

Factory workers from a Coca-Cola bottling  
factory, march down the street in protest

Date

1972-1972

Medium

gelatin silver print

Description

Protest placards that feature Coca-Cola bottles and slogans that read: 'Lotta dura senza paura.' 'Fabbrica occupata' ['Fight hard without fear' 'Occupied factory.] Occupation of factories is a method the workers' movement used to prevent lock outs. They may sometimes lead to "recovered factories," in which the workers self-manage the factories. They have been used in many strike actions including in the 1970s in Italy (35-day occupation of Fiat, and Dino de Laurentiis film studios). In Italy in January 1972, ten plants were occupied in the province of Rome. Coca-Cola's ARIB bottler had been occupied for over 150 days.

Dimensions

Overall: 20.3 x 30.3 cm (8 x 11 7/8 in.)