

The jokes live online

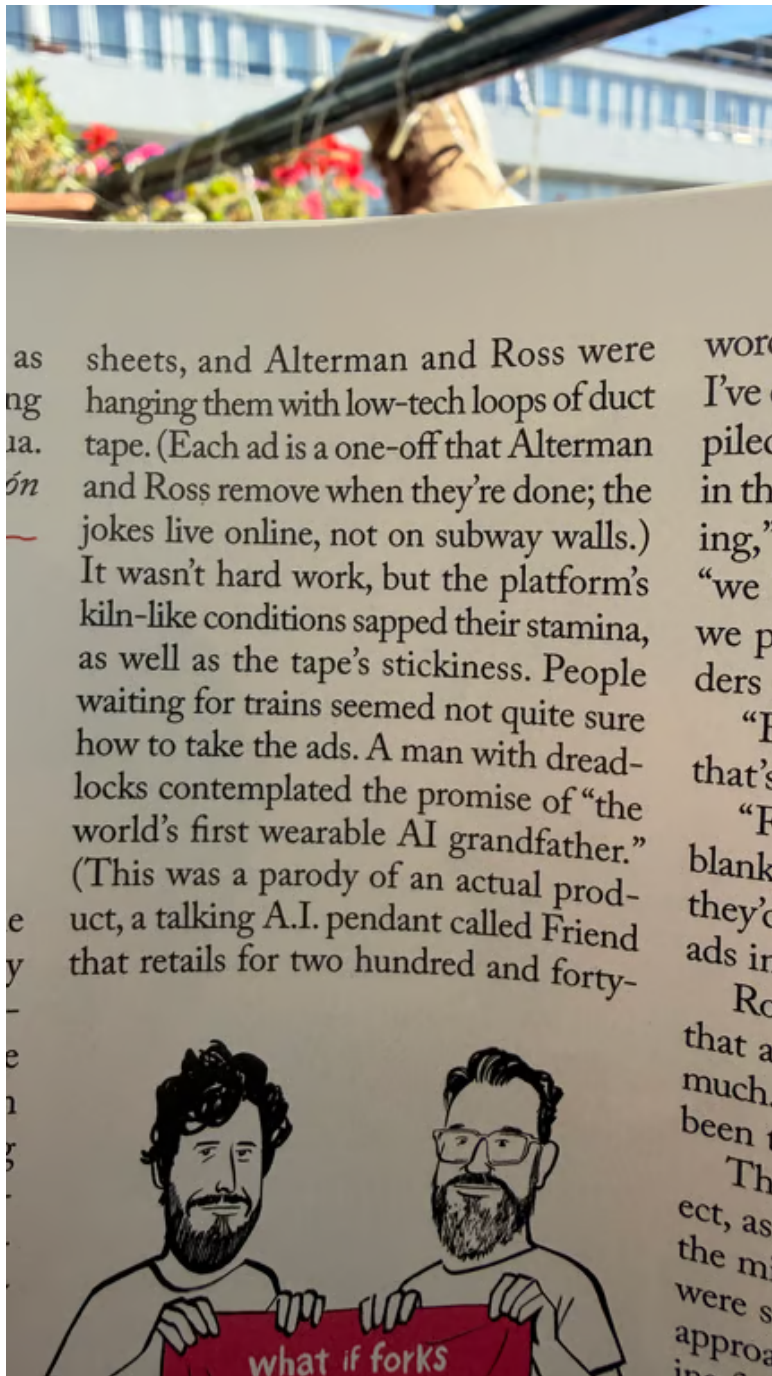
dangerous or just eccentric? That stain is ... what, exactly? But one sweltering noontime at the West Fourth Street station, three flights down on the Brooklyn-bound B-D-F-M platform, ambiguity was the point. Two comedians, Harris Alterman and Dave Ross, were taking videos of themselves hanging big print advertisements for nonexistent tech companies on the back and sides of an abandoned newsstand. The ads conveyed just enough Silicon Valley messianism to be believable, and just enough absurdity to be funny. Or maybe it was the other way around? One read "UnderwAIr: Panties that think." Another depicted a gold coffin engraved with a dollar sign. The copy: "Grieving? Trade on it. WakeMarket."

It was Alterman and Ross's second time pulling this stunt. A video of an earlier round of fake subway tech ads had gone viral in June, earning more than five million views on Instagram. (The first batch was even more absurd: "What if forks were spoons? Cutlery.ai" and "We put the Q in QR1777. FiveTable.") Today, the collaborators were dressed identically in black shorts and white T-shirts that read "AI.CONGLOMERATE," the pretend parent company for their pretend roster of startups. The pair had a lot on their plate: not only shooting the

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