

The presence of Advertising in the construction of everyday culture.

Publicity is an activity which has entered into the context of the mass media and which helps to shape new culture areas. From this point of view, advertising forms parts of the modern audiovisual culture and this requires researching new axiological principles.

Using advertising skills / resources but using them to communicate something else / changing values: equality, feminism. Take advantage of their resources in subway: images, colors, so many people see it in their everyday commute. Makes my commute more fun.

General: express positive social values: feminism, equality, social integration.

Personal: makes my commute more fun and happy. Other people are also changing the ads. I feel part of a secret community.

"Affirming these stereotypes in visual communication would be a continuation of colonialist ideas of race relations. Just imagine in these images, how different they would look if it was a nude man instead of a nude woman taking the same pose." Politics of design





Affirming these stereotypes in visual communication would be a continuation of colonialist ideas of race relations.

Sexual stereotypes and unrealistic beauty standards cause harm to women and men, and are accomplices to plastic surgery, low self-esteem, and eating disorders. Men grow accustomed to a distorted image of female beauty and sexuality.

Manipulation of public space.

1. Just Imagine in this images, how different they would look if it was a nude man instead of a nude woman taking the same pose. The politics of design
2. (mine) Wanted poster of police: changing the wanted guy for a policeman
3. Photoshop: modifying in order to make them look more real (unrealistic beauty standards). Advertising that is meant to make woman, and increasingly also men, feel unhappy about their bodies, implying their image could be improved by using beauty products.
4. Skin-whitening creams: opposite? Already exist, but maybe giving the same purity connotation as Skin-whitening creams
5. Woman tips about sex. Doing the same but with guys. The man section.
6. Cultural imperialism (124)
7. Cultural appropriation (126) is criticised because elements from marginalised cultures are often not respected or celebrated in their original context. It is only when a dominant culture steals it, repackages it, and sells it, that it is suddenly becomes widely accepted.

Artist Statement

My artistic, **activist**, and academic work is an **investigation into the role commercial media plays in our public spaces**, and what that says about our **larger priorities as a society**. I believe it is important to question the **monopolization of our public visual environment for commercial concerns** and what that means for the determination of our collective social agenda. “By privileging one type of message over another, we are **through repetition, setting the terms of our cultural and political discourse**. Considering the great hurdles we face socially and environmentally, the commercial discourse we surround ourselves with not only **ignores our current reality, but actively works against it by distracting us from each other in favor of ourselves**. This deception, taking place in public space, makes the offense all the more malevolent as **our shared environment must function as a place in which collectivity can manifest**. Instead the predominant messages and cultural values we enforce in public space actively appeal to our individuality and or commercial segmentation.” I believe that true holistic visions of society that include the economic and social justice at the heart of real societal reform lie outside of capitalism and thus the corporate media agenda that we allow unfettered access to our shared public spaces. **By reclaiming our streets and demanding a public visual landscape that reflects the public’s concerns over a commercial agenda, we call upon this prized and shared civic resource to host the revolution once again.**

Jordan Seiler

anti-advertising activism

Reflection: Corporations own public spaces.

We are constantly surrounded and oppressed by their messages that only benefits them by reinforcing stereotypes..

"Advertising shifts in your head". From Jordan Seiler activism.

Public space is about dialogue and the conversations that will bring us closer. Now more than ever those conversations need to be uncomfortable and hard and push us towards understanding each other. Some may not get us all the way but they are a start, and what better place to start than the beginning.

New York is a city of commuters. 5.5 million riders move through its expansive subway system on an average weekday. Advertisers take advantage of this huge, captive audience by bombarding everyone with commercial messages.

Subway connecting from one way to another and connecting people with each other.

2 references:

Stories from people from advertising's people. Adv characters talking to each other. Real people listen to people advs chats in between. So it is an interaction between ads people and real people in between. Passive/active interaction just like scrolling in instagram.

Connection: me interacting with adv, changing, collaging. Other people do it too.

Adv is visual and sound. Inclusive for depts (sordos) people. People can also leave messages.

Social

<https://vimeo.com/132444721>

“Hidden Stories,” explores the secret lives of inanimate objects and the power of listening.

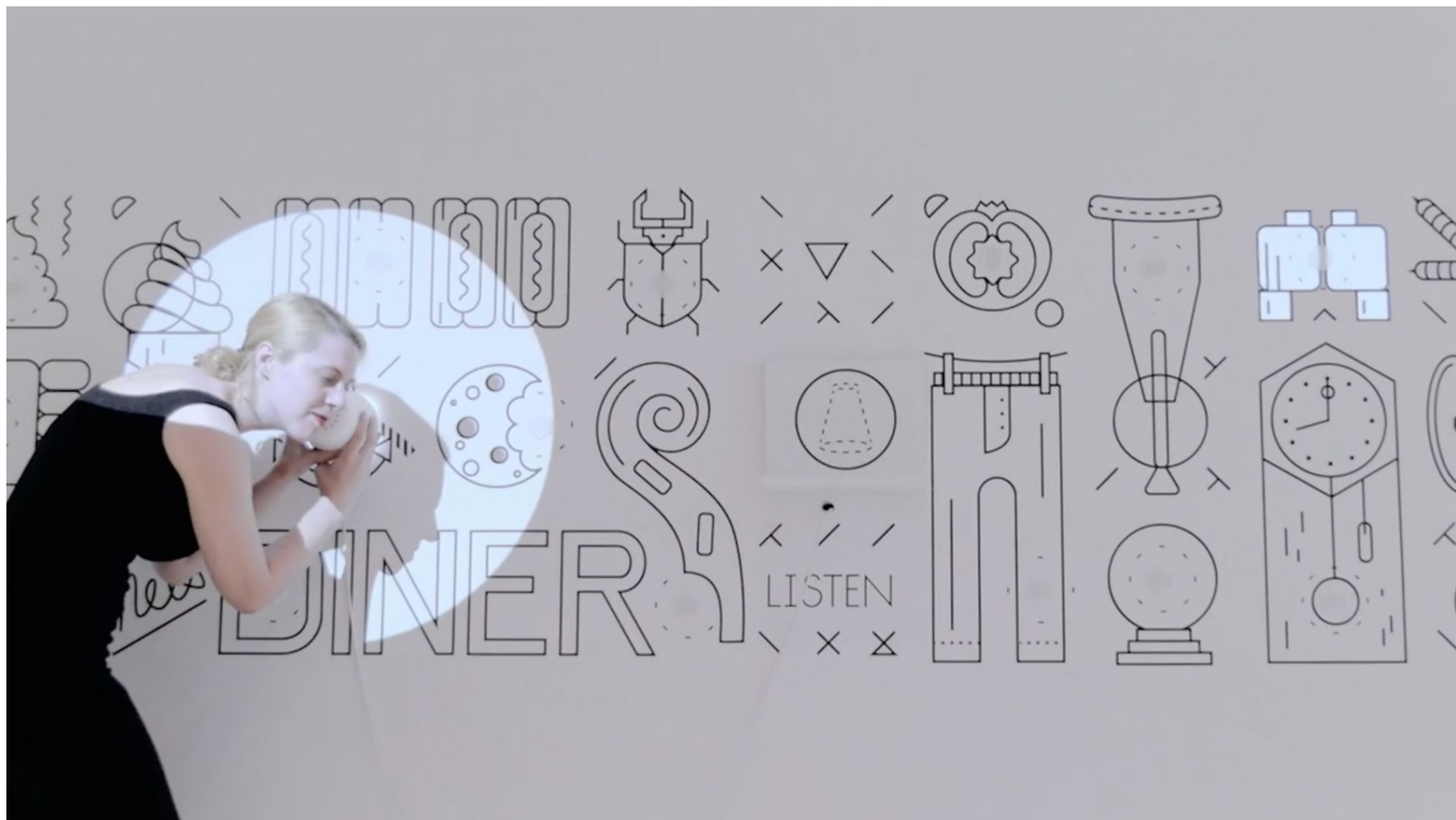
We asked ourselves, if people had the the ability to hear through walls, what would they find? Then we created special wallpaper that was embedded with stories from real people. Every graphic shape in the wallpaper links to a different personal story about an object.

The stories are revealed with a custom made “listening device” that reacts to sensors embedded in the wall. The cup shaped device is the digital equivalent of pressing a glass against an apartment wall to spy on neighbors.

Using the device on each object activates a unique story, and lights up the drawing with projection mapping.

Over time the wall fills with light as users listen to the stories within.

By placing the device over the record sensor, the speaker becomes a microphone and the user can leave behind their own story.



RE+PUBLIC
RE+IMAGINING PUBLIC SPACE
IN COLLABORATION WITH
SUBWAY ART BLOG



Ads as art: <http://noad-app.com/>

New York is a city of commuters. 5.5 million riders move through its expansive subway system on an average weekday. Advertisers take advantage of this huge, captive audience by bombarding everyone with commercial messages. It has become so much more than just a mode of transportation. It is an experience: a canvas for artists, a venue for musicians and a sort of dendrochronological record of the city's collective subconscious. Since creating this site, I have become more and more aware of the many subtle alterations people make to the subway. I have also discovered the abundance of art the subway system has inspired. Whether a famous artist, common vandal or simply a commuter en route to work, every rider leaves his or her mark on the subway in one way or another. The intention of this blog is to document these markings as well as the art inspired by, made in or performed in the subway.

With this app people will be able to see the ads in other ways. Change this passive relation between people and advertisement. Change the ads original meaning in order to get more informative in other social issues.

1. Woman: make visible the steps in photoshop. Show normal women and even woman without photoshop.
(Anorexia, white supremacy, woman as desire object, etc) Giving some positive facts too.
Object: conscience, information and empowerment.



2. Changing the woman for a man. Man as an object of desire instead of woman.



3. Talking about domestic violence



4. Changing his face by refugees kids and inform about their situations.



5. Information about inequality in workplace



5. More information



6. People can also leave messages



2D - 3D

Could be seen in each people phone.

<https://vimeo.com/55893458>

Connecting different musicians at the same time:

<http://subwayartblog.com/category/features/video/>

Subway ads interventions

<https://www.flickr.com/photos/posterboynyc/>

<https://breakfastny.com/precious>

Train's feelings through passengers. Each person leave their feelings, thoughts. Personals... and also related with specific subjects.