

Abstract: Although Prague is plagued with fly-posting (černá reklama), most residents don't give these a second glance, relegated in the mind of the viewer as nothing more than adverts. However, in major cities around the world, similar stickers are put up as political statements, advocating for any number of groups or theories or movements, reacting to current events, and being torn down or plastered over by parties that disagree with their message. It is the hypothesis of this paper that a similar scenario is playing out in the centre of the Czech capital. I wish to prove this hypothesis via on-site observation near the old town area (Staroměstská), and the tracking of fly-posters, their placement, message, and subsequent treatment.

In an age where access to the skills and equipment to make high-quality logos, images, text and layout are commonplace, it is time to stop viewing this area as merely the domain of advertising and media studies, and treat it as an expression of urban culture.

Keywords: illegal stickers, black advertising, Prague, graffiti, Urban, Streetscape.