

“The spontaneous acts we can see everywhere forming against power and its spectacle must be warned of all the obstacles in their path and must find a tactic taking into account the strength of the enemy and its means of recuperation. This tactic, which we are going to popularise, is detournement.”

Raoul Vaneigem, ‘Basic Banalities’

The following sticker designs are ready to print on A4 paper (available from photographic stores).

They came about via an interest in Adbusters, the Canadian magazine that highlights corporate abuse and produces ‘subvertisements’ - images that use the language of advertising to attack it.

The images subvert existing logos and designs to create new meaning, in a process of ‘detournement’ a concept developed by the Situationist International to challenge the society of the spectacle, in which the commodification of desire leads to alienation.

Some of them have a one off purpose - the ‘Fight Globalisation’ design for the Mayday ‘Guerilla Gardening’ action in London, and the ‘Irony and Cheeseburgers’ design specifically for billboards during a Mcdonalds advertising campaign - but many have potential to expand into a series of designs, enabling an ongoing commentary to develop.

An interesting aspect of the stickers is to include a URL which can provide further information on the appropriate topic.









