. Our collection include spectacular colour films done for propaganda purposes during the Metaxas dictatorship, amateur colour films shot by German soldiers of the occupation forces as well as some unique colour footage by Australian and New Zealand soldiers in Greece. The British army filmed in color the battle of Athens and there are some unique color films shot by American institutions of the period of the civil war.

We will be showing an anthology of these unique images. Seeing Athens of the 1930s in colour is an emotional experience !

Please let us know if you will be able to come, either via email using the return address of this email, or by contacting Maka Dokhnadze at 69-98088220

With my best regards and best wishes for a Happy Xmas and New Year !

Andrew Freris