

# Subverters International



## Call Out: **Subvert The City 2018** International weekend of action: Friday 23rd - Sunday 25th March 2018

Around the world, citizens and artists are taking action to reclaim public space from corporate outdoor advertising; to create alternative municipal solutions that meet the needs of people and planet.

In 2017, Subverters International – a network of anti-advertising groups – took action in 40 cities<sup>1</sup> in 19 countries including Buenos Aires, Tehran, Melbourne, Lisbon, Paris, Brussels, Berlin, London as together we began to imagine a world beyond consumer-capitalism.

Corporate power influences every aspect of our modern lives: from how we feel about ourselves; our bodies; our understandings of gender, race and class; through to our perceptions of others and the world we live in. Advertising doesn't simply sell us products – it shapes our expectations of how meaning should be produced in life.

In 2018, we invite you to participate a second international weekend of action on Sunday 25th March<sup>2</sup> as we seek to connect with groups to reclaim our Right to the City and to create a future beyond consumerism.

Whether you choose to alter; replace or remove corporate ads; show a film screening; or organise a workshop - whether your tactics are open or clandestine; this is a day to become visible to others in your community and all around the world.

**Subverters International - 'turning the page on outdoor advertising'**

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<sup>1</sup> <http://brandalism.ch/the-subverters-international-launches-with-subvertthecity/>

<sup>2</sup> The date is the anniversary of when a French court upheld the right of citizens to take action against corporate advertising panels in 2013. More here: <https://subverters-international.net/about/why-the-25th-of-march/>