

**Subvertisers
International**



- Call To Action -

22nd - 25th March

MARCH 22nd-25th is the time to:

#SubvertTheCity

#SubvertTheCity is an international call for people around the world to take part in creative action against advertising & consumerism in public space, as together we collectively reimagine what our cities & societies could be in the age of consumerism.

Commercial advertising invades our public spaces and all forms of media in order to influence our behaviours, and serve corporate interests. By dominating our culture, commercial advertising gives more power to the wealthy and endangers our democratic processes.

#SubvertTheCity will challenge corporate advertising all over the world in order to imagine and re-build the cities and societies we want to live in so that we can meet our shared human needs, and those of the planet.

By challenging corporate advertising & media messages, people around the world will be taking creativity into the streets to support the struggle for social, economic and climate justice, as well as for human rights and dignity for all.

So imagine a better city, imagine a more democratic public space, or dream of a more equitable society. Then get together with some friends to create some public art, hold an event, host a workshop, or give a talk that addresses some of the concerns you have with how corporate media is influencing our minds, our bodies, and our planet.



Imagine An Alternative...

Imagine a city where you aren't a product being sold.

Imagine a city built around hope, rather than fear and division.

Imagine a city that doesn't commodify childhood, race, gender or sexuality.

Imagine a city that values play over profit.

Imagine a city built on solidarity, equality, dignity, and social justice.

Imagine a city that values the soil, the air.

Imagine a city where public art and ideas replace adverts.

Imagine how that city would change when the stories are our own

Then Imagine how we too would change with our city.

#SubvertTheCity

HOW TO CONTRIBUTE...

Between the 22nd - 25th March 2017 we are asking that you support this global protest by taking action against advertising in our shared media spaces any way you can. With each individual or groups participation in #SubvertTheCity, we show the world that treating our shared public spaces as commercial media venues is unacceptable. We demand that our cities serve a greater function by removing and challenging advertisements counterproductive messaging. And more than just demanding, we are exemplifying what a post-advertising world might look like through our participatory tactics and diversity of voice.

WONDERING WHAT YOU CAN DO?

Take a photo of an offensive ad, tell us why & tweet your picture with the hashtag:
#SubvertTheCity followed by your location ie. #Madrid

You can give a lecture/talk: Talking about how public space is used and what other options might exist can be a powerful tool that changes how people see cities.

You can hold a workshop: group gatherings to make art, teach tactics, and engage others in great ways to promote consciousness raising and involvement.

You can deface some ads with a marker or well placed sticker

Create some street art with a message that supports this call to action!

You can stage a public happening: sometimes a good flashmob is the best way to draw attention to consumerism and the issues it creates.

You can give a webinar: some learning happens online!

You can write your local government representative: Elected officials often need a little push to start discussing important issues.

You can start critical conversations with professionals in the advertising industry

You can write a short article or pen an open letter to your local newspaper

You can...



REPORT YOUR ACTION!

THE LAST STEP!

Sharing information on your action is an important part of your participation. As a movement voicing our concerns to the public, we need evidence of our collective and growing demands. Posting your project to the SI website helps us show the world that there is a global community of like minded individuals interested in how advertising is effecting our society and influencing social, economic and environmental justice in the process.

Please provide the following in an email to [info@subvertisers-international.net]

1. A name for your action along with a brief description. At least 50 words is recommended but more is welcome. We want to know what you did and why you did it.
2. A date for the action (must have taken place between March 22nd and March 25th 2017) Plus the city and country where the action happened.
3. A picture(s) or video of your action to accompany your post on the SI website.

*Please be aware that if your actions and picture are amazing, you might see them shared, tweeted, or published in your favorite national newspaper.

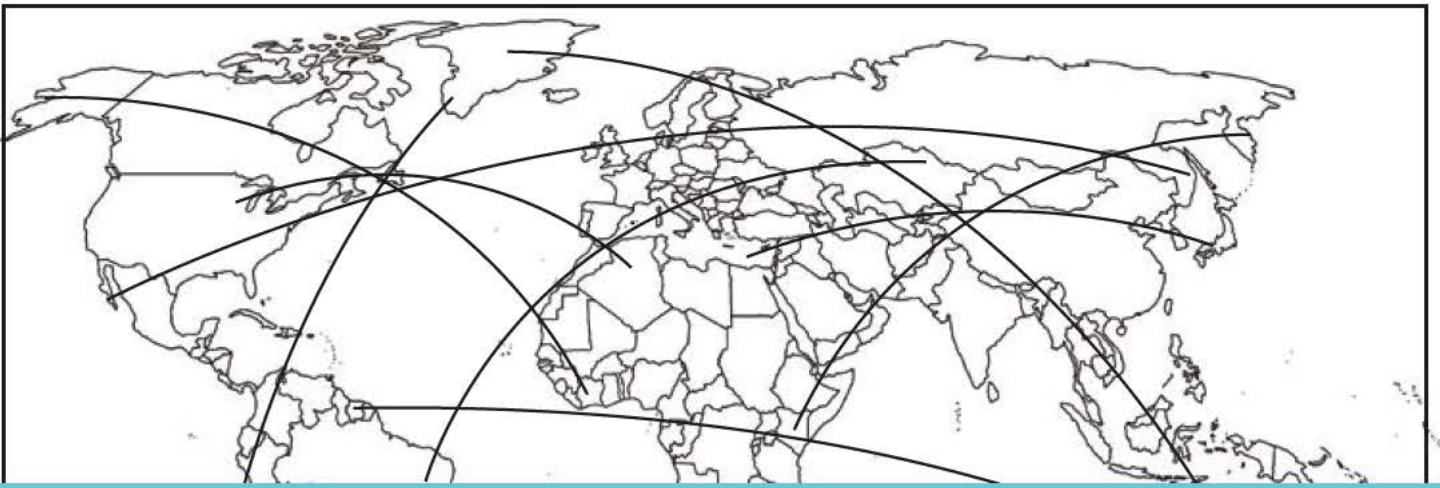
Get in touch if you want to know more:

Email: info@subvertisers-international.net

Web: www.subvertisers-international.net

Twitter: www.subvertisers-international.net

FB: www.subvertisers-international.net



WHO WE ARE...

Subvertisers International (SI) is a global movement of like minded individuals and organizations concerned with how advertising effects society. We are local and national groups of activists, artists and collectives, NGO's and not for profits, teachers and parents, scientists and doctors, public and private citizens, all concerned with how commercial media is shaping our lives, and determined that the time to act is now.

Our tactics are diverse but our network is focused on one thing, addressing commercial media's role in social, economic, and environmental justice by interrogating how it effects our shared public media spaces and culture. Members create consciousness raising opportunities that address the issue of advertising's influence on society through non-violent civil disobedience, advocacy and campaigning, workshops and training, academic writing and lectures, politics and protest, and every once in a while a well humoured prank .

We are a young network that is committed to creating change through hard work and persistence, and want to connect with citizens and groups from all over the world that support our shared values. We need your help to develop a loose international movement based around our mutual interest in seeing the public take control of the commercial media in pursuit of a more just, sustainable and equitable world.

