

**DETOUR**

**REMAIN**

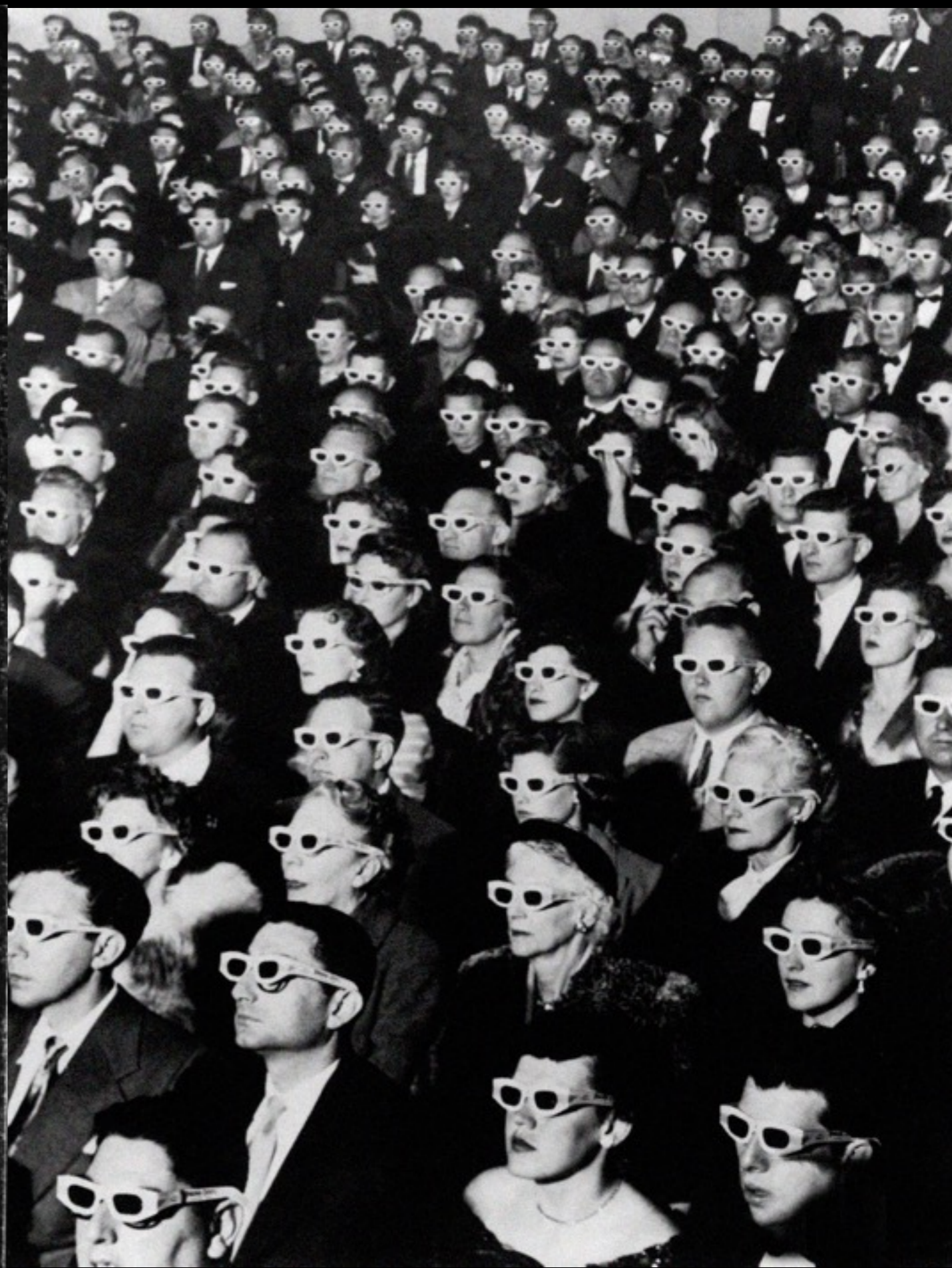
# DETOURNMENT

**Détournement** is the artistic practice of sampling and remixing messages from the mass media and **subverting** or “**détourning**” their predetermined meanings so that new, **antithetical** messages can emerge and **divert** the package of commercial propaganda that was originally intended for the targeted audience



**SOCIETY** **SPECTACLE**  
of the

**guy  
debord**





Duchamp, L.H.O.O.Q., 1919



Duchamp,  
Bicycle Wheel (Roue de bicyclette)  
original version of 1913, lost



Marcel Duchamp  
Fountain (French); 1917;



Duchamp  
Nude (Study), Sad Young Man on a Train (Nu  
[esquisse], jeune homme triste dans un train),  
1911-12



Jamie Reid, God Save the Queen (for the sex pistols) 1977





Asger Jorn, Le Canard Inquiétant, 1959



Asger Jorn, Poussin, 1962



Paris 1968 Riots

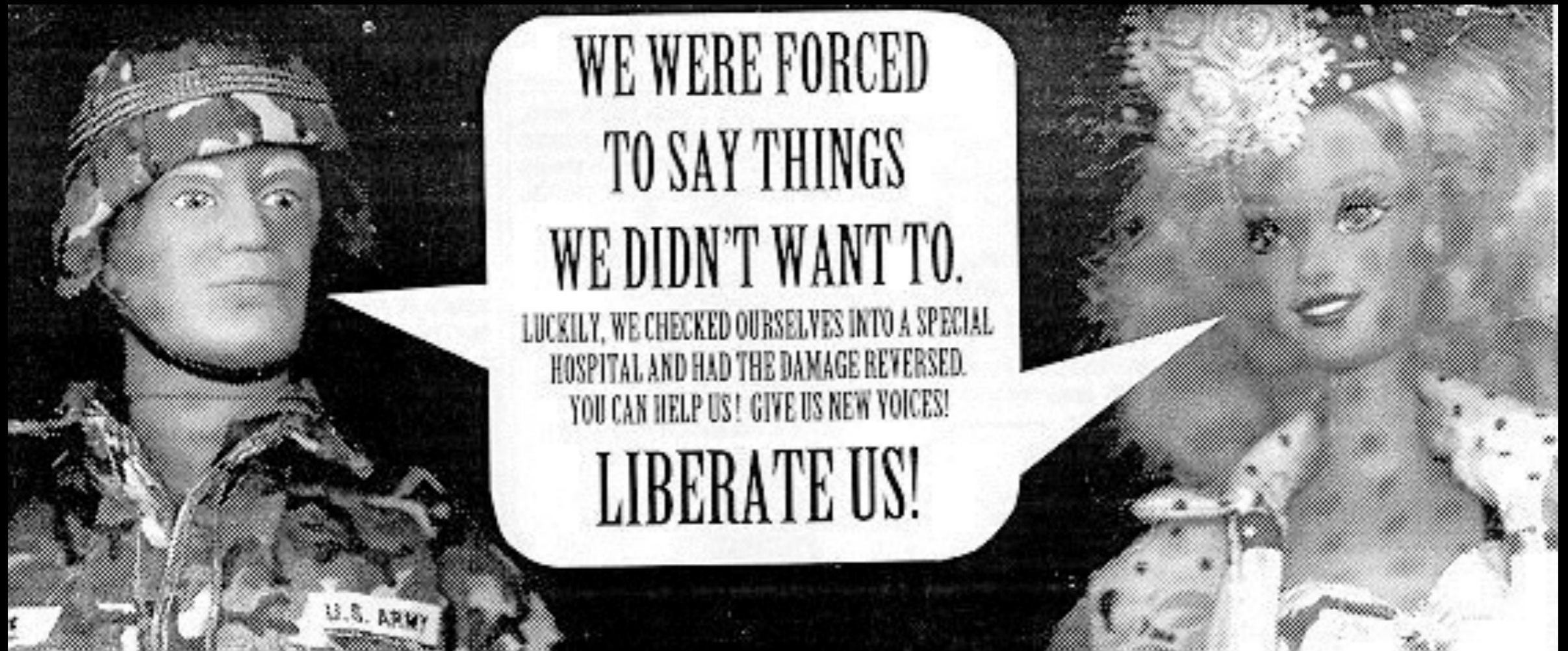
# CULTURE JAMMING

Culture jamming (sometimes guerrilla communication) is a tactic used by many anti-consumerist social movements to **disrupt** or **subvert** media culture and its mainstream cultural institutions, including (but not limited to) corporate advertising.

# Negativland/Truth In Advertising



culture jamming



Hello  
Barbie



# HOW LONG UNTIL HELLO BARBIE GET'S HACKED?

DOWNLOAD  
APPLICATION  
REQUIRED FOR 2-WAY  
CONVERSATION  
A compatible smart device required.

Microphone, speaker  
and tri-color LED  
embedded in neck

Turn the doll on with  
the power button on  
her belt.

Press and hold down  
belt buckle to activate  
speech recognition.

Note: Speech Recognition Is Not 'On' Unless Pushed.



PARENT CONSENT  
REQUIRED



**Subvert** - Undermine the power and authority of  
(an established system or institution).

**Subvertising** - original meaning initially intended by  
an advertisement is **replaced** by one  
the artist finds more truthful or  
"correct."





4.60

3.29 **LOW PRICE!**



4.99 **LOW PRICE!**

4.49 **LOW PRICE!**

3.60

*Kill Frog's*  
SUGAR  
**SMACK**  
WHAT KIDS CRAVE

Fortified with  
HIGH FRUCTOSE  
CORN SYRUP



20 GRAMS

Popaganda Industries

Ron English, cereal box detail



Anti Advertising Agency



Anti Advertising Agency



**WIGLETTE** *Wiglette* is the easiest to wear, with automatic guidance of all hair on the head. You need no experience, no expensive equipment, and you can know whether or not you're wearing it.

**LA CLASSIC** *Wiglette* is the easiest to wear, with automatic guidance of all hair on the head. You need no experience, no expensive equipment, and you can know whether or not you're wearing it.

**LA SHERBA** *Wiglette* is the easiest to wear, with automatic guidance of all hair on the head. You need no experience, no expensive equipment, and you can know whether or not you're wearing it.

**CUTTIE** *Wiglette* is the easiest to wear, with automatic guidance of all hair on the head. You need no experience, no expensive equipment, and you can know whether or not you're wearing it.

**TEMPEST** *Wiglette* is the easiest to wear, with automatic guidance of all hair on the head. You need no experience, no expensive equipment, and you can know whether or not you're wearing it.

**NOhair** *Wiglette* is the easiest to wear, with automatic guidance of all hair on the head. You need no experience, no expensive equipment, and you can know whether or not you're wearing it.

**PIXETTE** *Wiglette* is the easiest to wear, with automatic guidance of all hair on the head. You need no experience, no expensive equipment, and you can know whether or not you're wearing it.

**COUQUETTE** *Wiglette* is the easiest to wear, with automatic guidance of all hair on the head. You need no experience, no expensive equipment, and you can know whether or not you're wearing it.

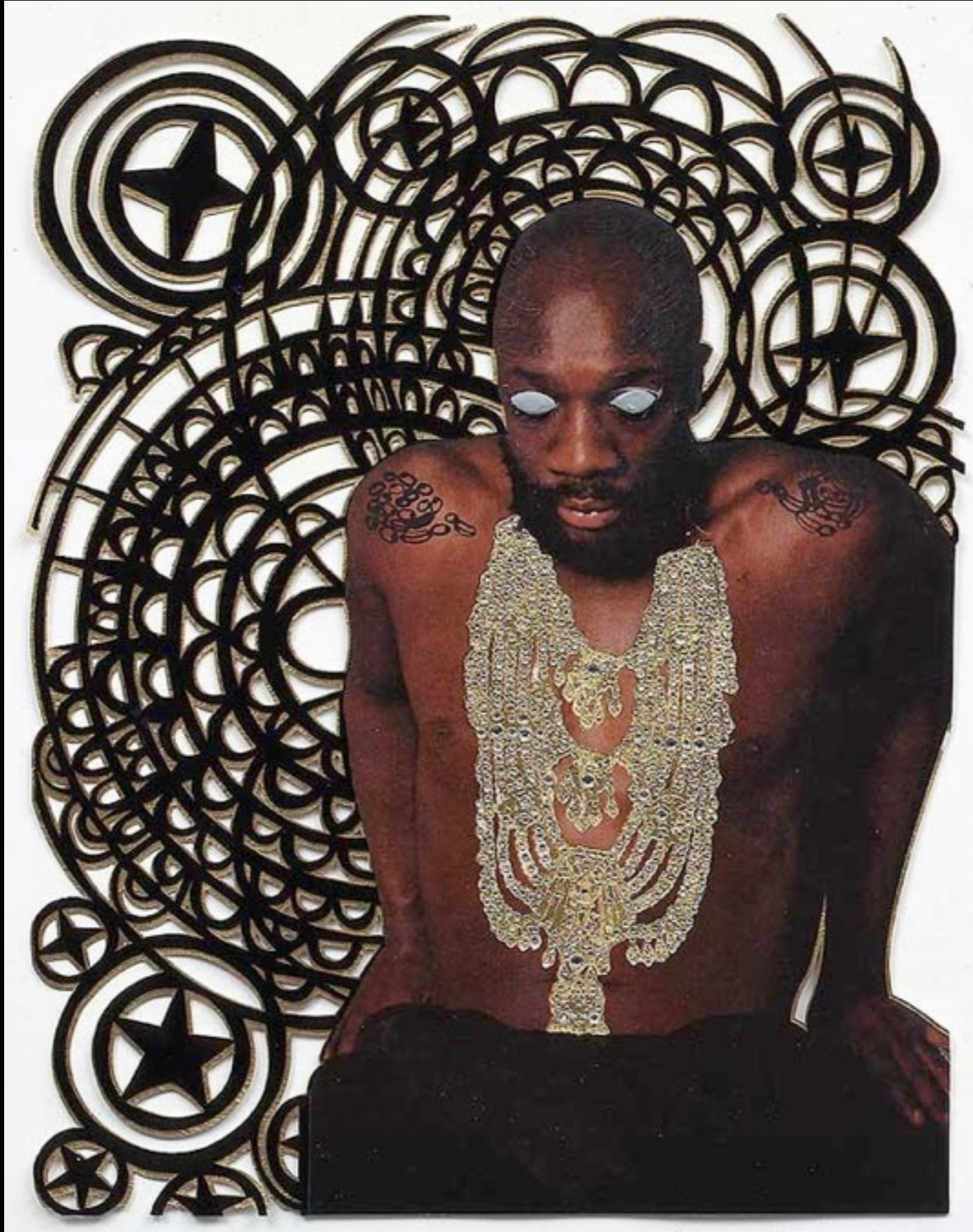
**LA CURLEE** *Wiglette* is the easiest to wear, with automatic guidance of all hair on the head. You need no experience, no expensive equipment, and you can know whether or not you're wearing it.

**DEBUTANTE** *Wiglette* is the easiest to wear, with automatic guidance of all hair on the head. You need no experience, no expensive equipment, and you can know whether or not you're wearing it.

**RAMONO** *Wiglette* is the easiest to wear, with automatic guidance of all hair on the head. You need no experience, no expensive equipment, and you can know whether or not you're wearing it.

**GYPSY** *Wiglette* is the easiest to wear, with automatic guidance of all hair on the head. You need no experience, no expensive equipment, and you can know whether or not you're wearing it.

Ellen Gallagher, Wiglette from: DeLuxe, 2004/2005



Ellen Gallagher, "Isaac" from "DeLuxe,"  
2004-2005



Michael Elmgreen & Ingar Dragset, PRADA MARFA, 2005