ABSTRACT: Taking Kalle Lasn’s *Design Anarchy* as a starting point, this paper argues that the political possibilities of graphic design are contingent upon the mechanism of public address inherent in the display of visual images in public space. The paper argues that the logic of graphic public address links the practice to contemporary liberal, consumer-publicity, refiguring the relationship of design and commerce as structural, rather than content-driven. The paper concludes by articulating the political activities available to a public addressed via graphic design.