

ICONS OF REVOLUTION

Mao badges then and now

Exhibition at the British Museum, April – September 2008

ISLAND CASE (front)

Icons of Revolution

Mao badges then and now

Five billion badges were made in China during the Cultural Revolution (1966-76). This movement was intended to overhaul the 'old' ideology, but brought extreme politics and chaos into everyday life. People wore badges as part of the everyday dress code, and as an expression of loyalty to Chairman Mao and the Communist Party.

Mao badges are still collected in China today, and the imagery of the Cultural Revolution is used in many different ways.

[1]

Image from the poster 'Chairman Mao goes to Anyuan'

Chinese Poster Collection, Centre for the Study of Democracy, University of Westminster
http://home.wmin.ac.uk/china_posters/

[2-5]

'Chairman Mao goes to Anyuan' badges, 1960s

Liu Chunhua's oil painting 'Chairman Mao goes to Anyuan' (1967) was one of the most famous paintings of the Cultural Revolution. The image, on the graphic panel above, was adapted for use on badges and in other media.

It was published in the *People's Daily*, the *Liberation Army News* and the journal *Red Flag* on 1 July 1968. An estimated 900 million copies of this painting were produced during the Cultural Revolution.

The painting shows a youthful Mao in a traditional scholar's gown, an umbrella tucked under one arm, and his right hand curled into a fist, striding confidently forward.

The caption on the poster reads 'In autumn 1921 our great teacher Chairman Mao went to Anyuan [a mining area] and personally lit the fire of revolution'.

The image was adapted for use on badges. The round badge [2] has a 3-D effect. Elsewhere, symbols of international

Communism have been added: the five-pointed star [3] and the cogwheel and ears of grain [4]. On badge [5], the original background (stormy sky, mountains, stony path) has been replaced by blue sky, pine-branches and the flag of the Communist Party of China.

The oil painting itself was sold at auction in October 1995, for 5.5 million yuan (US\$ 600,000). It was purchased by the Guangzhou branch of the Construction Bank of China.

[2] Rank Collection (on loan)

[3] 1990-12-19-6 Gift of J. Rawson

[4] 2004-1-8-124 Gift of G. Sheng

[5] 1990-2-4-16 Gift of C. Dyer

ISLAND CASE (back)

Radio in the Cultural Revolution

[6]

The illustration, from a design copy-book, shows a group of people listening attentively to the latest news from Beijing

Radio played a very important role in spreading revolutionary messages across China. Millions of loudspeakers were installed to make sure broadcasts could be heard even in remote areas. Below is the broadcasting schedule of the Central People's Broadcasting Station (Channel 1), as published in the *People's Daily* on 6 April 1967.

[7]

The schedule begins with the song 'The East is Red' and closes with the song 'The Internationale'. Programmes throughout the day are very repetitive. 'Quotations from Chairman Mao' are broadcast three times, and the 'Revolutionary song of the week' twice. Other items include 'Revolutionary literature and art', 'People's Liberation Army life' and 'Programme for Red Guards'. Children's programmes and news bulletins also feature. Schedules were very similar from day to day.

GRAPHICS PANEL 1

Mao and the Communist Party of China

Mao Zedong was born in 1893 in Hunan province, southern China. He was Chairman of the Communist Party of China (CPC) from 1943 to 1976.

The CPC followed the ideology of the international Communist movement. Karl Marx and Friedrich Engels published *The Communist Manifesto* in 1848 and Communism was first put into effect by Vladimir Lenin and Joseph Stalin in the Soviet Union. In China, Mao was known as ‘the modern-day Lenin’.

[8]

A poster showing the five leaders of international Communism – Marx, Engels, Lenin, Stalin and Mao.

Chinese Poster Collection, Centre for the Study of Democracy, University of Westminster
(http://home.wmin.ac.uk/china_posters)

[9]

A 100-yuan note issued by the People’s Bank of China, dated 1980, in a similar design to the poster, shows the Chinese leaders Zhu De, Liu Shaoqi, Zhou Enlai and Mao Zedong.

1999-11-11-1

CASE 1

International icons of the 1930s

The Chinese Communist Party was founded in 1921 with the support of Russian Communists. As Chinese Communist forces gained territory, they established revolutionary base areas, known as ‘soviets’ (originally a Russian word meaning ‘council’).

These areas issued their own money, and often used the symbols of the international Communist movement on their notes and coins.

Symbols of Communism

- Red flag and five-pointed star
- Hammer and sickle (representing the workers and farmers)
- Cogwheel (workers)
- Ears of grain (farmers)
- Raised fist (strength)
- Globe (the international Communist organisation, the Comintern [**Communist International**])

The same symbols were used on Mao badges in the 1960s.

[10-11] Notes of the Fujian-Zhejiang-Jiangxi Soviet Bank, 1933

Both these notes were issued in Fujian-Zhejiang-Jiangxi Soviet. The soviets, or revolutionary base areas, were established as Chinese Communist forces gained territory. The notes both show the hammer and sickle and the five-pointed star. One [10] also bears a red flag – one of the best-known symbols of Communism.

[10] 1986-5-54-106

[11] 1987-11-6-13

[12] Note of the Sichuan-Shaanxi Government Workers’ and Farmers’ Bank, 1933

Across the top of this banknote is the rallying cry ‘Workers of the World, Unite!’ from *The Communist Manifesto* by Marx and Engels (1848). The note also shows a raised fist (symbolising strength), the star and the hammer and sickle.

1949-11-1-12 Gift of Dr Soothill

[13]

Note of the National Bank of the Chinese Soviet Republic, 1934

This note bears a portrait of Lenin, leader of the 1917 Communist Revolution in Russia. In China, Mao was known as ‘the modern-day Lenin’.

1938-10-1-3 Gift of A.J. Martin

[14]

Note of the National Bank of the Chinese Soviet Republic, Hunan-Jiangxi branch, 1934

The globe at the centre symbolises international Communism.

1987-11-6-16

[15]

Silver dollar, Republic of Mexico, 1896

Foreign silver coins were used in China until the 1930s. This one has been stamped with Chinese merchants’ marks and has the hammer and sickle at the top.

2002-10-8-2

[16]

Silver dollar of the Chinese Soviet Government, 1934

The inscription at the top of this dollar coin reads ‘Workers of the World, Unite!’

1936-7-10-1 Gift of K.J. Holm

[17-18]

Coins of the Sichuan-Shaanxi Soviet, 1934

Both these coins have the hammer and sickle at the centre, representing the workers and the farmers, and the five-pointed star behind. The inscription on [17] reads 'Workers of the World, Unite!'; [18] is inscribed 'Turning all of Sichuan red'.

[17] 1996-2-17-2194

[18] 1996-2-17-2197

[19]

Coin of the Chinese Soviet Republic, 1932

The Communist symbols here are the hammer and sickle on the globe, the five-pointed star, and ears of grain.

1981-10-16-2

[20]

Coin of the Chinese Soviet Republic, 1930s

At the centre of the coin is an outline map of China with the hammer and sickle within it.

1987-11-11-51

CASE 2

Chinese icons of the 1930s-40s

China was at war during the 1930s and 1940s. This prompted a move to show a Chinese identity in designs. Themes included well-known landmarks, such as the Great Wall, and the desire to build a new China. Portraits of Mao Zedong also began to appear on banknotes issued in the revolutionary base areas.

Similar symbols were used on Mao badges in the 1960s.

Key dates

1931 Japanese occupation begins in Manchuria, north-east China

1937-45 China at war with Japan

1946-49 Civil war in China between the Nationalists and the Communists

1949 The Communists establish the People's Republic of China.

[21]

'Establishing a rich and strong democratic China'

Woodblock print by Shao Keping, about 1940. This strong man is ready with his spade to transform the barren landscape around him into the modern China of his dreams.

1980-6-30-0-53

[22-23]

Notes of the Bank of the Shanxi, Chahar and Hebei Border Region, 1938-39

The Shanxi, Chahar and Hebei Border Region was the largest Communist base area in north China during the war with Japan (1937-45). It issued notes with recognisably Chinese symbols, such as pagodas [22] and the Great Wall [23].

[22] 1986-5-54-111

[23] 1986-5-54-113

[24]

Note of the Great Wall Bank, 1948

The Great Wall Bank was established when three Communist base areas in north-eastern China united. The bank was operational in 1948 and 1949. The People's Bank of China was established in December 1948. It soon set up branches throughout China, and other banks began to close down.

This note has a portrait of Mao Zedong on the front, and the Great Wall on the back.

1987-11-6-2

CASE 3

Mao badges in the 1960s

In the early 1960s, the close relationship between the Communist Party of China (CPC) and the Soviet Union broke down. This created tensions among Chinese leaders. In 1966 Mao Zedong launched the Cultural Revolution. Mao badges were worn as an expression of loyalty to Mao and the CPC. Five billion badges were made between 1966 and 1969.

The designs on the badges brought together icons of the international Communist movement, key events in the history of the CPC, as well as political campaigns of the Cultural Revolution. Mao was often shown as the sun.

The Cultural Revolution affected every Chinese person, and provoked extensive chaos and suffering. It lasted ten years, ending only after Mao's death and the arrest of the Gang of Four in 1976.

[25]

Mao badge, 1960s

The nine stars on this badge refer to the CPC's 9th National Congress in 1969.

Rank Collection (on loan)

[26]

Mao badge, 1969

The inscription 'double happiness' refers to the 20th anniversary of the founding of the People's Republic of China and the 9th National Congress,

both of which took place in 1969. The badge also has red flags, the hammer and sickle and red lanterns.

Rank Collection (on loan)

[27]

Mao badge, 1960s

Below the portrait of Mao is a representation of Tian'anmen ('Gate of Heavenly Peace'), in Beijing, where Mao announced the founding of the People's Republic of China in 1949.

2004-1-8-63 Gift of G. Sheng

[28]

Mao badge, 1960s

The inscription on the open book reads 'The working class must command everything'.

1990-2-4-10 Gift of C. Dyer

[29]

Mao badge, 1960s

Below Mao's portrait are the Three Red Flags (1958-61), representing the general Party line, the Great Leap Forward and the People's Communes. These were intended to transform China into a modern industrialised nation. The inscription on the flag reads 'The working class is the commanding class'.

Rank Collection (on loan)

[30]

Mao badge, 1960s

The dates on this badge, 1921-1969, refer to the founding of the Communist Party of China (1921) and the 9th National Congress (1969).

2004-1-8-58 Gift of G. Sheng

[31]

Star-shaped Mao badge, 1960s

The inscription on the back reads 'May 1st 1969. Workers of the World, Unite!'. May 1st is international Labour Day. The slogan is from *The Communist Manifesto* (1848).

1990-12-19-4 Gift of J. Rawson

[32]

Red star Mao badge, 1960s

The sunflower on this badge symbolises loyalty to Mao because sunflowers always turn to the sun (Mao). The inscription on the red ribbon reads 'Long live the May 7th Directive' and refers to Mao's instruction to send educated people from the cities to rural areas for 're-education'.

Rank Collection (on loan)

[33]

Star-shaped Mao badge, 1960s

The inscription reads 'Long live Chairman Mao, the great teacher, great leader, great commander and great helmsman'

Rank Collection (on loan)

[34]

Chinese railway badge

The white sign is a stylized image of the front of an approaching train [Correction by Andrew Yates: this is the emblem of the Chinese railway, and shows a cross section of flat-bottomed-rail with stylised callipers over the rail indicating the placement or laying of track]

1997-1-35-1 Gift of J. Harrison-Hall

[35]

People's Liberation Army badge

Red star badges were pinned to caps.

1997-1-35-2 Gift of J. Harrison-Hall

CASE 4

Mao Zedong Thought in the world

In the 1960s the international Communist movement led by the Soviet Union became divided. China went its own way and claimed Mao as the new leader of international Communism.

China's main political allies during the Cultural Revolution were Albania, North Korea and North Vietnam.

A huge effort was made to promote Mao Zedong Thought. Chinese people were encouraged to undertake regular daily reading to study Mao's *Selected Works* and the shorter *Quotations*, popularly known as the Little Red Book. These were translated for worldwide distribution.

[36]

Record sleeve, 1960s

Tirana-Beijing. Selected Programmes by the Albanian Song and Dance Troupe

The design shows an Albanian and a Chinese worker, holding up a copy of Mao's *Selected Works*. To the left are the black double-headed eagle of Albania, and the Et'hem Mosque in its capital, Tirana. To the right are the five yellow stars of the national flag of the People's Republic of China, above Tian'anmen in Beijing.

The large characters on the front read 'Tirana-Beijing'. The inscription is from Mao's message to the 5th Congress of the Albanian Labour Party. It reads 'A bosom friend from afar brings a distant land near. China and Albania are separated by thousands of mountains and

rivers, but our hearts are closely linked'. Six Albanian songs and six Chinese songs have been recorded.

Private collection (on loan)

[37-39]

Book-shaped Mao badges, 1960s

The badges are all models of *Selected Works of Mao Zedong*.

[37-39] 2004-1-8-199 to 210 Gifts of G. Sheng

[40]

'Long live Mao Zedong Thought' badge, 1960s

The red flag with its portrait of Mao and four volumes of *Selected Works* are in front of the globe. The inscription on the red ribbon reads 'Long live Mao Zedong Thought'.

Rank Collection (on loan)

[41-42]

Quotations from Chairman Mao, 1970s

Also known as the Little Red Book, the pocket-book *Quotations* was a collection of Mao's writings and speeches. It was initially prepared for the People's Liberation Army, but popular demand brought it into everyday use. These two books are in English.

[41-42] Cribb Collection (on loan)

[43]

Mao badge, 1960s

Below Mao is a lighthouse, casting light to either side of the badge. The inscription on the back reads 'Mao Zedong Thought is the lighthouse for world revolution'.

2004-1-8-195 Gift of G. Sheng

[44]

Mao badge, 1960s

Below Mao are a sea of red flags and people holding up Mao's books. The inscription reads 'The world is entering the new era of Mao Zedong Thought'.

Rank Collection (on loan)

[45]

Mao badge, 1960s

The inscription describes Mao as 'The red sun in the hearts of the revolutionary people of the world'.

Rank Collection (on loan)

CASE 5

Mao Zedong Thought in everyday life, 1966-76

During the Cultural Revolution, Mao's image and words were part of everyday life. People wore Mao badges to express their loyalty to Mao, they followed his directives, studied his *Selected Works* and memorised the Little Red Book. They also worshipped images of Mao at home and in public places.

[46-47]

Selected Works of Mao Zedong

The *Selected Works of Mao Zedong*, in four volumes, appear on many badges.

[46]

Selected Works, vol. 3, in English

Evans Collection (on loan)

[47]

Selected Works, vols 1-4, in Chinese

The page is open at 'Serve the People' (1944), one of the 'Three Constantly Read Articles' written by Mao.

Evans Collection (on loan)

[48]

Bookshop receipt, June 1974

This is a receipt for four books. The Xinhua ('New China') Bookshop, the largest bookshop in Beijing, had eight categories of items for sale, as listed on this receipt:

- (1) Works by Marx, Engels, Lenin or Stalin;
- (2) Works by Mao;
- (3) Pictures of Marx, Engels, Lenin or Stalin;
- (4) Pictures of Mao;
- (5) Textbooks;
- (6) Pictures;
- (7) Books;
- (8) Other.

2007-4005-7 Gift of P. Brooke

[49-50]

Revolutionary songs, 1966-76

Mao's quotations were transformed into revolutionary songs. They were broadcast on the radio, printed in the newspapers, and available in playing-card form. They included songs such as 'Revolution is Not a Dinner Party' [49] and 'Strive for Victory' [50].

The quotations in the Little Red Book are from speeches and essays written by Mao between 1927 and 1964.

[49]

‘Revolution is Not a Dinner Party’

‘A revolution is not a dinner party, or writing an essay, or painting a picture, or doing embroidery; it cannot be so refined, so leisurely and gentle, so temperate, kind, courteous, restrained and magnanimous. A revolution is an insurrection, an act of violence in which one class overthrows another’.

(Mao Zedong, 1927)

Private collection (on loan)

[50]

‘Strive for Victory’

‘Be resolute and unafraid of sacrifice. Surmount every difficulty, and strive for victory’.

(Mao Zedong, 1945)

Private collection (on loan)

[51]

Food ration book, Beijing, 1970

During the Cultural Revolution food, cotton cloth and other items were in short supply and were rationed. The red box at the top of this ration book is an instruction from the highest authorities in Beijing. It reads ‘Supreme Directive. Practise strict economy. Do not waste food. We must control grain production, and we must seek to economise. This is in order to guarantee that there will be no worries at all about food.’

2008-4055-1

[52]

Ration ticket, Guangdong, 1968

This ration ticket is for 500 grammes of grain products. The red box at the top quotes Mao: ‘If you take action yourself, there will be no shortage of food to eat or clothes to keep you warm. Mao Zedong’.

1993-6-35-32

[53-54]

Quotation badges, 1960s

The same quotation is repeated on these badges, with [53] presented as though in Mao’s own handwriting.

[53] 2004-1-8-173 Gift of G. Sheng

[54] 2007-4005-12 Gift of P. Brooke

CASE 6

Money of the Cultural Revolution

Although Mao’s portrait and slogans appeared almost everywhere during the Cultural Revolution, they did not appear on money. The coins and notes displayed here show the complete range of *renminbi* (‘people’s money’) that was in use at that time. It was designed to

highlight the achievements of socialist construction and the new face of China.

The 1-, 2- and 5-yuan notes have a five-pointed star as the watermark. The 10-yuan note has Tian’anmen with emanating sunrays as the watermark. It was here that Mao announced the establishment of the People’s Republic of China in 1949.

The notes were issued from 1962 and remained in use until the late 1980s. The coins were issued from the 1950s and remain in circulation today. All *renminbi* notes and coins are issued by the People’s Bank of China.

[55-58]

1-fen, 2-fen and 5-fen coins, 1974

These coins all have the national emblem on one side and ears of grain on the other side.

[55] 1981-1-18-9 Gift of Sir John M. Addis

[56] 1994-2-21-54 Gift of R. Wright

[57] 1977-7-8-4 Gift of R. Wright

[58] 1960-4-5-7 Gift of Y.Y. Yakshees

[59-61]

1-fen, 2-fen and 5-fen notes, dated 1953

The show a truck [59], an aeroplane [60] and a ship [61].

[59] 2000-12-4-1 Gift of G. Sheng

[60] 2000-12-4-2 Gift of G. Sheng

[61] 2000-12-4-3 Gift of G. Sheng

[62]

1-jiao note, dated 1962

Young educated people from urban areas are shown heading out to work on the land.

1990-12-17-4 Gift of I. Orr

[63]

2-jiao note, dated 1962

This note shows the newly constructed road-and-railway bridge over the Yangtze River at Wuhan.

1989-6-30-5 Gift of A. Farrer

[64]

5-jiao note, dated 1972

Women are shown working at the machinery in a cotton mill.

2006-4-5-352 Bequest of A.F. Wiseman

[65]

1-yuan note, dated 1960

A woman is shown driving a tractor. On the back of the note is a scene of shepherding in the mountains.

1981-1-33-1 Gift of J. Rawson

[66]

2-yuan note, dated 1960

This man is working with a lathe. An oil-field is shown on the back.

1987-11-6-40

[67]

5-yuan note, dated 1960

This note shows a male steelworker. A mining scene is shown on the back.

1987-11-6-41

[68]

10-yuan note, dated 1965

The men and women on this note are representatives of the People's Congress. They are shown wearing medals, suggesting that they have been honoured as 'models' for their contribution and service. Tian'anmen is shown on the back.

1988-10-10-50 Gift of B. Foster

GRAPHICS PANEL 2

Icons of the Cultural Revolution

Mao launched the Cultural Revolution in 1966. In this mass movement, it was made clear that everyone must 'closely follow Chairman Mao's revolution to the end'.

Mao's image and words were part of everyday life during the Cultural Revolution. People expressed their loyalty by wearing Mao badges. They followed his directives, studied his *Selected Works*, and memorised the Little Red Book, containing quotations from Mao. China became 'a sea of red'.

[69]

This poster is titled 'Increase vigilance, defend the homeland'. The soldier wears the star-and-bar combination of Mao badges that was issued to all People's Liberation Army troops. The inscription on the bar reads 'Serve the People'.

GRAPHICS PANEL 3

Landmarks of revolution

Many badges were made to show important landmarks in Chinese revolutionary history. These are associated with battles, meetings, and other well-known events. During the Cultural Revolution (1966-76), people visited these 'revolutionary sacred sites' and collected badges as souvenirs.

The most famous of the sites is Tian'anmen ('Gate of Heavenly Peace') in Beijing, where Mao announced the founding of the People's Republic of China in 1949.

[70]

A badge showing Mao with three 'revolutionary sacred sites' – Jinggangshan, Yan'an and Tian'anmen – in the background.

CASE 7

Tian'anmen

On 1 October 1949 Mao stood on the rostrum of Tian'anmen ('The Gate of Heavenly Peace') in Beijing to announce the establishment of the People's Republic of China. The façade of Tian'anmen was adopted as the national symbol and is a key part of the national emblem of the People's Republic of China.

Tian'anmen is a political landmark. It was the entrance to the imperial palace ('The Forbidden City') of the Ming (1368-1644) and Qing (1644-1911) dynasties. Tian'anmen Square (completed in 1959) is the largest public square in the world, and has become a political location. It is also a tourist attraction and the Chairman Mao Memorial hall (completed in 1977) is a prominent feature.

Some of the images here include Mao's portrait on the gate, and some do not. At first his portrait was hung there on just two occasions: Labour Day (1 May) and National Day (1 October). Mao's portrait has been a constant feature at Tian'anmen since the 1960s. It is still replaced twice a year, in time for Labour Day and National Day.

[71]

National emblem on a 2-yuan note, 1953

The national emblem was announced in 1950. It shows the stars of the national flag above Tian'anmen, the cogwheel and ears of grain. The five stars represent the unity of the people. The cogwheel represents the workers and industry. The ears of grain represent farmers and agriculture.

1986-5-54-156

[72-73]

1-yuan notes, dated 1953 and 1956

Tian'anmen featured on the front of the 1-yuan note issued in the 1950s (*renminbi* – or 'people's money' – series 2). After printing problems, new plates for the 1-yuan note were prepared in 1956.

[72] 1986-5-54-157

[73] 1986-5-54-158

[74]

10-yuan note, dated 1965

Tian'anmen featured on the back of the 10-yuan note issued in the 1960s (*renminbi* series 3). These notes remained in circulation until the late 1980s.

1997-3-12-9

[75]

Mao badge, 1960s

This badge shows Mao, in army uniform, above Tian'anmen. In the background are the revolutionary landmarks of Shaoshan, Jinggangshan, Zunyi and Yan'an.

1990-2-4-1 Gift of C. Dyer

[76]

Mao badge, 1960s

Mao is shown with the flag of the Communist Party of China and Tian'anmen.

Rank Collection (on loan)

[77]

Mao badge, 1960s

Mao, as the sun, is shown above Tian'anmen.

2004-1-8-82 Gift of G. Sheng

[78]

Mao badge, 1960s

This bar badge shows Mao and Tian'anmen, with the inscription 'Long live Chairman Mao'.

2004-1-8-194 Gift of G. Sheng

[79]

Souvenir medal, 1990s

Tian'anmen is shown above the inscription 'Commemorating the founding of the nation'.

2005-5-4-30 Gift of A. Bolton

[80]

Heart-shaped necklace, 1990s

Similar in design to the Mao badges of the 1960s, this necklace shows Mao with sunrays, within a heart shape. It was purchased at the Chairman Mao Memorial Hall in 1993, as a souvenir commemorating the 100th anniversary of Mao's birth.

2005-5-4-1 Gift of A. Bolton

CASE 8

Historical landmarks

Many badges refer to important landmarks in the history of Communism in China. Often, different portraits of Mao are associated with particular sites. For example, a young Mao is often shown above an image of Shaoshan, his hometown.

The most famous landmarks are Shaoshan, Jinggangshan, Zunyi, Yan'an and Tian'anmen.

These landmarks are known in Chinese as 'revolutionary sacred sites'. During the Cultural Revolution hundreds of thousands of people visited these places with a revolutionary zeal.

[81]

'Sacred sites' badge, 1960

Mao's arm is raised above the 'revolutionary sacred sites' of Jinggangshan, Yan'an and Tian'anmen.

1987-3-26-1 Gift of Simmons and Simmons

[82]

Shaoshan badge, 1960s

This porcelain badge shows a youthful Mao above Shaoshan.

Shaoshan, in Hunan province, was Mao's childhood home. For this reason, many badges refer to Shaoshan as 'the place where the sun rises'.

The Shaoshan Badge Factory was the most famous producer of Mao badges, and is still making badges today.

Rank Collection (on loan)

[83]

Jinggangshan badge, 1960s

The mountains of Jinggangshan, in Jiangxi province, are known as 'the cradle of the People's Liberation Army'. It was here, in 1927, that the Chinese Workers' and Peasants' Red Army was formed (renamed as the 'People's Liberation Army' in 1946).

The flag (hammer and sickle within the star, on a red background) is that of the Chinese Workers' and Peasants' Red Army, which is named in the inscription on the flagpole.

2004-1-8-120 Gift of G. Sheng

[84]

Zunyi badge, 1960s

Zunyi, in Guizhou province, was the location of the famous meeting in January 1935 at which Mao became the leader of the Communist Party of China. This meeting took place during the Long March – the Communists' famous journey on foot from Jiangxi province to Yan'an, from October 1934 to October 1935.

1990-12-21-9 Gift of J. Cribb

[85]

Yan'an badge, 1960s

At the end of the Long March (1934-35) the Communist forces reached Yan'an, in northern Shaanxi province. Yan'an became the Communist centre of China.

The distinctive pagoda on the hill, known as Baotashan, was once used symbolically and decoratively on all kinds of objects. Baotashan is now a brandname for products of Shaanxi.

2004-1-8-127 Gift of G. Sheng

[86]

Tian'anmen badge, 1960s

Tian'anmen, in Beijing, remains the most important landmark of China.

2004-1-8-118 Gift of G. Sheng

[87]

Bookmarks, Shaoshan, 1970s

In the 1960s and 1970s visitors to the 'revolutionary sacred sites' would collect badges and souvenirs. This souvenir pack of bookmarks contains six bookmarks. Each one is printed with a different photograph of Shaoshan and a quotation or poem by Mao.

2007-4005-11 Gift of P. Brooke

[88]

Red Tourism guide-book, 2007

Today visiting the 'revolutionary sacred sites' has become popular again. It is now known as 'Red Tourism'. Some people travel in tour groups. Others make their own arrangements using guide-books like this one, published by the China Tourism Publishing House.

CASE 9

National Day

During the Cultural Revolution many badges were issued to commemorate National Day. This takes place every year on 1 October, the anniversary of Mao's announcement at Tian'anmen of the founding of the People's Republic of China (1949).

Along with Chinese New Year, National Day is one of the longest Chinese holidays and lasts several days.

Badges issued for National Day feature Tian'anmen, red lanterns (which hang at Tian'anmen), the national flag, balloons, banners, and the numerals '10.1' representing the date, 1 October.

The colour red is dominant. Red is internationally symbolic as the colour of Socialism and Communism. In China, red is also traditionally associated with celebration; for example, at important occasions, such as weddings.

[89]

National Day badge, 1951

The inscription on this badge reads 'Commemorating the 2nd National Day'. It shows Tian'anmen, the national flag, an aeroplane and ears of grain.

2003-5-14-1 Gift of L. Syson

[90]

National Day badge, 1960s

Behind Mao is an outline map of the People's Republic of China (PRC), with Tian'anmen below. Beside Mao are balloons with banners.

2004-1-8-84 Gift of G. Sheng

[91]

National Day badge, 1960s

This is the reverse of a badge made in 1969, showing the sun rising above mountains. The inscription commemorates the 20th anniversary of the founding of the PRC.

1990-2-4-29 Gift of C. Dyer

[92]

Design copy-book, 1973

These designs for National Day 1972 focus on Tian'anmen.

Private collection (on loan)

[93-98]

National Day badges, 1984

These commemorative badges reflect the use of certain symbols in the mid-1980s.

[93] The design shows a red lantern, with Tian'anmen at the top and the date '10.1' below. The red lanterns refer to the real lanterns that hang above the rostrum at Tian'anmen.

1991-6-36-7 Gift of H. Wang

[94] The date, in English, contrasts with the national flag in red and yellow.

1991-6-36-3 Gift of H. Wang

[95] The date '10.1' (1 October) is presented in the red balloons above Tian'anmen.

1991-6-36-6 Gift of H. Wang

[96] The dates 1949-1984 refer to the establishment of the People's Republic of China (1949) and the 35th National Day (1984).

1991-6-36-2 Gift of H. Wang

[97] The focus is on the date '10.1'.

1991-6-36-5 Gift of H. Wang

[98] The design focuses on the national emblem: the five stars of the national flag, Tian'anmen, the cogwheel and ears of grain.

1991-6-36-4 Gift of H. Wang

[99]

50-yuan note, 1999

This note was designed to commemorate the 50th anniversary of the People's Republic of China. Mao is shown making his famous speech from the rostrum at Tian'anmen in 1949. Tian'anmen also features in the watermark and the hologram.

2002-2-5-2 Gift of S. Yao

CASE 10

National Congresses

Production of Mao badges reached its peak in spring 1969, in preparation for the 9th National Congress.

The Communist Party of China (CPC) holds regular National Congresses. This is when Party members decide on the leadership, review the CPC Constitution and select the Central Committee.

The 1st National Congress took place in 1921. It began in Shanghai, but was interrupted and had to be concluded on a boat on Lake Nanhu, near Jiaxing, in Zhejiang province.

Since 1956 the National Congresses have been held in Beijing. They now take place every five years. The 17th National Congress took place in October 2007, with the next one planned for 2012.

[100]

National Congress badge, 1969

Mao is shown with the flag of the Communist Party of China. The dates 1921-1969 refer to the 1st National Congress (1921) and the 9th National Congress (1969).

The boat on the water refers to the meeting place in 1921. The large building is the Great Hall of the People, in Beijing, where the 9th National Congress took place in 1969.

Rank Collection (on loan)

[101]

National Congress badge, 1960s

The boat beside Mao refers to the location of the 1st National Congress (1921). The inscription, presented as though in Mao's own calligraphy, is one of his famous quotations: 'A single spark can light a prairie fire'.

Rank Collection (on loan)

[102]

'Sunrise, Lake Nanhu', 1981

Woodblock print, in ink and colour, by Shi Handing (born 1930).

The red boat is easily identified as the location of the 1st National Congress. Red is the

symbolic colour of Communism. The sun rising on the horizon represents a new dawn and the rising of the Communist Party of China.

Photograph of print 1992,0716.0.16 (actual size of print 40.8 x 54.5 cm)

[103]

National Congress badge, 1969

The Great Hall of the People, shown below Mao, was the location of the 9th National Congress. The sunflowers symbolise loyalty to Mao (sunflowers always turn to the sun). The inscriptions on the banners read (from left): 'Long live Chairman Mao', 'Warmly welcome the 9th National Congress' and 'Long live the Communist Party of China'. Balloons and banners fill the sky.

2004-1-8-85 Gift of G. Sheng

[104]

National Congress badge, 1969

The nine stars on this badge refer to the 9th National Congress. Also shown is Mao, the flag of the Communist Party of China and the Great Hall of the People.

Rank Collection (on loan)

[105]

100-yuan note, 1999

The design on the back of the current 100-yuan note features the Great Hall of the People, in Beijing, where the National Congresses are held.

The Great Hall of the People was one of the ten major architectural constructions completed in time for the 10th anniversary of the founding of the People's Republic of China in 1959.

2000-2-5-1 Gift of S. Yao

CASE 11

Symbolic flowers

Plants and flowers appear frequently on Mao badges. Some, such as the sunflower, are associated closely with the Cultural Revolution. The sunflower was used as a symbol of loyalty to Mao, because sunflowers always turn to the sun, and Mao was 'the red sun in the hearts of the people'.

Others, like the pine and the plum blossom, are traditional symbols of long life and survival in adversity. The pine and plum are well-known in classical literature and painting. They were also appropriated by Mao in his own poetry.

The plum, along with other symbolic flowers, features in the latest series of banknotes and coins issued by the People's Republic of China.

[106]

'All living things' badge, 1960s

The inscription on this badge reads 'All living things turn to the sun'.

2004-1-8-170 Gift of G. Sheng

[107-109]

Sunflower badges, 1960s

Sunflowers were a symbol of loyalty. [107] has a never-ending ring of sunflowers; [108] has 9 sunflowers for the 9th National Congress; [109] has 7 sunflowers for the 700 million Chinese people, and the Chinese character for 'loyalty' within a red heart.

[107] 2004-1-8-55 Gift of G. Sheng

[108] 2004-1-8-104 Gift of G. Sheng

[109] 2004-1-8-112 Gift of G. Sheng

[110]

Sunflower badge, 1960s

This heart-shaped badge presents Mao above three sunflowers, each of which contains the Chinese character 'loyalty'.

The three sunflowers represent the Three Loyalties: Loyalty to Chairman Mao, Loyalty to Mao Zedong Thought, and Loyalty to Chairman Mao's proletarian revolutionary line.

2004-1-8-111 Gift of G. Sheng

[111]

Pine-tree badge, 1960s

This badge shows Mao's portrait and the flag of the Communist Party of China. The pine-tree, below, is a traditional symbol of long life and survival in adversity.

Rank Collection (on loan)

[112]

Pine-tree badge, 1960s

The inscription on this badge reads 'Wishing Chairman Mao an eternal life'. The pine – symbolising long life – reinforces the message.

2004-1-8-171 Gift of G. Sheng

[113]

Pine-tree and plum blossom badge, 1969

This badge shows Mao with plum blossom and pine, and the hammer and sickle. The inscription reads 'Congress of Unity' and refers to the 9th National Congress (April 1969).

1990-2-4-11 Gift of C. Dyer

[114-116]

Plum blossom badges, 1960s

These badges show Mao with a branch of plum blossom (a symbol of survival in adversity). They refer to China's political situation in the 1960s. The inscription is the same on the first

two badges, and reads 'Plum blossom welcomes a sky full of snow'. It is a line from Mao's poem 'Winter Cloud' (1962). The poem also mentions leopards and tigers ('imperialist aggressors') and bears (the Soviet Union).

[114] Rank Collection (on loan)

[115] 2004-1-8-196 Gift of G. Sheng

[116] Rank Collection (on loan)

[117-118]

1-yuan and 5-jiao coins, 2001

The chrysanthemum and plum, as well as other symbolic flowers, feature on the latest series of banknotes and coins issued by the People's Bank of China. The chrysanthemum, on the 1-yuan coin, is a symbol of longevity. The plum features on the 5-jiao coin.

[117] 2001-12-1-14 Gift of H. Karpowicz

[118] 2001-12-1-17 Gift of H. Karpowicz

CASE 12

Mao and Cultural Revolution imagery today

Since the mid-1980s Mao and Cultural imagery have featured in popular culture, art and design, advertising and marketing. The story goes that the sole survivor of a serious traffic accident in Guangzhou was a taxi driver. He attributed his good luck to the image of Mao he kept in his cab. This set a trend for hanging good luck amulets with a portrait of Mao.

The revival also coincided with a growing consumerism in the cities. Cultural Revolution imagery, as seen in badges and on other media in the 1960s, began to reappear in new ways. This continues today, usually with an ironic twist.

Mao's portrait appeared for the first time on banknotes of the People's Republic of China in the 1980s. Today, all denominations of the People's Bank of China banknotes have a portrait of Mao.

[119]

Good luck amulet, 1990s

In this gold-coloured plastic hanging amulet, Mao's portrait is flanked by two dragons (the traditional symbol of the emperor). The section above refers to old Chinese forms of money: round coins with a square hole and silver ingots. The inscription on the coin-shape reads 'May the sources of wealth be near and plentiful'.

2005-5-4-7 Gift of A. Bolton

[120]

Cassette tape, 1990s

The 1980s and 1990s saw a revival in revolutionary songs of the Cultural Revolution.

This cassette has recordings of 35 songs including 'There's a golden sun in Beijing' and 'Chairman Mao's words are in my heart'.

Private collection (on loan)

[121]

100-yuan note, dated 1999

The 100-yuan note is the highest denomination note issued by the People's Bank of China today (*renminbi* series 5). It was issued to commemorate the 50th anniversary of the founding of the People's Republic of China.

It features Mao on the front, and, following the international convention for historical figures on banknotes, gives his name and dates. Mao also appears as the watermark.

2008-4024-1 Gift of H. Wang

[122]

Enamel mug, 2008

The figure holds a Little Red Book (*Quotations of Mao Zedong*) and sharp pen (as used during the Great Criticism campaign to root out capitalists). The three yellow flags are reminiscent of the Three Red Flags (the general Party line, Great Leap Forward and People's Communes). The inscription is written on sunflowers (once symbols of loyalty to Mao) and reads 'Beijing Olympics, 2008'.

[123]

Enamel mug, 2008

The three figures represent the combination of worker, farmer and soldier. The soldier wears the star-and-bar Mao badge issued to the People's Liberation Army in the 1960s. Behind them are the Three Red Flags.

The inscription reads 'Increase vigilance, defend the stock market' (a reworking of the slogan 'Increase vigilance, defend the homeland' of the 1960s).

GRAPHICS PANEL 4

New symbols of China

Mao badges were a phenomenon of the Cultural Revolution (1966-76). Afterwards, the majority were collected up and destroyed. Since then, Mao's portrait and other Cultural Revolution imagery has been appropriated by contemporary artists and designers.

The official poster shown below combines older and newer images. The hammer and sickle of the Communist Party of China flag and the Great Wall are clearly there. So too is the Oriental Pearl Tower. This has dominated the Shanghai skyline since it was completed in

1995, and has become an internationally recognised landmark of contemporary China.

[124]

A poster designed for the 16th National Congress of the Communist Party of China, 2002.

IISH Stefan R. Landsberger Collection
(www.iisg.nl/~landsberger)

LARGE GRAPHICS PANEL 1

[125]

The Great Wall

The Great Wall is probably the most enduring symbol of China and its cultural identity.

More recently it has also become an international tourist destination.

Some tourists buy an 'I climbed the Great Wall' T-shirt. Others pose for a photo beside the famous quotation from Mao's poem *Liupanshan* (1935): 'We are not heroes until we reach the Great Wall'.

LARGE GRAPHICS PANEL 2

[126]

Dongtai Road Market, Shanghai, 2007