

What Is German? (1993)

Abstract

In 1981, Berlin became the first federal state to establish the position of a commissioner for foreigners (Ausländerbeauftragte), which has since been renamed commissioner for integration and migration. The campaign *Living Together in Berlin* was one of the first public advertising campaigns for the multicultural society organized by the commissioner, Barbara John. Posters like the one shown here were on display in the Berlin subway, buses and train stations. The campaign challenged clichés about “typical German” characteristics while encouraging a multicultural definition of Germanness. In 2005 the Merkel government established the office of the Federal Commissioner for Migration, Refugees and Integration.

Source



Source: Die Ausländerbeauftragte des Senats von Berlin [The Commissioner of Foreigners' Affairs of the Berlin Senate] Poster initially published as part of the poster campaign: *Miteinander leben in Berlin* [Living Together in Berlin] of the Commissioner of Foreigners' Affairs of the Berlin Senate, 1993. In: *1981-2011: 30 Jahre Arbeit für Integration und gesellschaftliche Vielfalt*, published by: Der Beauftragte des Senats von Berlin für Integration und Migration, edited by: John Röhe. Berlin: 2011. <https://nbn-resolving.de/urn:nbn:de:kobv:109-opus-144340>

Recommended Citation: What Is German? (1993), published in: German History Intersections, <<https://germanhistory-intersections.org/en/migration/ghis:image-121>> [May 15, 2024].