

# Are You

A woman with dark hair pulled back, wearing a black long-sleeved dress, a large necklace, and a watch, is shown from the waist up. She is gesturing with both hands as if speaking or presenting. The background is a blurred indoor setting with warm lighting.

# Product or Consumer?

# C u l t u r a l J u d o

(to an actual advertising image)

The spectacle is  
consuming you, by  
you consuming it.

Only you can stop  
swallowing the  
emptiness.

Unplug now.

Only your Life  
can be lived.