

# They Notice When Little Sister is Sticking It To Big Brother

by Allyson Mitchell

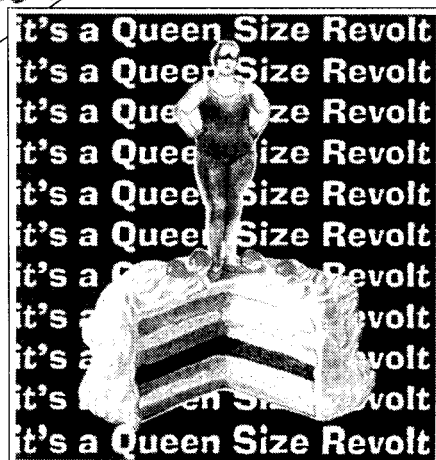
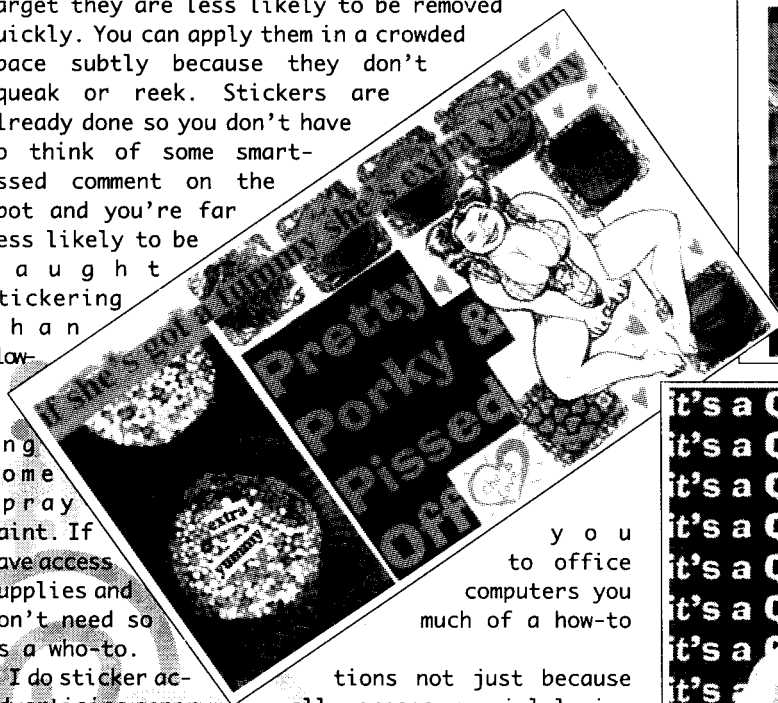
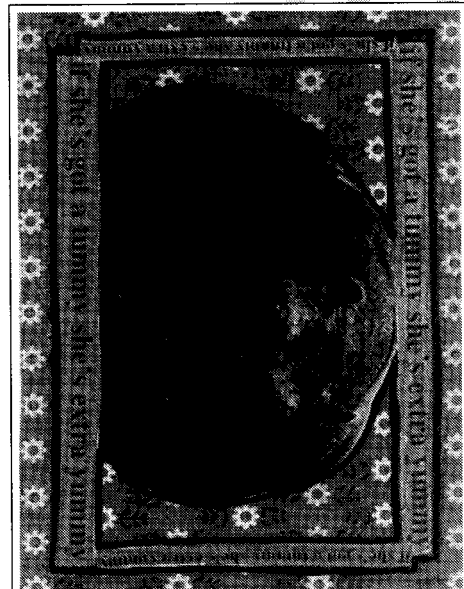
*L'auteure considère le placardage comme une forme de protestation et un outil efficace pour faire avancer les choses.*

This is a call to all secret agents of the advertising underworld. Step up to bat with the big boys and create your own campaign with stickers. While I've always been a fan of carrying a big-assed marker everywhere I go, lately I've found that stickers have a lot of merit as a means to get your personal message onto a public space. Adhesive paper must have been invented by an activist who wanted to redesign ad campaigns to say what we all really want to say to those ciggy-smokin', aspartame-ingesting idiots selling us a nonexistent lifestyle and "the American nightmare." A strategically placed crack 'n peel can interrupt a beige corporate landscape of billboards, washroom ads, and subway posters to say what we're all thinking when we look at bullshit advertising.

There are advantages to sticker graffiti over traditional marker or spray paint graffiti. If you print stickers from a computer in a similar font as that of the ad campaign you target they are less likely to be removed quickly. You can apply them in a crowded space subtly because they don't squeak or reek. Stickers are already done so you don't have to think of some smart-assed comment on the spot and you're far less likely to be caught sticking them than blowing

ing some spray paint. If you have access to office supplies and don't need so much of a how-to

I do sticker actions not just because advertising generally erases my girl-loving queen-sized existence, but also because I personally think that the dumb ads hanging inside bathroom stalls look better with my own artwork covering their buy-buy-buy attitude.





Advertising reduces who we are and what we think into a consumption crazy greed-culture demographic that excludes anything “queer,” “ethnic,” “poor,” or “fat.” Slapping a sticker on an ad or a bus seat can be a way of dealing with urban rage. These actions can also be for the good of all, particularly those who can’t speak (or sometimes think) critically.

Anyone who has enough time to stop and think about feminist culture and activism is privileged. With privilege (via race, class, planetary origin, or whatever) there comes the responsibility to assert a resistant voice. Use it or lose it. With stickers there is very little risk involved and the more you can mess things up the more power can be shared with others. So, Joe Powerful in his suit of authority might not notice a sticker but some little anarchist-wannabe from the data-entry pool might see it and it may brighten her dreary isolated work life.

The stickers that accompany this article were made as a part of my “Large and Charge” sticker campaign. A couple of years ago I started a group called Pretty Porky and Pissed Off and we are dedicated to expanding public awareness and and acceptance of fat women. What fatty and/or chub lover wouldn’t be thrilled to see one of my stickers over an ad for an emaciated lifestyle? These stickers were made as good old fashioned cut and glue collages then photocopied onto sticker paper. Kinko’s won’t do this but most other photocopy shoppes will. You can pick up sticker paper at any large conglomerate office supply store. Another option is to just print on your own printer (if you have one) directly onto sticker paper.

You’ve got the powa. Use it!

*Parts of this article were previously published in Fuse Magazine special 01X Issue, Volume 21 No 1, 1998.*

*Allyson Mitchell is a film-maker, fat activist, and craft lady. Currently, she is thinking about fat women, power, and space for her Ph.D. at York University.*

