

#### Cultural Judo

(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.

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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.

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#### Cultural Judo

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.

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# 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.

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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.

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## Cultural Judo

(to an actual advertising image)

Things are tools.

Serving tools is slavery.

Tools should serve you.

Serving Life is freedom.

Life is free....

# Cultural Judo

(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.

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(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?

## Cultural Judo

(to an actual advertising image)

The spectacle is consuming you, by you consuming it.

Only you can stop swallowing the emptiness.

Unplug now.

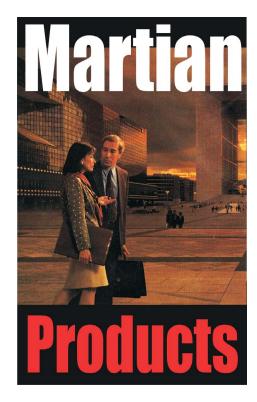
Only your Life can be lived.

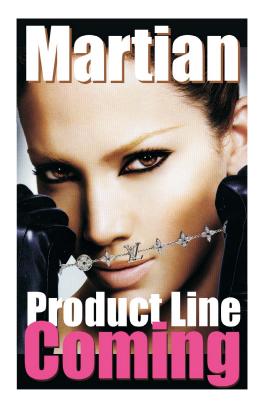
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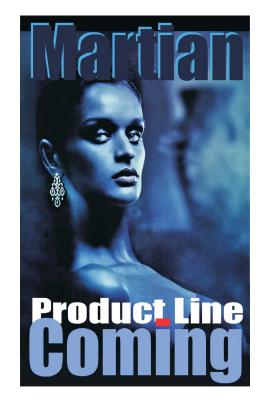
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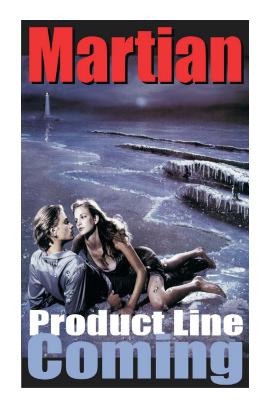
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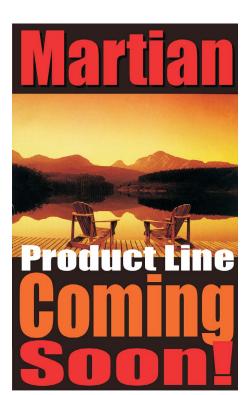
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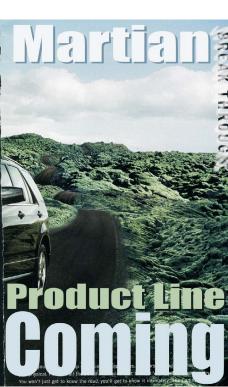


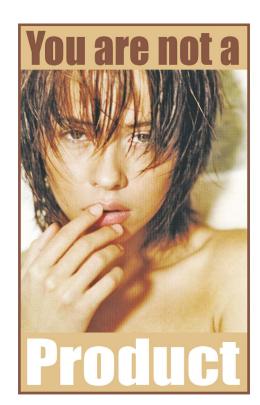


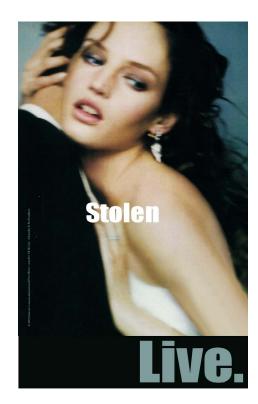












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(to an actual advertising image)

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?

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(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.

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(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?

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(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.

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Every master has a slave.

Every slave has a master.

Mastery over others is slavery.

Mastery of yourself is freedom.

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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.

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Signs of Life?

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