

Emma's Store (1978)

Abstract

In the 1970s, the women's movement endeavored to create a separate women's culture. The goal was to find spaces in which women could escape male domination and oppression and operate freely. Women's shops, meeting places, and cafés were founded as a result. In the photograph below, members of a Frankfurt women's collective stand in front of their cooperative store. Its name, "Emma's Store," is most certainly a play on the German term *Tante Emma-Laden* (Aunt Emma's Store), a colloquial designation for any small store for groceries and personal items. (The clothing, handicrafts, jewelry, and prints advertised in the window of this Frankfurt shop point to a product range beyond that of a traditional Aunt Emma's Store.) The store's name likely also refers to the magazine *Emma*, a political magazine for women founded by Alice Schwarzer in 1977.

Source



Source: A Frankfurt women's collective in front of "Emma's Store," February 1978. Photo: Abisag Tüllmann.

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