

Subvertising,  
combination of  
subvert and advertising.

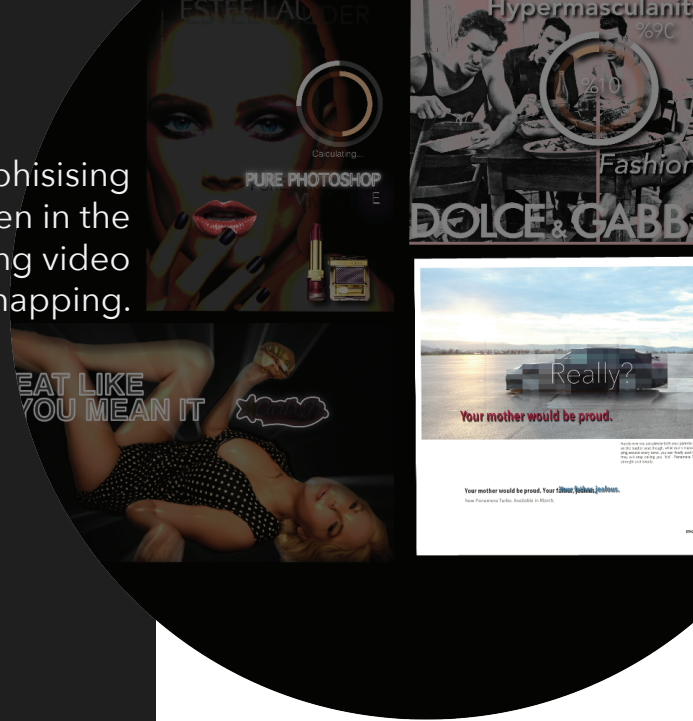
Suvertisements may take  
the form of a new image  
or  
an alteration to an  
existing image or icon,  
often in a satirical manner.



The most beautiful example of subvertising.

Berlin artist, Vermibus, who  
uses solvents to alter posters  
in his ad-busting Street Art.

I am emphasising  
messages given in the  
ads by using video  
mapping.



I choose 4 different  
subjects to subvertise.

hypermasculinity  
toughness is a form of emotional  
self-control.

stereotyping about power  
and social statues

exaggerated use of photoshop to  
creat perfection.

use of women as a sex object.

VA402  
Selin Sargut

Glamor

Hypermasculinity  
Stereotyping

SEX

Photoshop  
%90



ADVERTISING

# Ad-busting

Comes from "AdBusters" a Canadian magazine and a proponent of counter-culture and subvertising.

We do not have freedom  
to avoid advertising.

**BUT**

We can,  
combat the negative effects  
of advertising  
regain control of culture,  
ask "What do I really need  
to possess?."

# Advertising

sells the joys of buying.

is an illusion  
of a glamorous world.

We should envy.

promises a dream.

threatens us.

is a manipulator of values.

*We are becoming anxious  
about money.*

To 'fit in' with other people.

To look attractive (body & clothing).

To be wealthy relative to others.

To have power, status, control and dominance.

Messages are more powerful  
than products.

*"Save less,  
borrow more,  
work harder,  
consume greater!"*

CONFORMITY  
IMAGE  
FINANCIAL  
SUCCESS  
POWER

