

This French Life

Living life the French way

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Billboards under attack

FOR a country with such beautiful scenery and buildings, France does have a problem with billboards and advertising.

As you approach any town the roadside is usually being picketed by pork cutlet promotions at the local supermarket, or bargain deals from car dealerships.



But as ever when the French people are not happy with something they mobilise themselves and take action.

The **Expatica website** highlights the work of Les Deboulonneurs who believe that large advertising hoardings are damaging in both an aesthetic and social way.

Supporters of **Les Deboulonneurs** head out and spray paint words over the advertisements protesting against mass marketing and consumption.

The group are pressing for changes to the law that would restrict the amount of advertising in an area in relation to the number of inhabitants, as well as limit the size of ads to 50cm by 70cm.

And Les Deboulonneurs are not just a Paris-based organisation as there are other groups in Gard, Le Mans, Lille, Lyon, Montpellier and Rouens.

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