



The Anti-Advertising Agency  
ANTIADVERTISINGAGENCY.COM

## Fact Sheet

- Contact:** The Anti-Advertising Agency  
42 Leese St. #7  
San Francisco, CA 94107 USA  
info@antiadvertisingagency.com
- URL:** [www.antiadvertisingagency.com](http://www.antiadvertisingagency.com)
- Mission:** The Anti-Advertising Agency co-opts the tools and structures used by the advertising and public relations industries. Our work calls into question the purpose and affects of advertising in public space. Through constructive parody and gentle humor our Agency's campaigns will ask passers by to critically consider the role and strategies of today's marketing media as well as alternatives for the public arena. Our work will de-normalize "out-of-home" advertising and increase awareness of the public's power to contribute to a more democratically-based outdoor environment.
- Founder:** Steve Lambert
- Board of Advisors:** The San Francisco Print Collective (anonymous membership)
- Billings:** \$0MM. The Anti-Advertising Agency is currently funded by a grant from the Creative Work Fund and fiscally sponsored by The LAB, a non-profit 501(c)(3) organization.
- Client roster:** Our only client is the public at large, to whom we bill nothing
- Contributing artists:** Sara Dierck, Michael Dodge, Amanda Eicher, Dr. Susan R. Greene, Dara Greenwald, Packard Jennings, Helena Keefe, Steve Lambert, Josh MacPhee, and hundreds of artists and community members so far through our Ad Lib poster campaign.
- Vehicles:** Our work may result in traditional advertising formats - signs, posters, postcards, and stickers - or more conventional artistic formats - performance, installation, artists books - and/or some combination of the two.