

## Munich city blocks giant posters

### Poster advertising company to file suits against the authorities to force decisions.

The Munich based poster advertising company Plakativ has filed an action for injunction against the city of Munich. "This, in order to finally force the authorities in charge to come up with a decision", explains Plakativ manager Angela Barzen the use of legal action. Background: The planning department's division for advertisement does not come up with decisions on more than 15 applications, from both Plakativ and other Munich poster companies, for planning permission for giant posters on scaffolds during the World Cup. The Plakativ manager assumes no bureaucratic dawdling, but rather calculated delaying tactics as the reason for this behaviour: "They are trying to delay the decisions until it would be too late for us to take any legal action." Moreover, long production and marketing times up front are involved. "A decision at the end of April would be too late," says Angela Barzen. With numerous actions for injunction, the other outdoor poster companies involved now want to force the administrative authorities to declare themselves.

The authority speaker, Jürgen Marek, confirms Munich's critical attitude towards giant posters, especially during the World Cup: "It is the city's wish to make sure that the townscape is in no way detracted by giant posters, and like this enable the visitors to enjoy the cityscape of the state capital."

In a formal decision made last week, the town council appeals to private house owners to finish up all building operations before the WC, respectively to start these after the championships – and at least turn down the use of giant poster advertising.