



Car advertising and
climate breakdown

ARTIST CALL OUT

ARTWORK DEADLINE:

20th February 2020

OVERVIEW

Across the UK, the car remains king. In our streets, our neighbourhoods, government transport budgets and urban architectures – the primacy of individualised car ownership has become culturally dominant. In our cities, we are left with soaring air pollution, inadequate public transport, congested streets and rising greenhouse gas emissions. Motor advertising plays a central role in re-enforcing the status symbol of the car.

Brandalism would like to collaborate with artists, clean air campaigners and newly emerging Adblock groups to create poster artworks that parody car brands and car advertising; or that discuss themes of car culture, air pollution, urban space, class, climate justice, public health and sustainable transport alternatives.

The posters will be printed, distributed and installed in a coordinated public space intervention in British cities in Spring 2020. We are seeking submissions of poster artworks in both portrait '6 sheet' bus stop size and landscape '48 sheet' billboard size.

The installations will be followed by photography, videography and press and social media work at a local and national level.

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AIMS

1

Through press and social media, create a public conversation about the connections between car advertising, outdoor advertising billboards, air pollution and car culture.

2

Empower new Adblock groups (if they chose to be involved), subvertising and other climate networks with the skills to creatively respond to car advertising.

3

Create political space for positive alternatives such as public transport, walking and cycling, car sharing and liveable streets.



▲ Parody VW advert installed in Paris during the 2015 UN Climate Talk

THE RATIONALE

The motor industry is the 7th largest sector using outdoor advertising sites (e.g billboards) in the UK and air pollution is now being recognised as a public health crisis.

The absurd situation of car companies using billboards to promote new cars to motorists stuck in traffic jams is now playing out in many highly-polluted European cities. These adverts re-enforce the status symbol of car ownership, the dominance of car culture and the allocation of

transport budgets towards road-building (£30 billion in the 2018 UK government budget) — at a time when a significant modal shift to sustainable transport is urgently needed.

Car advertising posters are often highly misleading and absurd. Adverts regularly feature cars driving along the beach, or remote mountain roads when the reality for many urban communities is cars clogging our streets and choking our air. We also want to highlight that a switch to Electric Vehicles does not solve all the problems associated with car culture – a reduction in traffic volumes is still required.

ABOUT BRANDALISM

Brandalism is an international collective of artists that challenge corporate power, greed and corruption.

Intervening into commercial ad spaces, Brandalism use 'subvertising' as a lens through which we can view intersectional issues relating to consumerism. These include ecological collapse, climate breakdown, mental health, cultural values, gender, body image and debt. We run interventions, exhibitions and workshops to support arts activism.

Brandalism played a significant role in the 2015 international mobilisation in Paris for the

UN climate talks. The group held workshops on advertising, 'art-ivism' and direct action with over 40 groups in Paris and gained international media coverage by installing 600 artworks in public space advertising panels across the city. The artworks brought public scrutiny to the big polluter sponsors of the UN talks such as Air France and Engie as well as brands such as Volkswagen.

In 2017, Brandalism co-founded a international network of subvertising and counter-advertising groups 'The Subvertisers International' with a week of action in 40 cities in 19 countries. In 2018, we took part in the 'Make the Future' protests against Shell's greenwashing activities.



▲ Artwork by Eyesaw

ARTWORK SUBMISSIONS

Please email brandalism@riseup.net to register your interest as soon as possible. Final artworks need to be sent via WeTransfer.com to brandalism@riseup.net by Thursday 20th February.

The artworks will be digitally printed. We need them in JPEG or PDF form in CMYK colour or Greyscale and 300pi resolution.

We are seeking artworks in 2 sizes:

// 6 SHEET BUS SHELTER POSTER

The 6 sheet is the most common form of outdoor advertising around the world. The installation process is relatively quick (a few minutes).

Visible printed area: 1160 x 1760mm

Artwork size (1:4 scale): 300 x 450mm

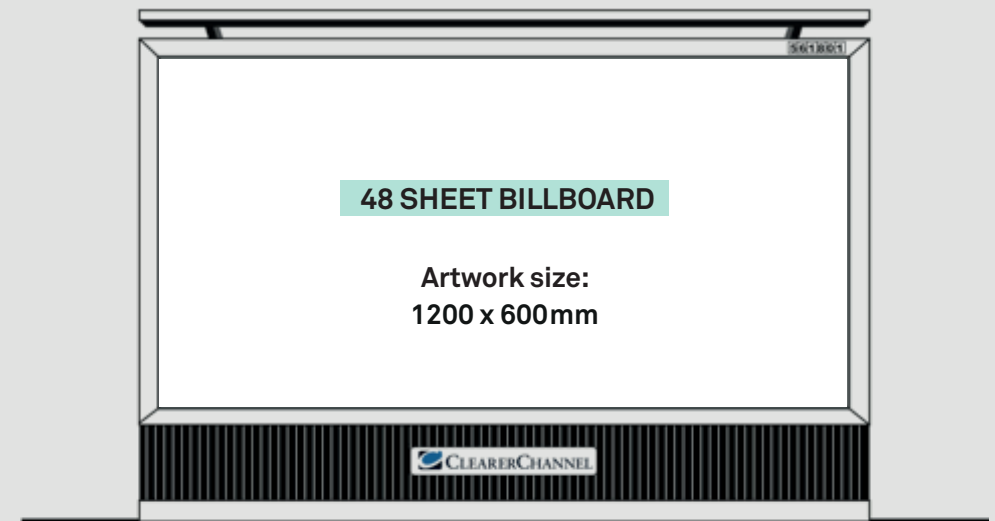
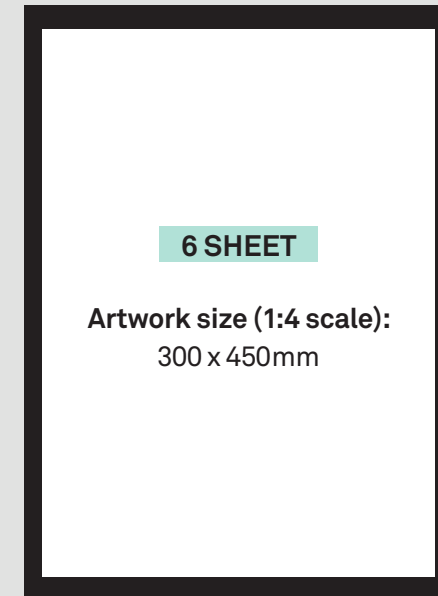
// 48 SHEET BILLBOARD

The '48 sheet' billboard is 20 foot wide by 10 foot tall. Artwork should be sent in JPEG or PDF form at **1200 x 600mm**

48 sheets take longer to install and are more expensive to print than 6 sheets. As such, we may not be able to print every 48 sheet design that is submitted.

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THEMES

The themes and images below are intended as a starting point to provide ideas and inspiration about the issues. The themes listed here are not prescriptive and we absolutely welcome and encourage new ideas and visualisations — that's the whole point of the project.

This isn't about attacking car drivers. We all make financial and logistical decisions within a system that is rigged against sustainable transport and in favour of the car.

This is about **car culture**.

THEMES

// Space

// Air pollution

// Advertisers profit
from congestion

// Positive alternatives

// Car-free streets



// Space

Car advertising maintains the illusion that private cars provide freedom and space. Motor ads will typically display cars with lots of space around them: speeding through wild mountain passes, along a beach, etc.

SOME RECENT CARS ADS IN THE UK



▲ This car is driving in the desert — or the Grand Canyon



▲ These cars are driving on the beach



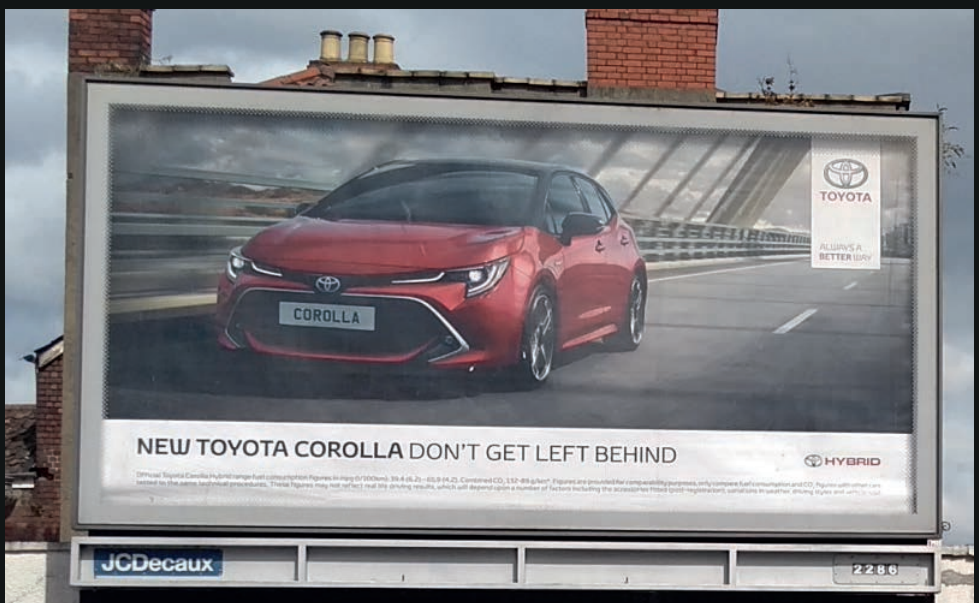
▲ This car is driving on a roof



▲ This car is driving in an empty office



▲ This car will make you a sexy family man



▲ This ad slogan says, "Don't Get Left Behind" whilst driving on an empty bridge



▲ This car will take you to a sunset



▶ The reality –
congestion in
urban centres

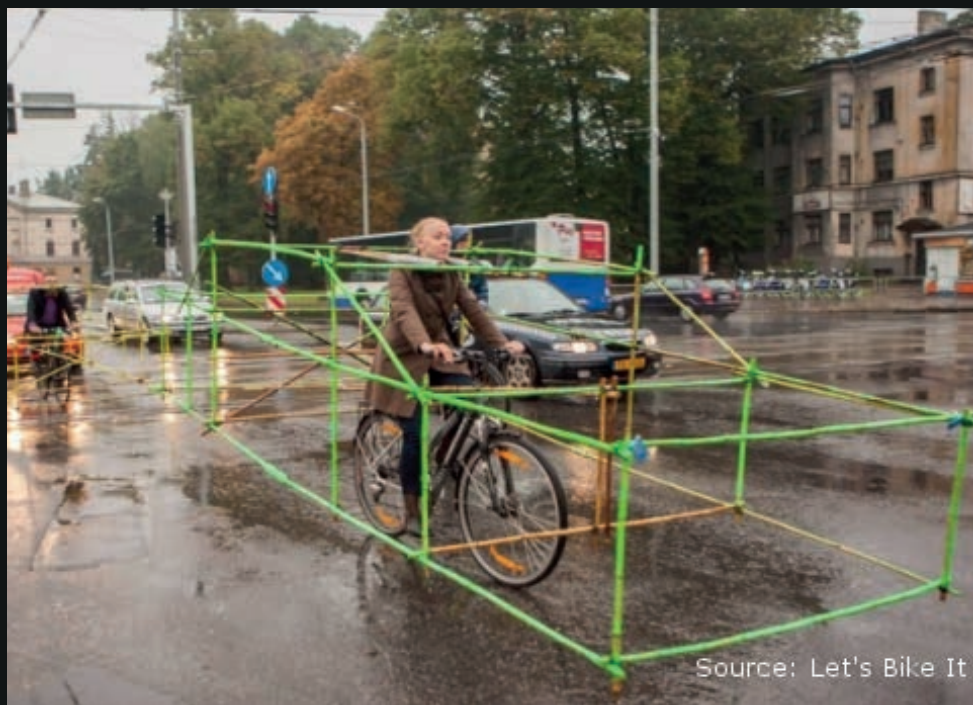
// Air pollution

Breathing motor traffic pollution leads to the premature deaths of around 8,400 people every year in the UK. Air quality inside a car stuck in traffic is 140% worse than it is outside.



▲ Air Team's installation of oxygen masks in London, Leeds and Manchester

Private cars take up huge amounts of space compared to other forms of transport



Source: Let's Bike It

STREET SPACE FOR 60 PEOPLE



Press office, City of Münster, Germany

40 by



40 by



40 by



Amount of space required to transport the same number of passengers by car, bus, or bicycle.

Event info at www.facebook.com/Urban.Ambassadors - Photos by www.tobinbennett.com

(Des Moines, Iowa - August 2010)

// Advertisers profit from congestion

Billboards are often located in busy arterial roads. The more traffic in an area, the more 'dwell time' advertisers can sell to clients. The image below is a Sales PDF from billboard company Maxx Media.

Stop, go, stop

Bristol is one of the most congested cities in the country with commuters spending on average a quarter of their journey at a complete standstill

Bristol SmartScreen

Lawrence Hill Roundabout, Bristol, BS5 0BY

Demographics:

18 million

Cabot Circus is the cities top shopping destination with an annual footfall of 18 million

65%

65% ABC1 Audience

Stop, go, stop

Bristol is one of the most congested cities in the country with commuters spending on average a quarter of their journey at a complete standstill

6.76 million

Home to the 3rd largest regional airport with annual passenger usage at 6.76 million in 2016



Bristol is the UK's 8th most populated city, with a population just over 449,000



Over 21,000 businesses are located in the city, including Airbus, Oxo Energy and Hargreaves Lansdown



Bristol has two universities with a total student population of 47,500

Key facts:

- Situated on Lawrence Hill roundabout, a key arterial route in to the city centre, the M32 and the A432
- Located within 1 mile of Cabot Circus Shopping Centre
- Targets 5 lanes of vehicular traffic
- Multiple traffic light junctions increasing dwell time
- Impacts in excess of 1.2 million per fortnight
- Display Size 10400mm x 4400mm
- 10mm HD LED Flat Screen with in built wireless and dynamic capability

For further information please email:
team@maxxmedia.co.uk
or call 02380 255 093

be on it.

Digital specs:



Artwork size

10400 x 440 px

Artwork should be supplied at exact size shown, with no trim, no bleed or safe-area



File name

Please label file with full campaign title/name.



File format

Files must be supplied in JPEG (RGB) format for static display - CMYK not accepted.



Loop

60 seconds/
6 x 10 seconds slots.



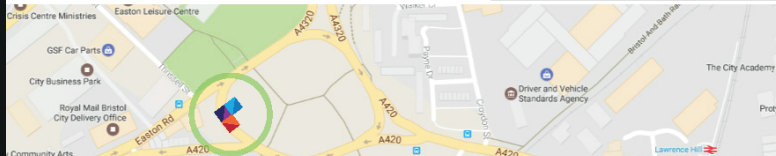
Creative type

Static



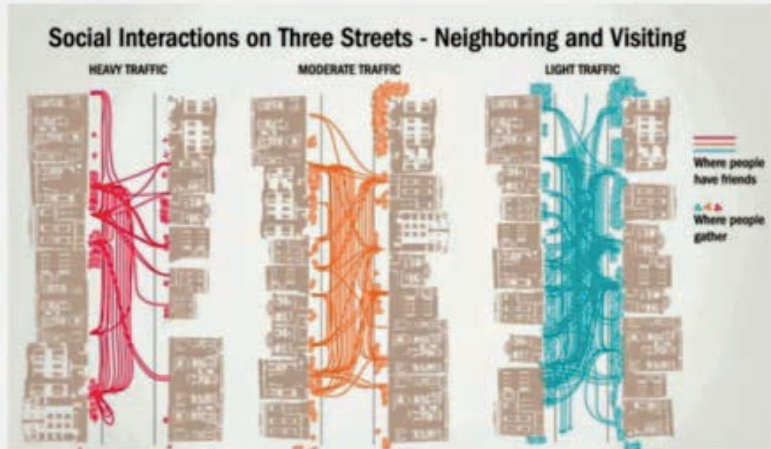
Colour mode

RGB - CMYK not accepted. It is preferable to use bold and contrasting colours with full shades as they look better on LED displays. Large and legible fonts - minimum pixel height for text 5 pixels. No gradients.

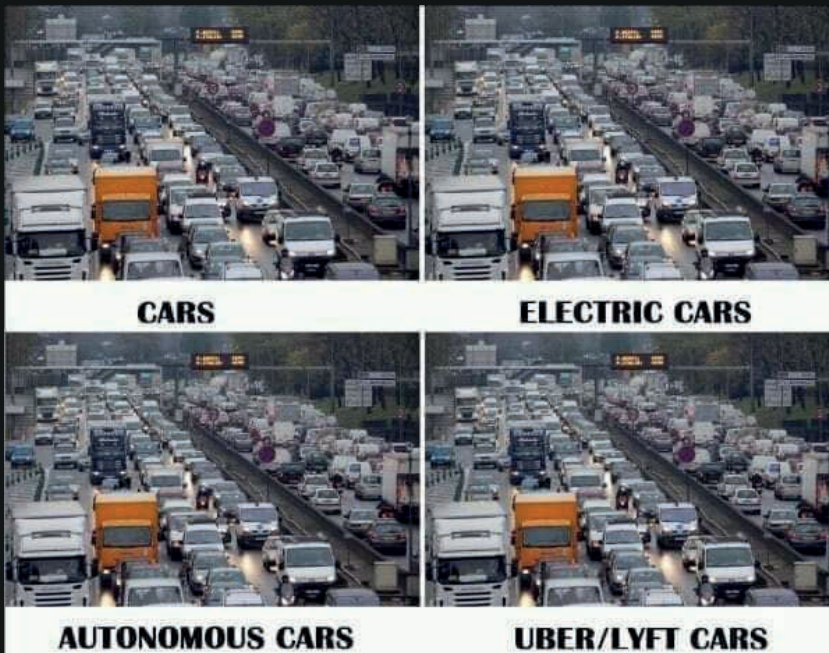


Donald Appleyard's research – Liveable Streets

Mapping the impact of traffic on the liveability of streets



▲ Heavy motor traffic disrupts social connections in our neighbourhoods



▲ Electric cars don't solve our urban congestion problems

// Positive alternatives

Some visions of good cycling infrastructure and liveable streets.



▲ Proposed street designs in Levenshulme, Manchester



▲ Proposed street designs in Chorlton, Manchester

// Car-free streets



▲ Car-free day in New York



▲ London's Fleet Street re-imagined

The problem

Cars
Private Ownership
Individualism
Congestion
Traffic jams
Road deaths
Air pollution
Asthma
Pollution
Dirt

The solutions

Sustainable transport
Breathable
Cycling
Walking
Liveable
Clean
Green
Playing
Connected
Public Transport
Affordable

SOME FACTS AND ARGUMENTS ABOUT CAR CULTURE

(a lot of which are borrowed from *Away With All Cars (Redux)* in Common Wealth's *Green New Deal* research)

- UK government planning to spend **£30 billion on road building** between 2020 – 2025.
- Privately-owned **electric cars are in use for just 4% of the time**. The other 96% they spend parked. Our residential streets are some of our main areas of public space, but each parked car turns 12 square metres of this public space into a private realm.
- Four out of five journeys in Britain are now made by car, van or taxi, and there are **39.4 million licensed vehicles on the UK's roads** - more than one car for every two human beings in the country.
- **2% of all new vehicles sold in the UK in 2018 were EVs**, most of which were petrol hybrids
- Manufacturing a battery powered electric passenger car emits 6-16 tonnes of CO₂e. One and a half metric tonnes of metal, plastic and glass carrying an average human payload of little more than 100kg,
- **Almost half of low income households have no access to a car**, while those in the wealthiest households travel more than twice as far by car each year.
- Many UK city road layouts predate the automobile by hundreds of years. They were **never designed to accommodate motor traffic**, yet we have funnelled huge numbers of private cars into these cramped urban spaces, to the detriment of all concerned.
- In cities, **the promise of private car ownership is frustrated**: speed and control, freedom and convenience are all as illusory as the open road in the advert.
- To hit our Paris Climate Agreement emission targets, we need to see a reduction in overall traffic of 20% - 60% by 2030, depending on how fast we switch to electric vehicles. The UK Department for Transport is currently working on the prediction **that traffic will grow by 50% to 2050** – and making plans to accommodate this increased traffic level.

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Please send all files by
WeTransfer.com to
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BRANDALISM[®]