

Subverters International



Call Out: **Subvert The City 2019** International week of action: Tuesday 19th - Monday 25th March 2019

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 2018, *Subverters International* – a network of anti-advertising groups – took action in 28 cities¹ in 12 countries including Buenos Aires, Melbourne, Bristol, Paris, Lausanne, Brussels, Berlin, London, New York City... Our groups across the globe became visible to one another and shared ideas and tactics through actions.

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 2019, we invite you to participate in a third international week of action until Monday 25th of March², 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'

¹ <https://subverters-international.net/2018/04/subvert-the-city-2018-summary/>

² 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/>

Ideas for Action

1. The Ad Take Over

You may want to design and print your own artwork to install in a corporate ad space. Check out our guidelines here: www.brandalism.ch/wp-content/uploads/2016/12/Brandalism-Guide2.pdf

2. The Advertising Black Out / Cover Up

Temporarily cover³ corporate advertising with blank paper and provide pens for people to express themselves instead.

3. Edit or alter some adverts with a marker or well-placed sticker.

4. Organise a film screening

A list of potential films here: www.antipub.org/ressources/a-voir/

5. Organise a workshop.

Organise a group gathering to make art, share tactics and engage others in great ways to promote consciousness raising and involvement.

6. Take a photo of an offensive ad

Tell us what you think about it and tweet your picture with the hashtag: #SubvertTheCity followed by your location e.g #Madrid

7. Stage a public happening

Sometimes a good flashmob is the best way to draw attention to consumerism and the issues it creates.

8. Write a short article or pen an open letter to your local newspaper.

9. Start a critical conversation

with professionals in the advertising industry. Write a letter to local media. Tell your local representative what you think about advertising.

10. Anything else you can think of!

How to submit your action story?

While organising locally for the week of mobilization, be sure to send to a quick report to info@subvertisers-international.net 2 or 3 photos and a short summary of your action (5 lines with who-what-when-why should be sufficient, but more is always welcome.) Do it in your language, but if you can, add an english version for greater diffusion. If you email us 10 - 20 seconds of video footage then we may be able to include it in a wrap-up video as well.

You can also tweet us and join on facebook there: [@SubvertisersInternational](https://www.facebook.com/SubvertisersInternational)