

#SUBGAMES2023

@ExtinctionR

SUBGAMES.EARTH

SUBGAMES 2023

GAME ON: SUBGAMES.EARTH



Made with love and rage
by XR Global Support

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WELCOME TO THE SUBGAMES 2023

Head out onto the street and see what amazing subvertising you can find.

As an action-subversion game that takes place in several ROUNDS.

The principle is simple. Several teams each act in their own way against advertising and its world.

Are you ready to take on the challenge of **subverting advertising**? Then head out onto the street and see what amazing subvertising you can find.

That's the first step in this thrilling action-subversion game that will have you and your team pushing the boundaries of creativity and activism.



1/ GET YOUR TEAM TOGETHER

2/ PREPARE YOUR ACTIONS

3/ COMMUNICATE YOUR ENTRIES ON SOCIAL MEDIA

4/ SUBMIT YOUR ENTRIES TO SUBGAMES

5/ CELEBRATE

With several rounds to play, each team will have the opportunity to develop their own unique tactics and strategies against the pervasive influence of advertising. So, get your team together, prepare your actions, and start communicating your entries on social media.

Once you're ready, submit your entries to SubGames and let the judging begin. And when you celebrate your victories, you'll know that you've not only had fun, but also made a statement against the commercialization of our public spaces.

AWARDS

To encourage participation and competition in the action-subversion game, points will be scored for each category of best actions. At the end of each month, teams can submit their entries to be judged based on the best photograph of the action, among other criteria. The winner, runner-up, and honorable mentions will be announced at the beginning of the next round. This not only adds an element of excitement to the game, but also provides recognition and validation for the hard work and creativity put in by the teams. So, keep track of your points and keep submitting your best actions each month for a chance to come out on top.

- **POINTS SCORED IN EACH CATEGORY FOR BEST ACTIONS**
- **SUBMIT MONTH ON MONTH**
- **BEST PHOTOGRAPH OF THE ACTION**
- **WINNER, RUNNER UP AND HONOURABLE MENTIONS WILL BE POSTED AT THE BEGINNING OF THE NEXT ROUND**

SUBMISSION

Email the entries that you have spotted on the streets to the proton mail account

- **NAME OF THE PIECE**
- **LOCATION**
- **SHORT DESCRIPTION**
- **AT LEAST ONE PHOTO OF THE WORK**

GAMES CATEGORIES

1. MOST ARTISTIC

2. BILLBOARDS

3. POLITICAL MESSAGING

4. DIGITAL SCREENS

5. MOST TAKEOVERS

6. WILD CARD

7. CREATIVE SUBVERTISEMENT

8. FLYPOSTER

Have you always dreamed of exhibiting your latest artistic creations on the street? Calling on artists to beautify our pavements! Showcase creative talent throughout your community. Photography, drawings, paintings, poems, collages,... any medium possible and imaginable!

1. MOST ARTISTIC
- 2. BILLBOARDS**
3. POLITICAL MESSAGING
4. DIGITAL SCREENS
5. MOST TAKEOVERS
6. WILD CARD
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8. FLYPOSTER

For those who have delusions of grandeur, there is no shortage of large advertisements to satisfy your desire for large-scale actions.

1. MOST ARTISTIC
2. BILLBOARDS
3. **POLITICAL MESSAGING**
4. DIGITAL SCREENS
5. MOST TAKEOVERS
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Considering the billboard as a practical and public means of dissemination, make it yours to make visible the struggles. Government distrust has never been higher. The world finds itself in a democratic crisis, entangled within a planetary crisis, and the UK Government is too busy cosyng up to billionaires and shareholders to deal with the issues faced by everyday people and the overarching global issues that feed into our struggles.

1. MOST ARTISTIC
2. BILLBOARDS
3. POLITICAL MESSAGING
- 4. DIGITAL SCREENS**
5. MOST TAKEOVERS
6. WILD CARD
7. CREATIVE SUBVERTISEMENT
8. FLYPOSTER

The digital world is encroaching into our public spaces. What imaginative ways can you find to slow down this demise?

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3. POLITICAL MESSAGING
4. DIGITAL SCREENS
- 5. MOST TAKEOVERS**
6. WILD CARD
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8. FLYPOSTER

For the serial liberators of advertising, those who love records and the adrenaline of the challenge, join the competition to free as many panels as you can.

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5. MOST TAKEOVERS
- 6. WILD CARD**
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8. FLYPOSTER

Surprise us! Make us laugh! Make us dream! Improve the public landscapes! Waiting for the bus can become an incredible adventure (we really like jokes, crossword clues, shopping lists, challenges, declarations of love, grandmother's recipes, astrological predictions, etc.).

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Best subvertisement of a commercial campaign. Repurposing capitalist propaganda for the public good. Highlight greenwashing by big polluters, use the weaponised psychology against these goliaths and go after their public image.

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The best installations of posters that enhance the streets. Think location, messaging and location.

THE DEMAND

FOR THE BIG ONE:

More information
to follow soon.

A citizen-led democracy to end the fossil fuel era
A fair society that includes reparation



INSPIRATION

END THE FOSSIL FUEL ERA:

We must end all new licenses and funding for fossil fuels.

REPAIR:

Those who hid the science and projected impacts, worsening the situation for short-term profit, should be made to pay. Rich countries must support those already on the front line of climate impacts. The people will work together to address inequality and restore the living world through tackling the climate crisis.

ENTER AN AGE OF TRANSITION:

Mobilise a world-wide effort, more ambitious than anything in all of history, to transform society using a participatory approach to politics at local, national and transnational levels.

CITIZEN-LED DEMOCRACY:

Citizens assemblies, citizen-led politics, are the transitional tools needed to achieve this.

SLOGGANS

Use these slogans in the campaigns. Where the most effective space they they can show up in?

**UNITE TO SURVIVE
THIS IS CHANGE
THIS IS THE WORK
CHOOSE YOUR FUTURE**

HASHTAGS

#SUBGAMES2023

#CHOOSEYOURFUTURE

#THISISTHEWORK

#UNITETOSURVIVE

#CITIZENSASSEMBLIES

#THISISCHANGE

#HERECOMESEVERYONE

#DECIDETOGETHER

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