

# 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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1 <http://brandalism.ch/the-subverters-international-launches-with-subvertthecity/>  
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](http://www.brandalism.ch/wp-content/uploads/2016/12/Brandalism-Guide2.pdf)

## 2. The Advertising Black Out / Cover Up

Temporarily cover<sup>3</sup> 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/](http://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 weekend of mobilization, be sure to send to a quick report to [info@subvertisers-international.net](mailto:info@subvertisers-international.net) 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)