

KALLE LASN

Founder of ADBUSTERS Magazine



CULTURE JAM

THE UNCOOLING OF AMERICA™

NY Times - The War
Against Too Much of
Everything

AD BUSTERS

ADBUSTERS

AMERICA

ISSUE
100



ARE WE HAPPY YET?

YOU'RE RUNNING
BECAUSE YOU WANT THAT RAISE,
TO BE ALL YOU CAN BE.
BUT IT'S NOT EASY

WHEN YOU

WORK

SIXTY HOURS A WEEK
MAKING SNEAKERS IN AN
INDONESIAN FACTORY
AND YOUR FRIENDS

DISAPPEAR

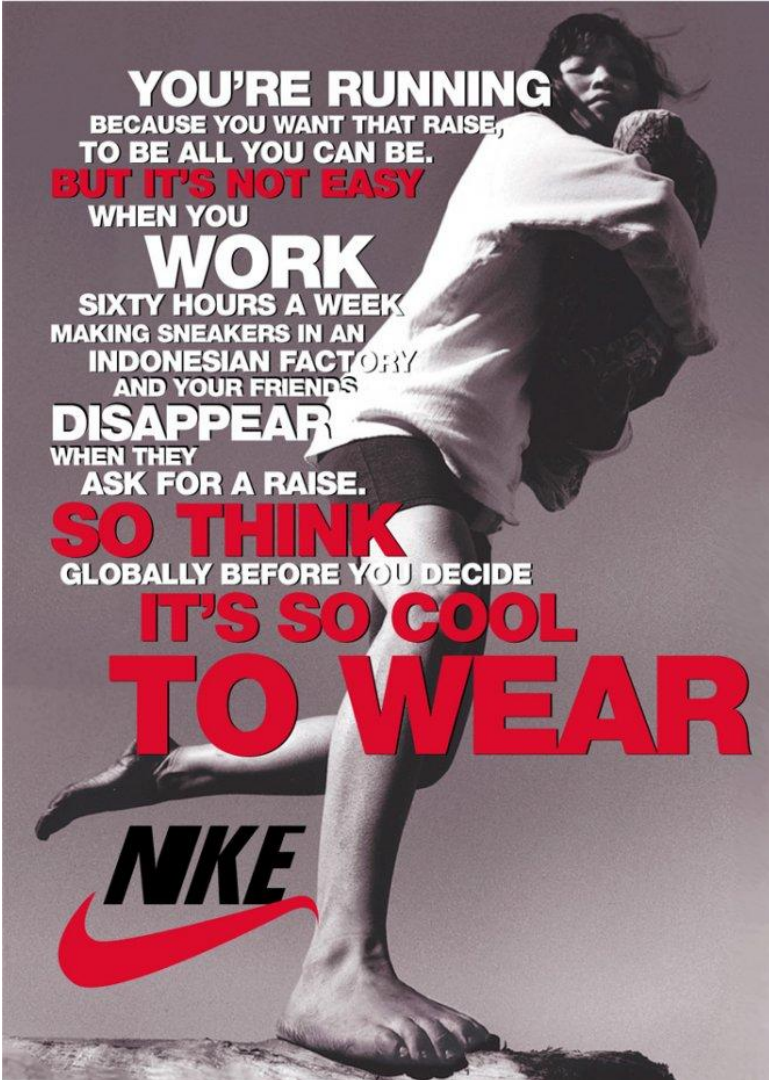
WHEN THEY
ASK FOR A RAISE.

SO THINK

GLOBALLY BEFORE YOU DECIDE

IT'S SO COOL

TO WEAR

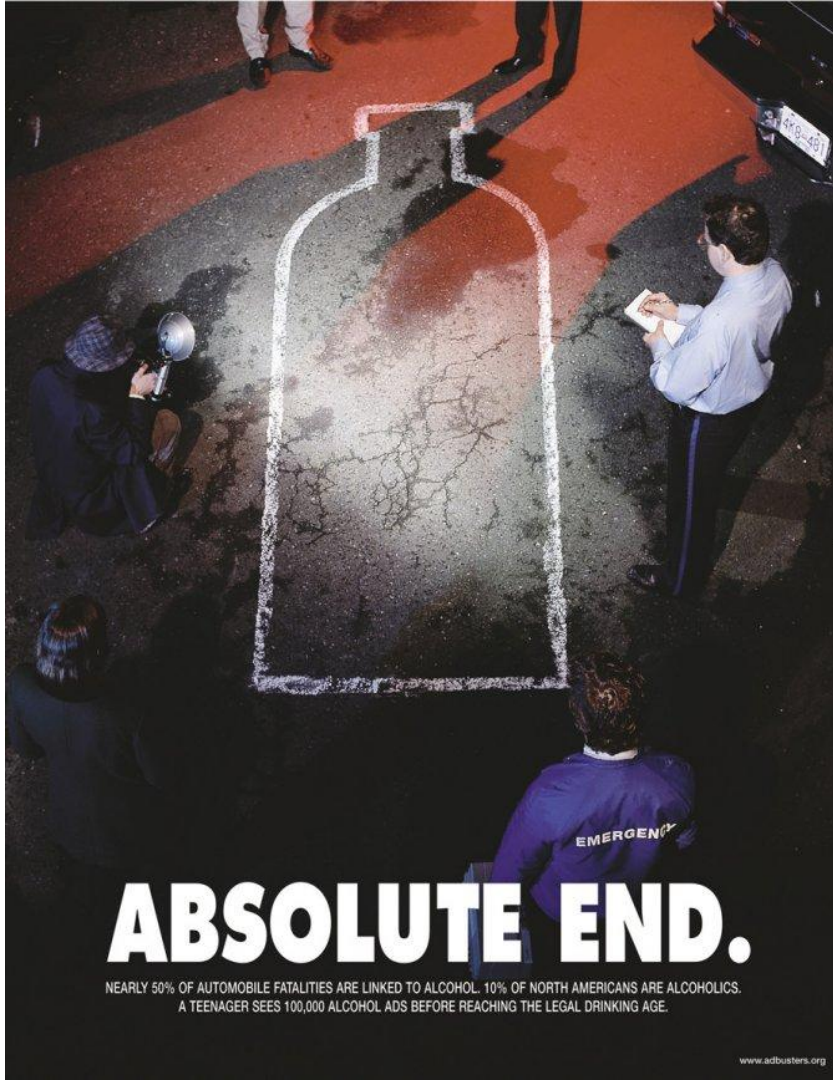


AD
BUSTERS



ABSOLUTE ON ICE.

NEARLY 50% OF AUTOMOBILE FATALITIES ARE LINKED TO ALCOHOL. • 10% OF NORTH AMERICANS ARE ALCOHOLICS.
A TEENAGER SEES 100,000 ALCOHOL ADS BEFORE REACHING LEGAL DRINKING AGE



ABSOLUTE END.

NEARLY 50% OF AUTOMOBILE FATALITIES ARE LINKED TO ALCOHOL. 10% OF NORTH AMERICANS ARE ALCOHOLICS.
A TEENAGER SEES 100,000 ALCOHOL ADS BEFORE REACHING THE LEGAL DRINKING AGE.

www.adbusters.org

AD BUSTERS

OBSESSION



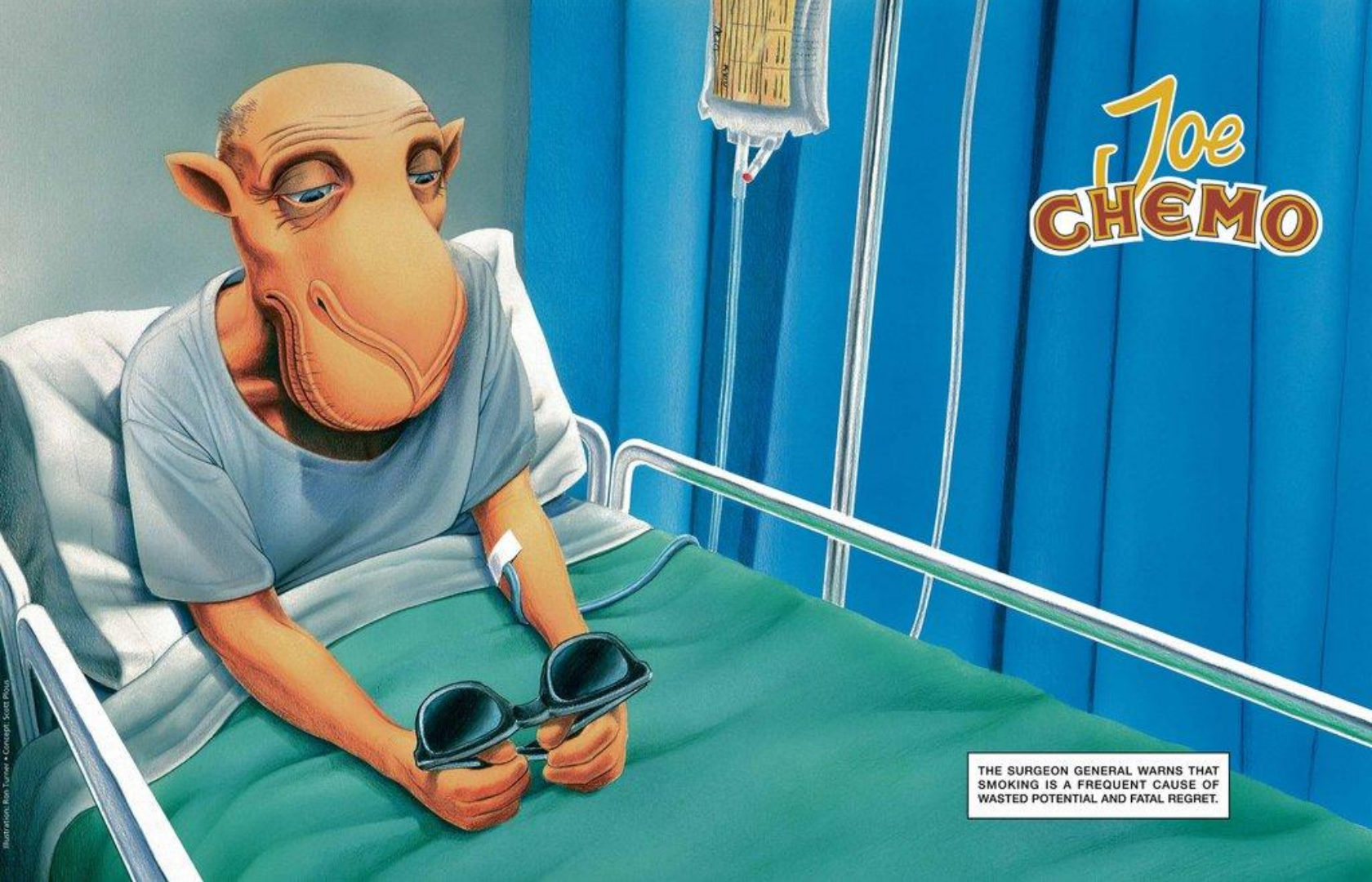
for women

OBSESSION



for men

AD BUSTERS



Joe
CHEMO

THE SURGEON GENERAL WARNS THAT
SMOKING IS A FREQUENT CAUSE OF
WASTED POTENTIAL AND FATAL REGRET.

AD BUSTERS

Illustration: Roy Turner • Concept: Scott Piquis

Welcome to
Malboro Country.



SURGEON GENERAL'S WARNING:
Smoking causes hypothermia
as well as premature death.

**AD
BUSTERS**

AD BUSTERS
UK



BUY NOTHING DAY
NOV 23rd NOV 24th
NORTH AMERICA INTERNATIONAL

[ADBUSTERS.ORG/BND](http://adbusters.org/bnd)

AD BUSTERS



Buy Nothing Christmas
RETHINK THE SEASON

 ADBUSTERS MEDIA FOUNDATION <www.adbusters.org>

**BUY
NOTHING
DAY**



25th November 2011

adbu

**AD
BUSTERS**



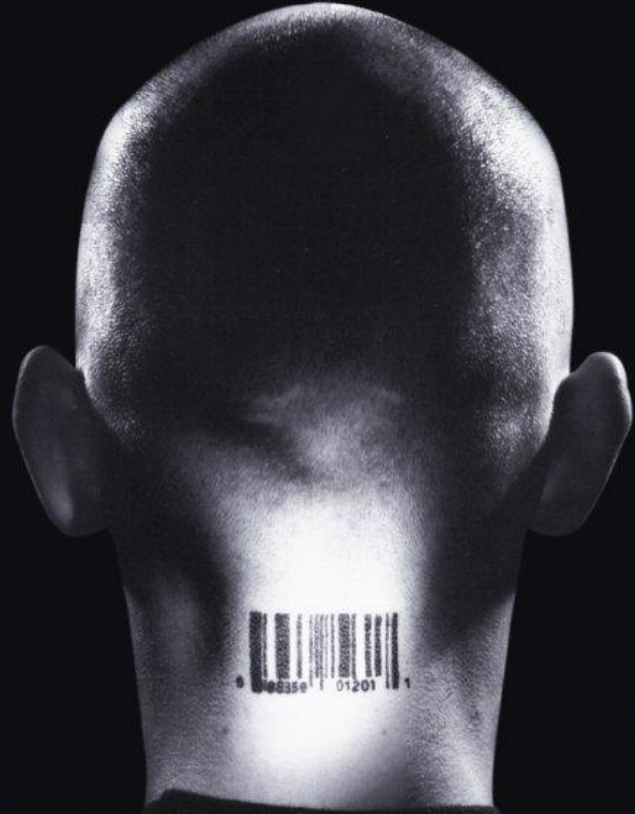
AD BUSTERS



FedUp

KRAP

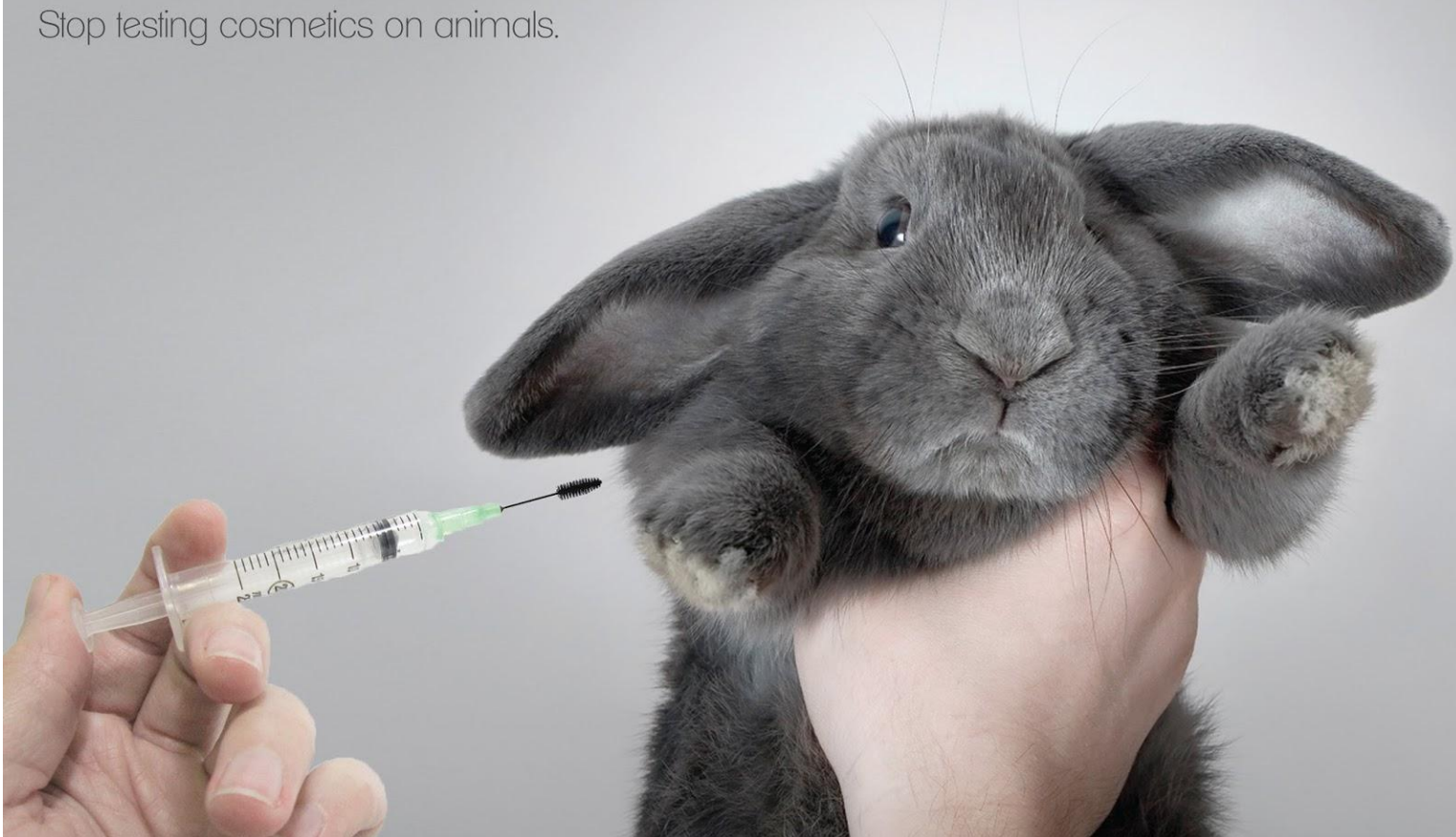
enjoy
Capitalism[®]



the product is you ...

L'ORÉALITY

Stop testing cosmetics on animals.



ANTI-AD (source ?)

AD BUSTERS



digital detox week
april 20th-26th

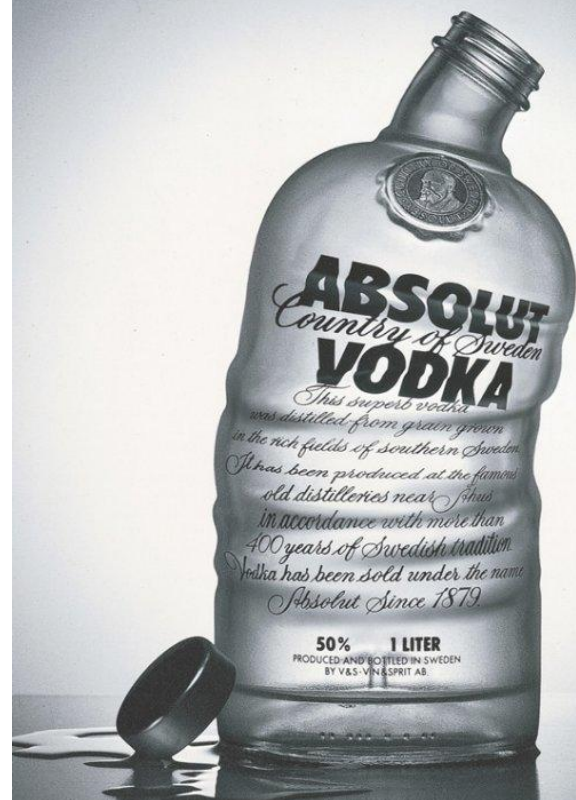
MANIFESTO FOR WORLD REVOLUTION PT.5

DOH ▼ -66.6% WE TINKER WITH THE DNA OF THE CAPITALIST ALGORITHM NASDAQ ▼ -99.9%

ADBUSTERS



HERE COMES
THE F*%#-IT-ALL
GENERATION!



ABSOLUT IMPOTENCE.

DRINK "PROVOKES THE DESIRE BUT TAKES AWAY THE PERFORMANCE" — WILLIAM SHAKESPEARE

AD BU STERS

A photograph of a protest on Wall Street, New York. In the foreground, a man in a dark jacket has his right arm raised in a fist. To his right, another man in a light blue shirt is also raising his arm. In the background, a man in a plaid hat is visible. The scene is set against a backdrop of tall, classical-style buildings with many windows. A bright yellow banner with the text "#OCCUPY WALL STREET" is superimposed across the middle of the image.

#OCCUPY WALL STREET

AD BUSTERS

WIKIPEDIA INFO

The Adbusters Media Foundation is a Canadian-based not-for-profit, pro-environment organization founded in 1989 by Kalle Lasn and Bill Schmalz in Vancouver, British Columbia. Adbusters describes itself as "a global network of artists, activists, writers, pranksters, students, educators and entrepreneurs who want to advance the new social activist movement of the information age."

Characterized by some as anti-capitalist or opposed to capitalism, it publishes the reader-supported, advertising-free Adbusters, an activist magazine with an international circulation of 120,000 by the late 2000s devoted to challenging consumerism. Past and present contributors to the magazine include Jonathan Barnbrook, Morris Berman, Brendan Connell, Simon Critchley, David Graeber, Michael Hardt, Chris Hedges, Bill McKibben, Jim Munroe, David Orrell, Douglas Rushkoff, Matt Taibbi, Slavoj Žižek, and others.

Adbusters has launched numerous international campaigns, including Buy Nothing Day, TV Turnoff Week and Occupy Wall Street, and is known for their "subvertisements" that spoof popular advertisements. In English, Adbusters has bi-monthly American, Canadian, Australian, UK and International editions of each issue. Adbusters' sister organizations include Résistance à l'Aggression Publicitaire and Casseurs de Pub in France, Adbusters Norge in Norway, Adbusters Sverige in Sweden and Culture Jammers in Japan.

<https://www.adbusters.org/>