

Ali Feser and Jason Lazarus  
*600 or Bust*, 2022  
Recreated historical protest signs

The signs here are recreated from archival photographs of a 1967 demonstration against Kodak's racialized hiring practices. The protest was organized by a local racial and economic justice organization, FIGHT (Freedom, Independence, God, Honor, Today). In the wake of a 1964 uprising in Rochester, where Kodak had been based since 1880, FIGHT demanded that Kodak hire 600 new Black workers and form worker owned coop in an historically Black neighborhood. The company ultimately refused to negotiate. As the president of FIGHT, Minister Franklin Florence said, Kodak was "scared to death that by recognizing FIGHT they might open the door to recognizing a labor union."

Special thanks to Kimber Chewning and the students in her History of Photography seminar for recreating these signs with us in a workshop at Boston University in July 2022.

