



UNITED WE WIN
WORK. SAVE.
BUY GREEN.

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

Every dollar you pay for toxic goods and services multiplies their further production, and the likelihood you will be working in a job that produces toxic goods and services.

Every dollar you spend on clean, green, non-toxic products and services multiplies their further production, and the likelihood you will be working in a job that produces clean, green, non-toxic products and services.

We Can Do It!



**Resist Corporate
Control!**

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

The workplace is
authoritarian.

Our government is
a democratic republic.

Our society is ruled by
consumerism.

Who or what are you
ruled by?

Your actions speak
louder than words.

You are not a



Product

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

(to an actual advertising image)

440,000 US deaths are caused by cigarette smoking each year.

42,000 US deaths are caused by car accidents.

2985 people were killed in the Twin Towers.

1800+ US soldiers have died and over 15,000 wounded in Iraq and Afganistan since 2003.

A John Hopkins study estimates that over 100,000 civilian Iraqi men, women and children have been killed during the current war.



Are You

Product
in a system of
Self
Consumption?

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

(to an actual advertising image)

Social behavior has
become modality
behavior.

Modalities are
programming.

Consumer culture
manufactures
“acceptable” modalities.

Appropriate responses
to Life cannot come
from a modality state.

Are You

A woman with dark hair pulled back, wearing a black long-sleeved dress, a large necklace, and a watch, is shown in profile. She has an expressive, open-mouthed look and her hands are outstretched in front of her, palms facing up. 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.

Are You

NEW YORK, BEVERLY HILLS, PALM BEACH, LOS ANGELES, SAN FRANCISCO, LAS VEGAS, BAL HARBOUR, MIAMI BEACH, LOS ANGELES, BOSTON, ASPEN, HONOLULU, AMERICANA MANHATTAN, MANHATTAN, AND SELECT SAKS FIFTH AVENUE, NEIMAN MARCUS AND HOLT RENFREW LOCATIONS. 800.929.DIOR
AVAILABLE AT eluxury.com

Product?

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

(to an actual advertising image)

Is it you
or what you are
supposed to want?

Is consumerism a
substitute for sex?

Is the ad selling you
as a product
to yourself?

Isn't love free?



Are You

Consumer

SUNGLE BY BAUSCH & LOM FOR THE WETTABLE COLLECTION

or Product?

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

(to an actual advertising image)

Agent Smith
mirrors the function
of social conformity.

Break the programming
code.

Unplug now.

The playful revolution
of Life is an experiment
every moment.

Martian



Product Line Coming

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

(to an actual advertising image)

Things are tools.

Serving tools
is slavery.

Tools should
serve you.

Serving Life is
freedom.

Life is free....

Martian



Products

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

(to an actual advertising image)

Grecians consumed
all their trees.

Easter Islanders
consumed all their
resources and extincted
themselves.

The Earth has finite
resources that are
dwindling from misuse.

Is consumer culture
planning for extinction?



Martian

Product Line
Coming

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

(to an actual advertising image)

Every master
has a slave.

Every slave
has a master.

Mastery over Life
is slavery.

Mastery over things
is freedom.

Martian



Product Line
Coming

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

(to an actual advertising image)

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Martian



Product Line
Coming

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

(to an actual advertising image)

How about
Life on Pluto?

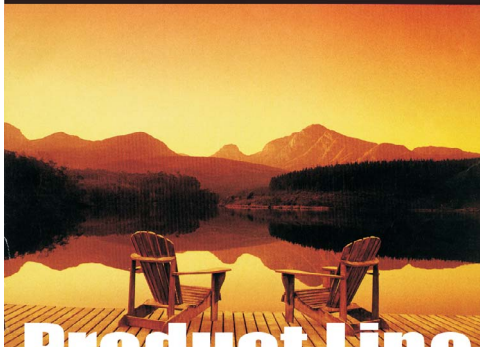
How about
sex on Pluto?

How about
chewing gum on Pluto?

How about
smoking cars on Pluto?

How about Life
on Earth?

Martian



Product Line

Coming

Soon!

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

(to an actual advertising image)

Signs of Life?

Martian

BREAK THROUGH



Product Line
Coming

you'll get to know the road, you'll get to know it intimately. The Cadillac

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

(to an actual advertising image)

Ever notice how many
“Martian” landscapes are used
for advertising backdrops?
Are they preparing us for the
inevitable result of non-stop
consumerism? Are we
supposed to embrace living
without grass and trees and
birds? No more streams, or
deer or flowers, or lakes, or
flora or fauna? Have they
made life so unsatisfying that
this alien fantasy is supposed
to be appealing? Time to
unplug. Give them nothing ‘till
they do the right thing.
Live and buy only green.

You are not a



Product

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

(to an actual advertising image)

Every master
has a slave.

Every slave
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Mastery over others
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Mastery of yourself
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Stolen

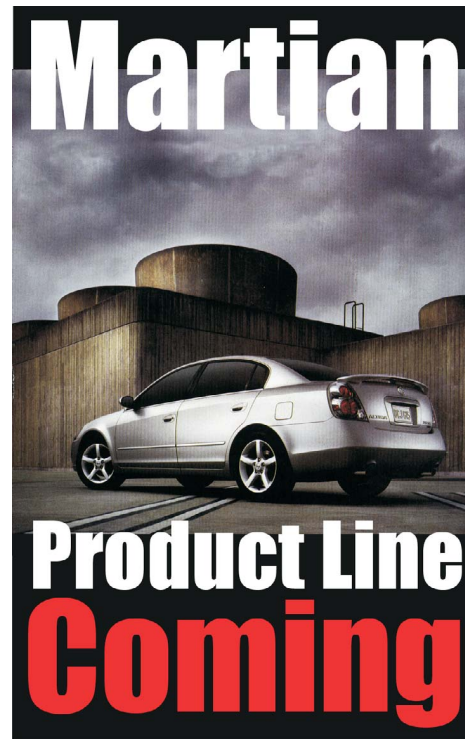
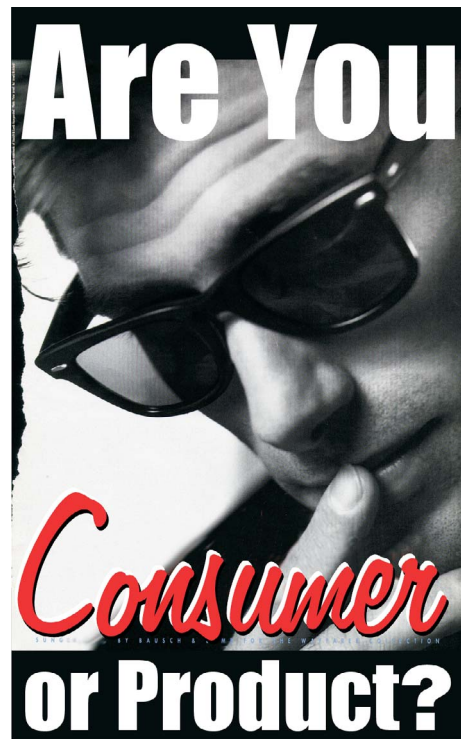
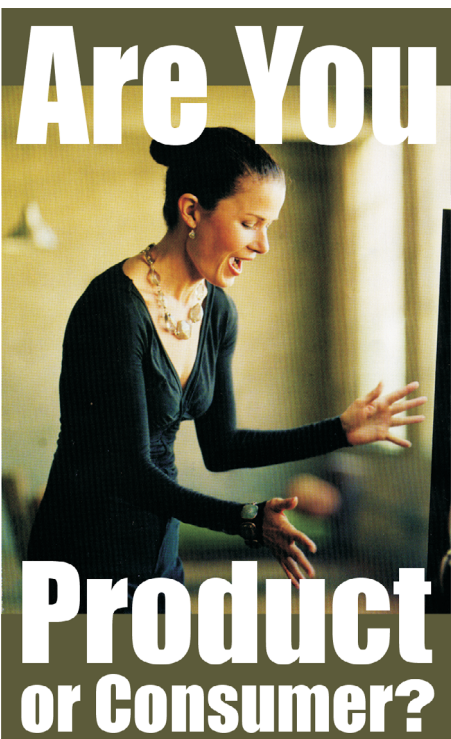
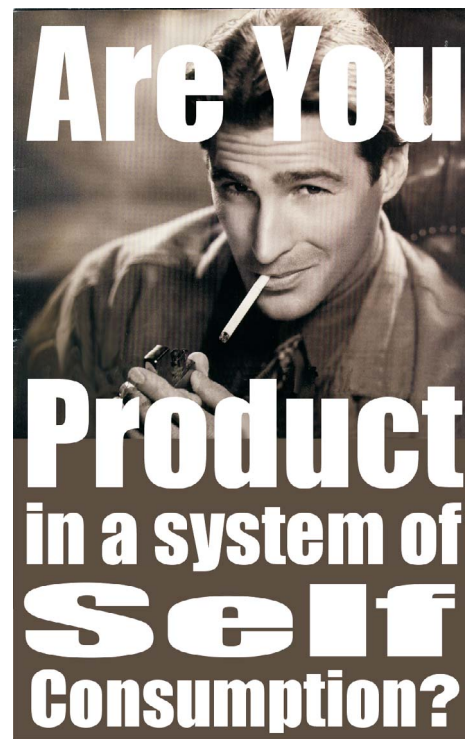
© 2002 Dillard's Company International/Who's Who? owned by V.E.W. Ltd. All jewelry by Fred Leighton.

Live.

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

(to an actual advertising image)

Fashion is a natural process of randomized experimentation used to test new solutions to existing problems. Good solutions are replaced by better ones, and so on. Consumerism has devolved this process into production for it's own sake. Perfectly good solutions are thrown out for the urge to produce the next new thing for the sake of monetary profit. Enormous waste and inefficiency result. Toxic air, water, land, food; wars to control this process ensue. All the free gifts of life (pleasure, true satisfaction in life's natural processes) are lost. This process can be reversed through your conscious action.



Cultural Judo

(to an actual advertising image)

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© 2005 BlueJayWay.net

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Martian

Products

Martian

Product Line Coming

Martian

Product Line Coming

Martian

Product Line Coming

Martian

Product Line Coming Soon!

Martian

Product Line Coming

You are not a Product

Stolen Live.

Cultural Judo

(to an actual advertising image)

How about
Life on Pluto?

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sex on Pluto?

How about
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How about
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How about Life
on Earth?

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