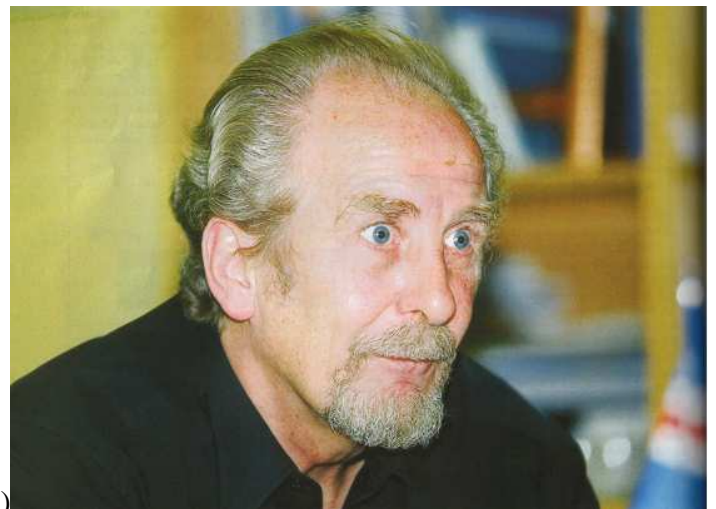
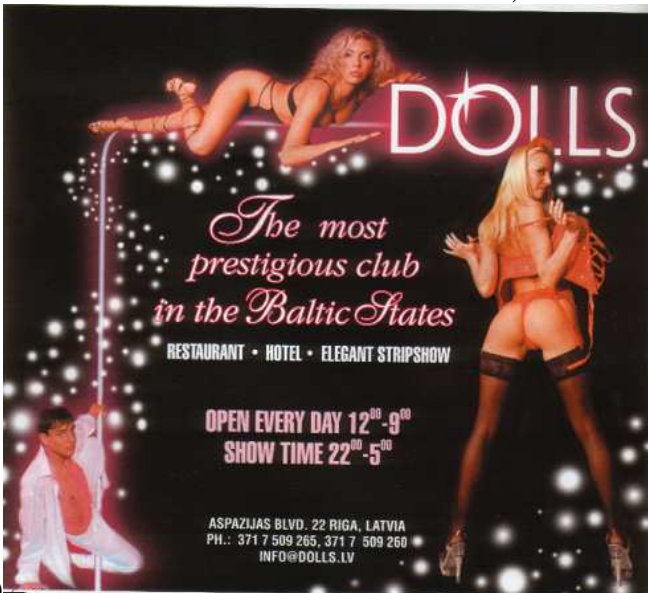
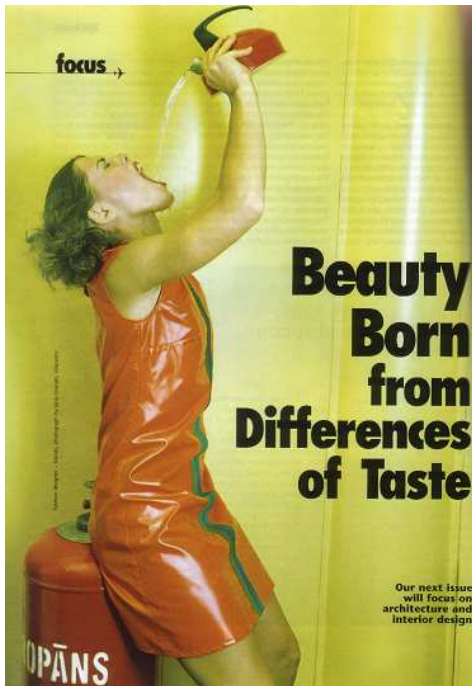


# Baltic Outlook

Gendered images in Airbaltic Magazine August 2003 presenting the Baltic countries and their people to visitors from abroad

Presentation Karen Sjørup, Denmark Riga Autumn 2003

## Baltic Outlook





5)



6)

www.partymix.lv **PARTYCITY**

**CASINO PLAY&BOY**

Where The Riga Get's Wild

Open:  
24 hours a day, 7 days a week  
Brivibas str. 96, ph. +371 7506030

The advertisement features a vibrant scene with several women in red outfits and a man in a suit. The text is bold and colorful, with a red rabbit logo on the left. The background shows a casino floor with a roulette table.

7)



8)

Adriis Zempalulis, BKCS Arno

**LA ROCCA** www.partymix.lv

**DISCOTEQUE**  
www.larocca.lv

*The Best Dance Party In Town!*

**LA ROCCA**

Open:  
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Sunday \*0 p.m. - 6 a.m.

Erivitas str. 94, ph. +371 7506033

Open: Everyday  
9 p.m. - 6 a.m.

Brivibas str. 96, ph. +371 7506030

**Amazing Erotic Show**

For Businessmen  
On Flight

**RED SQUARE**

9)

10)



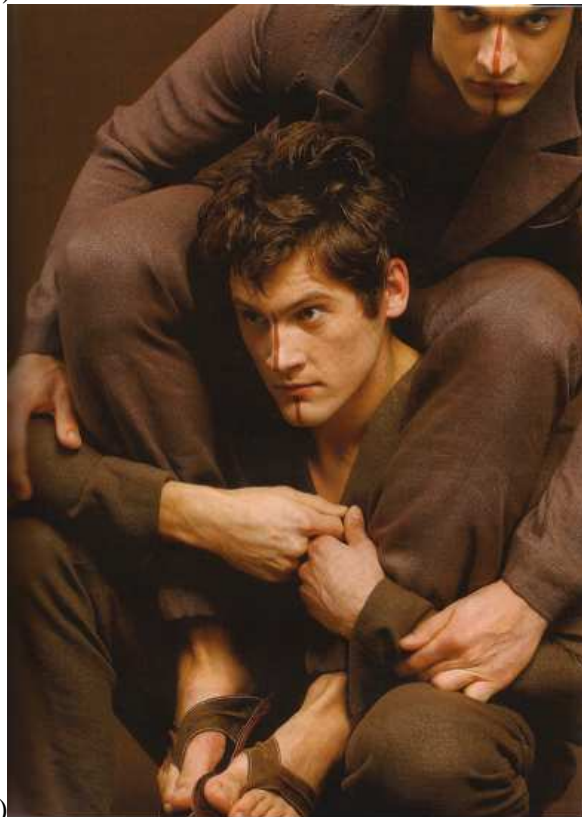
Glenn Zucifka

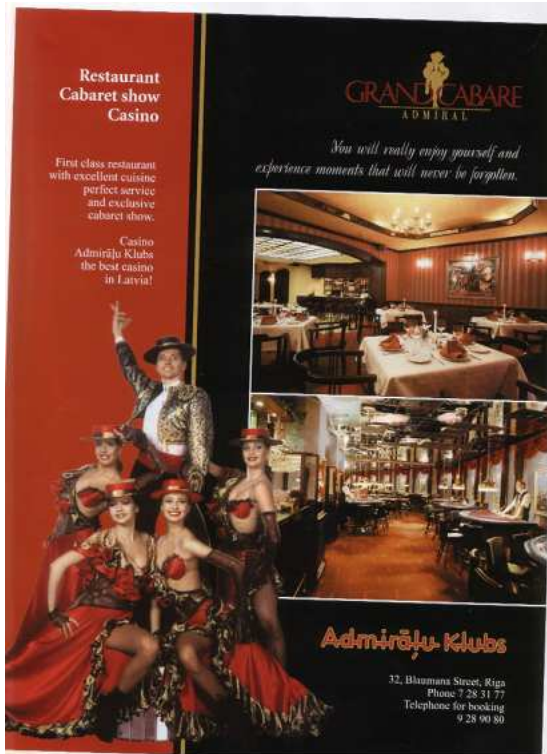
**Textile designer Laima Kaugure and her "linen mission"**



11)

12)





13)

## Stereotypes of Women and Men

- Although Baltic women are professional women, executives, working women, mothers, daughters, wives and girl friends, they are unianimously portrayed as fashion models, strippers, fashion designers and dancers in restaurants for the visitors of both gender
- Men are portrayed in many different roles: Football players, thinkers and writers, executives, pilots, dancers,
- Womens bodies are sexually exposed, mens bodies are covered up
- Women's bodies are for sale for the purpose of sex. Men's bodies belong to themselves and are usually tightly covered