

Major Studio 1

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Domains:

Advertising

Activism

Vandalism

Politics

Feminism

Psychology

Society

Manipulation

Sociology

Guerrilla Girls is an anonymous group of radical feminist, female artists devoted to fighting sexism and racism within the art world.

Culture jamming / Guerilla communication (sometimes guerrilla communication) is a tactic used by many anti-consumerist social movements to disrupt or subvert media culture and its mainstream cultural institutions, including corporate advertising. It attempts to "expose the methods of domination" of a mass society to foster progressive change.

Riot grrrl is an underground feminist punk movement that originated in the early 1990s in Washington state. It is a subcultural movement that combines feminist consciousness and punk style and politics.

Brandalism is an international street art collective that subverts advertising in urban space. Why advertising? Alongside corporate lobbying, it is one arm of multinational corporate power fuelling the distractive and destructive forces of consumerism. We exist to agitate, educate, and facilitate those who want to reclaim public space from corporate control.



Do women have to be naked to get into the Met. Museum?

Less than **5%** of the **artists** in the Modern Art Sections are women, but **85%** of the **nudes** are female.

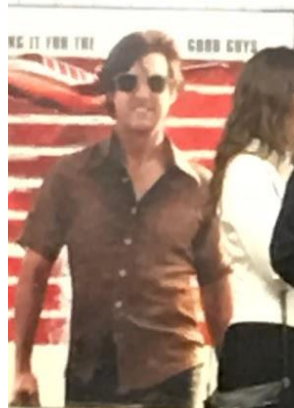
GUERRILLA GIRLS Box 1056 Cooper Sta. NY, NY 10276
CONSCIENCE OF THE ART WORLD



Brandalism



CLASSON



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Why?

To question cultural hegemony by advertising.

(the domination of a culturally diverse society by the ruling class who manipulate the culture of that society— the beliefs, explanations, perceptions, values, and mores).

Questions

Illegal?

How to id more personal, different from it is already done.

Mixed with technology?