DDB Interns Are Changing Up San Francisco Street Names by Adding Two Letters

Modern San Francisco may be known as a hub of progressive thought (the city has, since 1975, had a Commission on the Status of Women solely dedicated to advocating for gender balance), but that doesn’t change the fact that many of its landmarks and streets are named in celebration of men. Only 27 percent of… https://www.adweek.com/creativity/ddb-interns-are-changing-up-san-francisco-street-names-by-adding-two-letters/