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UNHERD
paper of oprig-kingston
earth centre, jduc, 549-0066

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views expressed herein are not necessarily those of oprig. unherd #2 spring 1997

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Pepsi is finally pulling all its operations out of Burma. The student organizations which led the Pepsi boycott at campuses across Canada and the U.S. can chalk up a small but important victory over the most brutal military regime in the world.

Sadly, apart from OPIRG and some individual students, the Queen's community didn't take part in the international boycott of Burma. Queen's still does not have a general policy on ethical investment. This brings to mind the absurd length of time it took for Queen's to stop investing in South Africa: it maintained financial links until shortly before apartheid ended. Burma is the South Africa of the 90s, and Queen's is once again sleeping through the action.

The Pepsi debate at Queen's - as played out in the Journal and AMS assembly last November - appeared to fizzle out. But the demand from students for consistent ethical investment policy at Queen's is increasing.

There were two types of argument used to dismiss ethical investment, and, in fact, these arguments are used more generally to undermine socio-political activism. They are the "constructive engagement" argument and the "anti-ethnocentric" argument. Both are ripe for debunking.

Constructive Engagement

The use of "constructive engagement" as a bad excuse dates at least as far back as British Prime Minister Neville Chamberlain's engagement with Nazi Germany in 1938. Constructive engagement failed in Europe in the 1930s, it failed in South Africa in the 1980s, and it's failing Burma in the 1990s. As Bishop Desmond Tutu said, after he and six other Nobel prize winners were refused entry to Burma in 1993:

As a South African, I can claim some expertise on the subject of constructive engagement. For years, some governments claimed that the best way to deal with the apartheid regime in South Africa was by continuing to talk and trade. This gradualist approach, they said, would persuade the white-minority regime to share power and end its flagrant abuses. Today the world knows what a failure that policy was. These lies gave the apartheid regime the political will and economic sustenance to continue its repressive policies. *Only when serious sanctions started to take a significant economic toll on my country did the road to real reform begin.*

The IMF and World Bank stopped funding Burma in 1990. Even the magazine *Business Week* says "Burma should not be open for business until it grants its citizens the most basic human freedoms." The London Daily Telegraph wrote "those foreign investors...who are participating in the junta's plans have every reason to feel ashamed of themselves." When Petro-Canada pulled out, it called the Burmese government "thugs, criminals and drug dealers".

The United Nations called for sanctions against Burma; not surprisingly, this was not enough to get Queen's to review its relationship with Pepsi. But considering how many major multinationals were also condemning "constructive engagement" with Burma, the excuses

sounded pretty lame.

Is it ethnocentric of us to demand democratic reform?

The other argument used to justify political inaction has it that democracy, since it reflects only western values, is not an appropriate form of government for Burma. Different cultures have incommensurate value systems, runs the postmodern "anti-ethnocentric" argument, and thus cultures can not be criticized from the outside.

Ethnocentrism and the Postmodern Right

by Steven Kammerer

We'll ignore for a moment

the fact that 82% of Burmese voters chose the democratic party (0.39% voted for the current dictator) in 1990. And forget for a moment the thousands of pro-democracy student demonstrators massacred in Rangoon in 1988, and those who continue to demonstrate today. These facts speak for themselves. But the anti-ethnocentric argument itself, if properly understood, provides the blueprint for social justice activism on a global scale.

First, it is important to recognize that anti-ethnocentrism has been crucial in the west for empowering marginalized groups such as women, minorities, gays and lesbians. It has also been essential for combatting western cultural imperialism around the world. It works to promote diversity both within communities, across nations, and throughout the world. Thus the goal is not to "export democracy" but to help the peoples of Burma to form a government which preserves and promotes their cultural identities.

It is also important to recognize how the Right has taken the postmodern fear of "universality" and the defence of cultural difference and twisted them into a "cultural relativist" belief which is then used to undermine socio-political activism. The notion of universal human rights is essential for the establishment of the freedom, protection, and resources necessary for equality and diversity to flourish. Differences cannot flourish when people suffer under forms of exploitation, whether it be forced labour, a cash crop economy, or the practice of female circumcision. To combat all forms of exploitation effectively requires ideas of humanity which are necessarily universal.

The Right version of postmodernism does not recognize that what different ethnic groups have in common socially and economically is finally more important than their cultural differences. Cultural difference must be rooted in political emancipation.

Universality in the end simply means that we all inhabit the same small planet, that everything is close-knit - politics, cultures, environments. It means that you don't need the authority of a cultural tradition to justify the promotion of values like dignity and justice.





Welcome to the future: AMS Elections, Corporate Sponsorship and the New School

by Michael Crumme

At 40% of US high schools, students are forced to watch Channel One. Ten minutes of corporate produced news, and two minutes of ads every day of the school year. The schools receive audio-visual equipment in return for the advertising.

Glassboro State College in New Jersey was recently renamed "Rowan College" for \$100 million donor Henry Rowan. Writes Lawrence Soley, "not since the Stalin era has a living individual had a monument of this size named after him."

The right-wing Olin Foundation funds an entire program of study called "Law and Economics" at many US schools, including Harvard, Stanford, Yale, and the University of Chicago. Through scholarships and fellowships, the foundation pays students to enroll in their courses. UCLA discontinued the program, stating that it was "taking advantage of students' financial need to indoctrinate them with a particular ideology."

MIT's Industrial Liaison Program gives professors incentive to lease their brains to corporate donors. MIT has established a point system—profs get points for acting as a consultant for companies. A telephone call is worth 2 points, a visit to the lab worth twelve. One point is worth \$35 in computer equipment, office equipment, or other toys. Corporations pay between \$10-50,000 in membership fees for the program.

Last year, the winning candidates in the AMS elections made their mark by hanging banners with a likeness of KFC's Colonel Sanders above the slogan "Ballot Ticken' Good." This year, not one, but two of the four campaign teams (including the eventual winners) ripped off corporate logos and slogans to try to sell themselves to the electorate. One team played

on the initials of the candidates' names by using the Volkswagen VW logo, their slogans were takeoffs of the car manufacturer's "Drivers Wanted" ad campaign, "Voters Wanted," and the inane "Ballotgrünner." The second group of hopefuls used the Coca-Cola red background and trademark white swirl, and the slogan "The Real Thing." Either of these teams could have used just as many of these attempts to ride the coattails of corporate ad agencies as indicative of the lack of imagination and vision of student governments in recent years. But it seems to me there is something more sinister and disturbing than a simple lack of originality going on here.

Presumably, these teams of student government candidates sat down before the campaign to figure out how best to get their message across to students. Slogans and images were suggested and discarded until they came up with something they thought would appeal to the hearts and minds of the electorate. And if the last two elections at Queen's is any indication, what they saw in the hearts and minds of Queen's students was 30 second commercials, soundbites, mindless corporate slogans.

Although all AMS hopefuls this year were officially against tuition hikes and privatization of universities, the corporate images in the campaigns were used with no apparent irony or distance. Of course, the use of corporate advertising in student elections is merely symptomatic of the ascendancy of the corporate worldview everywhere in our society. Previous AMS exercises, for example, were instrumental in creating OUSA, a provincial student body whose official policy on tuition was the reassuring claim that tuition hikes are an inevitable response to economic realities, get used to it. The Municipal Affairs commission of the most recent student government responded to concerns about the gutting of Rent Control legislation by stating that housing was "simply" moving to a market-based system and students will deal with spiraling rents by living further from the university. Wow. Talk about leadership.

We used to think of universities as a place beyond the reach of crass commercialism, where academic freedom and disinterested research were not considered commodities. Not anymore. The ideology of the market, in fact, has moved into the body of academe like a cancer and will likely continue reproducing itself until the university system as we know it is dead. Governments of every stripe are holding the shotgun at the wedding of education and corporate sponsorship. As transfers are repeatedly slashed, universities and schools are being forced to find more and more of their funding elsewhere—meaning, like it or not, they have to sell themselves to the private sector.

York University is currently exploring exclusive sponsorship arrangements which would see corporate logos on high tech equipment, class materials, and web sites in return for cash. Pepsi is reportedly offering high schools state of the art equipment—televisions, VCRs, and instructional videos—in return for 2 minutes of Pepsi advertisements per every hour of instruction. There are people (mostly corporate PR types and cash-strapped educational administrators) who paint this scenario as a win-win situation for both schools and companies, an attitude which merely shows that corporate PR types and educational administrators have all the imagination and vision of your average student politician.

Direct corporate sponsorship will severely limit the range of independent inquiry and instruction at any level, as it has in commercial media. The more universities and schools depend on private funding to survive, the more administrators will discourage and weed out teachers and courses

perceived to be "controversial" or possibly offensive to sponsors. Subjects which are deemed to have little sponsorship potential will be marginalized or pushed out of the curriculum altogether. IBM funding a course on Lesbian Texts in Context? I don't think so.

Defenders of private sector funding dismiss this claim as overstated or simply paranoid conspiracy theory. The President of York University, for example, maintains that all agreements will include safeguards to ensure curriculum is not "influenced" by sponsors, and that the intellectual integrity of courses and subject matter will not be compromised. According to one professor at York, however, the University of Toronto and McGill University have already signed deals with corporate sponsors which give them the right to control content and design curriculum in the courses they fund. Incidentally, the details of these agreements are not being made public by the universities in question. The paranoid among us should feel free to theorize as to why this is the case.

Besides the direct impact of self-censorship by administrators, there is also the issue of commodification of students and the education system as a whole to consider. To the corporate investor, students are simply potential consumers. Legislation makes cigarette advertising near high schools illegal for good reason. Why should Pepsi or Mitsubishi or Calvin Klein be invited into the classroom? The further we open the door to the priorities of private corporations, the less education will have to do with fostering critical intelligence and independent thought, and the more it will have to do with teaching us what clothes we should wear, what soft drink to consume, which computer to use, which car to buy. As the recent AMS election proves, we are learning those lessons well enough elsewhere.

It may also prove that the bottle to maintain some sort of independence and integrity is already lost. Maybe the university is already just a factory turning out highly-skilled, subservient employees for the corporate world, maybe students have no more ambition than to be consumers in the global market. Until now, however, the educational system was one of the few places in our society where we at least pretended there was more to life than a person's salary upon graduation.

BOYCOTT WISCONSIN

Sports win out over people in the friendly state of Wisconsin. State government has imposed a surtax in five counties to fund a new stadium for the Milwaukee Brewers. Stop shopping in Lake Geneva, stop writing to your Wisconsin relatives. Don't support this insidious corporate welfare.

REBALK REBOK

Recently a number of US universities have entered into exclusive contracts with footwear manufacturers like Reebok and Nike. In these agreements, the universities typically get free athletic equipment, and in return the company uses the university name in their advertising. This might seem innocuous, unless you read the fine print. Reebok's contract last spring with the University of Wisconsin included a non-disciplinary clause that prevented all University staff and faculty from making comments critical of Reebok. This was seen as an assault on academic freedom, especially given the wretched conditions in Reebok's third world factories. The clause was eventually removed after significant protest from students and staff.

The Mean Machine

With little fanfare, TD has "refined" their \$5 guarantee. Originally, clients were awarded \$5 whenever they had to wait more than five minutes in a teller line. Under the new rules, the client must request a service not provided by the friendly automatic teller. If you find yourself caught in line at TD, ask the teller for change, or some other service which the bank machine cannot provide, and demand your \$5. If bank fees and loan payments are hitting you hard, get together a group of friends, head over to the nearest TD, and start a slow-moving line. When you get your \$5, get back in line and ask for change. Repeat. At \$60/hour, this might be the most lucrative protest you'll ever be part of.

"Having reviewed the Mike Harris plan, I am convinced that the tax incentives for people and business will help create an economic climate of dynamic growth and new jobs in Ontario."
-Bill Young, President and CEO of Consumer's Distributing (now bankrupt)

Burma is often called the "South Africa of the 90s," and again activists are calling for sanctions. At present 10 American cities (including Berkeley, CA, Madison, WI, and San Francisco, CA) and the state of Massachusetts have passed selective purchasing legislation which requires them to refuse to do business with companies with investments in Burma. Most companies who have pulled their money out of Burma acknowledge that "under current conditions. It is not possible to do business in Myanmar without directly supporting the military government and its pervasive violations of human rights." Predictably, there are major corporations who disagree. They argue that by being in Burma, they are providing the citizens with jobs while teaching them the value of democracy. They call this "constructive engagement."

Unfortunately, constructive engagement usually amounts to paying the Burmese government thousands of dollars in taxes, while benefiting from the SLORC's use of child and slave labour. As NLD Party leader and Nobel Peace

Laureate Aung San Suu Kyi says, "until we have a system that guarantees rule of law and basic democratic institutions, no amount of aid or investment will benefit our people. Profits from business enterprises will merely go towards enriching a small, already very privileged elite. Companies such as Unocal and Pepsi, ARCO, and Texaco only serve to prolong the agony of my country by encouraging the present military regime to persevere in its intransigence."

Public pressure has forced many corporations to stop doing business in Burma. It remains to be seen whether the U.S. or Canadian governments will follow the lead of Berkeley and Massachusetts. In September, President Clinton signed a bill which gives him the power to impose sanctions "if the Burmese government has physically harmed, rearrested for political acts or exiled Aung San Suu Kyi or has committed large-scale repression or of violence against the Democratic opposition." Since that time, more than 100 NLD party members have been arrested, and Aung San Suu Kyi has been attacked. In fact, in a telephone interview in early February, Aung San Suu Kyi told American reporters that "we received reports from up-country that Win Sein went and spoke to members of the U.S.D.A. and bluntly told them to kill me. That I should be killed."

¹ From a press statement Levi's released when they withdrew from Burma.

² Pepsi has announced that they will pull out of Burma in May

³ Aung San Suu Kyi in an interview published in Voice of America, Feb. 3 1997.

Saul John Ralston

Excerpted from a speech John Ralston Saul gave at a Canadian Friends of Burma Conference in Ottawa in November. Saul is a writer, social critic, and Burma activist. He was the recipient of the Governor General's Award for non-fiction.

“The SLORC is not a body which is open to any form of negotiation in good faith. Nothing, absolutely nothing will be accomplished through attempting constructive engagement. We've attempted this formally now since 1962 and in that time they've destroyed Burma... We know that anybody who speaks out in Burma is arrested, beaten up, tortured, murdered. Frank speech leads to prison. Ma Thida, a doctor and writer, was arrested and sentenced to 23 years of solitary confinement. The SLORC has just declared that it's working towards multiparty democracy, and they're putting people in prison for meeting with opposition groups, for selling commentary to foreign news organizations, being a journalist, meeting with foreign diplomats. This year they passed a law which bans all acts which seem to disturb public order and sets five to twenty year prison terms.

1996 was "Visit Myanmar Year." Tens of thousands of Burmese people have been turned into government slaves to make Burma more attractive to tourists. They work without pay (and often in shackles, watched constantly by soldiers) on such projects as building roads and dredging the moat which surrounds Mandalay, Burma's second largest city. A lucky few have been conscripted to act as human mine-sweepers for the military.

"criticizing the government is classified as "disturbing public order." This is how constructive engagement has worked in Burma. After the massacres, we cut off aid. The SLORC lived off drugs, other aid, the ruby market, the teak market, etc. which wasn't a very big income. They don't need that much money to fill their bank accounts and buy their weapons. They replaced the part of their income which came from international aid by opening up their markets to our corporate investors. We cut off money with one hand and we sent it back with the other... The "Dirty Clothes" campaign which Friends of Burma has just started gives another example of the effects of this sort of liberalization. Penny Kitsen, a Sears Canada representative, gave a typical defense of her company's trade with Burma, explaining "here's the human rights issue, but if we back away, we could be risking the workers' future employment income." The standard argument here is the workers' right to a 60-hour work week at eight cents an hour. I've seen the factories in which the women and little children work - tin shacks in summer, 40 degrees Celsius inside, no windows, door closed. To go along with that now is to pretend that we hadn't decided that this was illegal, immoral, impossible, unacceptable by the 19th century. We've heard this kind of argument before. We know that we're dealing with drugs, child prostitution, AIDS, the exploitation of cheap labour and forced labour. We are not dealing with economic and social development. ”

To read more of what Saul said, see Peace Magazine, Jan/Feb issue, or contact the Canadian Friends of Burma, (613) 230-0860 (Ottawa).

Pepsico announced in January that it would terminate all of its operations in Burma as of the end of May. At that time activists plan to declare an end to the gloriously successful Pepsi boycott, and consumers will be able to eat and drink Pepsi "food" and "beverages" with a clear conscience. Companies that remain in Burma include Seagram, Texaco, and Ralph Lauren,

In June 1996, James Nichols, 65, died in a Burmese prison. He had been arrested six weeks previously for the possession of two fax machines and a telephone switchboard. Amnesty International reports that he had been deprived of his heart medication and of sleep for two days prior to his death.



BURMA

When her party won 82% of the vote in the 1990 elections, leader of the National League for Democracy and Nobel Peace Prize laureate Aung San Suu Kyi was put under house arrest instead of being conducted to the houses of parliament. She was charged with the crime of illegally attempting to form a government.



Aung San Suu Kyi

Dancing in the Street

by Marney McDiarmid

On March 1st, 1977 the Kingston Whig Standard ran a story announcing the opening of the King's Hotel, a new bar situated on Princess Street.¹ The owner Richard Mitchell and his son Ron discussed the renovations that had taken place and the expectations they had for the establishment. Lunch would be available for the "downtown crowd", and at night "modern music will be played by a disc jockey in the discotheque."² Richard Mitchell expected that the King's would draw, "a mixed bag of people."³ The evening of March 1st it became apparent that Mitchell's "mixed bag" did not include homosexuals.

Dan Schneider and approximately ten other members of the QHA⁴ went to the King's that night to "have a look at the place and see what it was like." After a couple of hours of fast dancing, Dan and a male friend started slow dancing together and were promptly told to leave the premises.⁵ Members of the QHA were outraged not only that they had been told to leave, but that the same sex dancing that took place between two women was permitted. Explained Mitchell,

"I've seen girls dance together frequently, but it doesn't conjure up in my mind that they might be funny. But two men doing a dance where each partner holds each other was offensive to me and to everyone in the place. I don't have anything against these people, I feel sorry for them. But I'm a business man, not a sociologist."⁶

The QHA protested Mitchell's actions on the grounds that they were both anti-gay and sexist. Kathy Howes, one of the women dancing with another woman at the King's that night, described Mitchell's actions as being informed by the sexist attitude "that women only go to bars to be picked up, and dance together only until men ask them to dance."⁷ Subsequent phone calls to the King's established that Mitchell had no intention of changing his policy -- except to apply the rule to women as well.



"The King's is sexist", "Anti gay is sick", "Discrimination lives here", and "Gay is proud." The QHA was adamant that they "were not out looking for a reaction, not trying to manufacture an event. The incident at the King's Lounge simply happened - we went there for the same reasons [as] anyone else."⁸ However, upon being treated unfairly, the homophiles asserted that

"Heterosexuals have always taken for granted their right to express sexual preference and physical affection in public. The expression of such preferences and affections is natural for homosexuals as well as for heterosexuals, and this is why we seek the right to engage in it publicly. We are no longer willing to hide this aspect of ourselves."⁹

Protesters were accompanied by over 130 spectators who stood quietly watching from the other side of the street. In 1977 (and even in 1997) thirty people "out and proud" was not a common sight on the streets of downtown Kingston. Commented one 14 year

from the archive



old girl, "I can't believe people would get up on Princess Street and admit they're gay."¹⁰

Unfortunately the protest appeared to have little effect on the King's except to cause Mitchell to declare that he would no longer serve members of the QHA -- "if I am able to recognize them" he stated.¹¹ Although the action did not change the King's policy, the fact that thirty people openly, and without shame, demonstrated for gay rights on a busy Kingston street was a formidable accomplishment. By making themselves visible the protesters were asserting that gays and lesbians were a viable part of the Kingston community. Who knows how many of the 130 spectators, the thousands of Whig Standard readers, the numerous people simply hearing "the word on the street" were, perhaps for the first time, presented with a proud and positive image of their own desire.

Were you there? Marney McDiarmid is a Masters student at Queen's. Her research is on the oral histories of gays, lesbians and bisexuals in Kingston. If you were in Kingston during this event or know anything about Kingston's queer past, please contact Marney at 546-6694 or e-mail 3mm28@qmlink.queensu.ca. Confidentiality guaranteed.

¹ "Grand hotel reopens now it's called King's" *Whig Standard*, March 1, 1977, p. 1

² Queen's Homophile Association

³ "Lounge orders heterosexual males off dance floor," *Whig Standard*, March 14, 1977, p. 20

⁴ "Ibid."

⁵ "Can't dance at disco has gays picket," *Queen's Journal*, March 15, 1977, p. 3

⁶ "Gays' hotel,"

⁷ "Homophobia at the King's Hotel," *Queen's Journal*, March 15, 1977, p. 10.

⁸ "Can't dance,"

⁹ "Lounge orders..."

SHELL RAISING HELL IN NIGERIA

Shell Petroleum continues its alliance with Nigeria's Abacha dictatorship. The military regime carries out indiscriminate beatings and arrests of Ogoni protesters, leaving hundreds dead and thousands displaced. Shell has polluted Ogoni land with over 3000 oil spills between 1979 and 1991. These spills contaminate local water supplies, erupt into raging fires, and cause acid rain. A May '94 military security memo declared, "Shell operations still impossible unless ruthless military operations are undertaken for smooth economic activities to commence." In 1995, Ken Saro Wiwa and eight other anti-Shell activists were hanged, many on unspecified charges. The UN has failed as yet to impose sanctions on Nigeria or boycotts on Shell. As this paper went to press, Canada announced that it was suspending diplomatic relations with Nigeria after their dictator, General Abacha accused Canada of complicity in terrorism. Nigeria also charged Nobel Prize Winner Wole Soyinka and eleven other dissidents with treason.

The Black Plague

Conrad Black gained control of more than half of the daily newspapers in Canada and some US papers with his takeover of the *Southern* chain. He promised to rid the paper of "the overwhelming avalanche of soft, left, bland, envious, mediocre pap which has poured like sludge through the centre pages of most of the *Southern* papers for some time." He followed this promise by essentially firing editors at the *Montreal Gazette* and *Ottawa Citizen*. Of course, Black's idea of "left pap" is a bit different from the rest of the country's; the *Southern* papers supported free trade, most of Mulroney's policies, and Christian's approach to deficit reduction.

"Propaganda, by whatever name we may call it, has become a very general phenomenon in the modern world. Differences in political regime matter little."

-Jacques Ellul

SERL SUPERVISION

...the fruitless resistance is equated with doom; a tar pit of high priced fibres, and grainy alternatives of those to whom flirtations with as are integrated into their lives as the blood that seeps through their veins? Where does the ethical, fashion addict go to get a fix?

do-it-yourself thrift stores are where it's at-a shopping experience which encourages creativity, choice, often unprescribed combinations and Locally The MOD Shop (proceeds to the March of Dimes), The Goodwill (proceeds to Goodwill work initiatives program), Value Village (finders fee goes to CF).

Subvertising: fascion media enters us without warning...screaming lips and hollow cheeks are floating scraps in a heap of social fabric...the strength of the beast is turned against it as young designers/activists take over magazine

CAROL ...
...
adustars/

...on your foot-1
The International
charges adidas with
the killing of this
species.
-Boycott Quarterly

NIKE- fascion athletic wear for the
corrupt Nike, among other
scale garment producers, rely
the cheap 16 cents/hour
handwork of Palestinian sweatshop
workers.
-Globe and Mail

LEVI-STRAUSS- that little red tab
on your ass contributes to the
devaluation of labour. By moving
the San Antonio plant to Costa
Rica, this jean machine devastated
the San Antonio community and
prompted the underpayment of
yet another group of "third world"
labourers.
-Boycott Quarterly

THE GAP-wage gap that is 76
cents/hour in a Mandarin
sweatshop, sexual harassment
and child labour are woven into
this year's line of fluorescent

ART

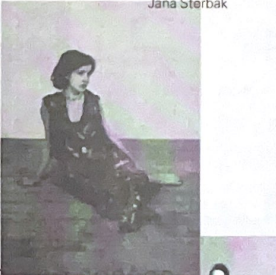
Richard Lyle
Prophet Future 1996.
for Fashion Cares

Richard Lyle's "Prophet Future" (featured at the Fashion Cares fundraiser for AIDS research) responded to the event's theme, "Viva Glam Future Perfect." The dress constructed of a collage of photodoc images depicting global demise (war, holocaust, poverty), clear plastic and reflector tape, was created to invest in fashion a social responsibility for remembering these atrocities. According to Lyle, the dress is pointedly shapeless and allows the model's skin tones to mingle with the photos to inject them with life that is often not present in photodocumentation of tragedy. He also aims to point to the fashioning of history, the way in which both fashion and history are both caught in the spin cycle of use/refuse/obscure. Criticisms of this piece, however, parallel those of Oliviero Toscani (creator of Benetton's photodoc ad campaign), questioning first, his position in adopting the tragedies of those who lived through events like Fukushima and Dachau, and second in displaying them on a "retty model" in the context of a runway (a venue not prone to reflection or mass political action). That a collage of collective memory would be injected into the ring of fleeting fads also serves to undermine the importance of a deeper reflection, if from the lowly level of the audience the photos were visible at all.

Works such as the "Vanitas flesh dress for albinos anorectic", and "remote control" (a wire frame skirt equipped with seat and wheels and operated by remote control)



Jana Sterbak



intraVenus: fluid for the senses

the union gallery on 12/12/96.
w/ DJ TNK

in a maniac frenzy of artistic expression and cultural refuse, intraVenus, an "interactive" fashion show sponsored by the ooze collective, smited glam and garbage at the Union Street Gallery. Models, designers and artists (dressed in everything from placemats to car parts) spoke to guests about the materials, which were, for the most part, collected from local dumps, factories and thrift shops. The ooze collective stated as its mission, "to expose the ooze", those remnants of culture/industry/fashion which now collect in heaps on the fringes of society. By placing their creations in the gallery context they sought to illustrate that fashion can be more of a creative process than a simple trip to the mall or an evening where the guests were asking, "where's the runway?", event organizers said that they were asked to ask questions about the origins of the materials. While this seemed to be a somewhat confusion of those expecting a fashion show rather than what appeared to be a cocktail party, models and designers spent hours speaking about (and demonstrating) the construction of their outfits.

Janna Graham

12
**Life is too Short
for Bad Coffee**

by alison clegg

Coffee - common hot drink that provides ability to work late, rise early, and think quickly. Not native to South America, but formed extensively with high pesticide and fertilizer input all over the continent. Production for medium- and large-scale companies typically removes independence and financial viability of farm workers and small farmers throughout the South. **Fairly traded coffee** encourages farmers to diversify their crops, and helps to ensure a rewarding lifestyle for the people whose toils produce our morning brew.

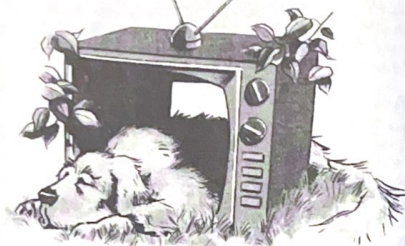
The goal of fair trade organizations is to fight poverty in the South through education, political lobbying, and most importantly, fair trade. These organizations purchase products from co-operatives and other groups, and also work together with businesses and plantations, demanding improved conditions for workers. To qualify to sell to fair trade organizations, all potential partners must meet a number of criteria. Here are some of the characteristics of Fair Trade:

- goods are purchased as directly as possible from the producers (the farmers)
- purchase price is high enough to allow the producers to achieve a reasonable standard of living
- producers are entitled to advance loans
- assistance in training, funding, organization, and product development are provided if necessary
- if producers are employed by a company, they must be provided with reasonable wages and fringe benefits

In Kingston, coffee beans from Bridgehead, a fair trade organization, can be purchased at Tara Natural Foods for \$19.96/kg. The Laundry Cafe sells ground Bridgehead coffee in 300g packages for \$5.85.

If you are interested in joining the OPIRG Working Group on Coffee or would like more information about fairly traded coffee, visit the Earth Centre in the JDUC, or email 3amc7@qink.queensu.ca.

TV Turnoff Week



April 24-30



Such Megacity Cannot be Tolerated

The Harris government has recently enacted legislation to drastically restructure municipal governments in Ontario, by amalgamating local governments into uniform faceless bureaucratic monsters, Metropolitan Toronto, a model of progressive government, is the first city to go under the knife. The transition is to be carried out by an appointed team of Tory cronies who will oversee every aspect of the transition including allocating the millions now in municipal reserve budgets. In a recent plebiscite 73% of voters said no to the megacity although it is unlikely that the Harris government will listen.

I've been very frustrated lately about S/M (or dominance and submission - D&S) and its anti-feminist implications for womankind who love to play with it, especially for those who love being bottoms, and are playing with men. Many womankind feel uncomfortable when this description (submissive, with a male partner) reflects either their fantasies or their realities. This discomfort stems largely from the dangerous over-representation of negatively portrayed S/M scenes in popular culture and from those who misunderstand what healthy dominance/submission play actually involves, based on perceptions formed from these negative examples.

Eighteenth century Sadean ideas of dominance and submission continue to be the most popular examples of S/M today, where one person (usually a man), exercises complete control over another person (usually a woman). The scenes often result in rape and/or other forms of physical and emotional damage. It would be easy to understand why those who deplore D&S feel as they do, if this example were an accurate description of popular S/M play -- but it isn't.

Due to the hard work of many brave writers, speakers, and other advocates of positive, non-traditional sex play, popular S/M does not

by karen thom

s/m from the bottom up

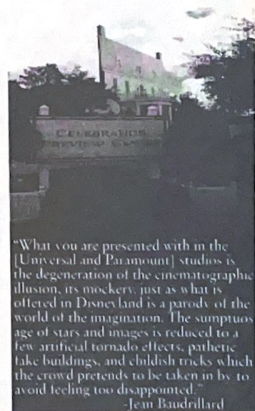
involve victimization and assault. Healthy D&S is an exploration of power imbalance that *can only come from a situation where people have complete trust and equality*. Ironically, the bottom or submissive has complete control, since they have the power to stop the scene at will, or let it play out. While most players usually prefer to play either tops or bottoms, these roles are not static. It is not uncommon for bottoms to play the top sometimes, and vice-versa.

But what happens when a woman finds out that she really enjoys playing a bottom? This preference often leads to feelings of insecurity. Her partially to the illusion of powerlessness often conflicts with the feminist agenda to further the status of womankind in society. When the top happens to be a man, these feelings of undermining feminism are often intensified. The opinions of uninformed peers and the negative portrayal of S/M culture perpetuate feelings of shame when really, bottoms should be instilled with feelings of pride.

Womankind who like to play submissives do not deserve to be looked down upon as supporters of patriarchy based on their sexual preferences. This negative judgment is as oppressive as homophobia. In line with eradicating the stigma attached to D&S, creators of S/M culture have a responsibility not to portray S/M as violence, but instead to acknowledge it as a pleasure that can be healthy and positive.

The End of the World

Celebrate poor taste at Disney's \$2.5 billion Florida village "utopia", Celebration. If massive control of entertainment isn't enough, you can now let Disney control your life: in Celebration Disney is your landlord, your schoolboard and your big brother - provided you can afford it. Living space costs 30% more per sq ft than in neighbouring counties. In exchange for your savings and your individuality, you get a life in a paradoxical world. Design is focused on imitating pre-'40s architecture to play on associations of childlike innocence from a time we can't remember. Contrarily, in order to come off as the town of the future, Celebration has the latest technology: hermetically sealed aseptic nuclear-powered Victorian Estate homes featuring direct fibre-optic wiring to randy net porn and 500 channels of sanitized Disney pap. One promotional sign advertises: "Imagine how great it would have been ... to live fifty years ago with all the neat gear you have today." Fifty years ago, when women were condemned to domestic servitude and the schools were still segregated - this is Disney's Utopia.



"What you are presented with in the [Universal and Paramount] studios is the degeneration of the cinematographic illusion, its mockery, just as what is offered in Disneyland is a parody of the world of the imagination. The sumptuous age of stars and images is reduced to a few artificial tornado effects, pathetic fake buildings, and childish tricks which the crowd pretends to be taken in by to avoid feeling too disappointed."
- Jean Baudrillard



the first unherd



Winner! C. Tan

Congratulations to all our winners!



Winner! Laura Mark

SAVE 89¢

On a 12oz can of Nestea.

TO THE CONSUMER: Present this coupon to your retailer and tell the cashier you refuse to buy Nestle products until Nestle stops killing babies in the third world.



Consumer Surrealism Contest

"When it comes to availability and accessibility, only one beverage is our true rival: tap water."
—Coca-Cola annual report, 1995

Winner! Coca-Cola Ltd



Winner! Helen Gurley Brown

WINNERS!

SUPERMARKET PSYCHOLOGY



CYBERMARKETS OF THE FUTURE

Innovations in cybermarket technologies that we'll all be familiar with soon....

- A) The VideOcart. An ordinary shopping cart equipped with a video screen which responds to ceiling-mounted sensors to provide the unwitting consumer with sales pitches and product "information." Already in use in some WalMarts.
- B) In-store advertising. In many stores soothing voices interrupt the musicals or subliminally coerce you into purchasing shit that you don't want.
- C) The Green Box. A high-tech ultrabook you fill with groceries. At the checkout, you run it through a scanner which tallies up your bill and charges it to your bank account. No more disgruntled checkout clerks! What a boon!

"The Canadian Supermarket has been transformed into... one of our society's great brainwashing experiences."
—The Globe and Mail

Meat is low-profit so it's (in a bad way) a high profit, so the deli counter is in front.

Furthest from the door so you'll have to walk past the only white loaf of bread or a jug of milk.

Every time you use your SuperUltraSaverCard you get information about your buying patterns, combines that with the personal information you provided (age, address, etc.), and uses it in "promotions" and to make their advertising more effective.



During busy business hours, energetic music encourages you to shop faster; the soothing melodies at other times lull you into remaining in the store for as long as possible.

All companies pay a listing fee just to get their product on the shelves, but some are hefty to get the choice eye-level slots. Supermarkets have been producing masses of products and have had to drive up listing fees, profits, and prices.

Produce is at the beginning of the shopping experience. Even though most people would prefer to load fragile items like tomatoes and red peppers in the back, studies show that consumers buy larger quantities in larger quantities than they actually buy. Produce at the entrance also gives the profit-hungry Supermarket a genuinely farmer's market feel.

End of Aisle Displays are the first line of a sale price even if when there's no sale.



Furthest from the door so you'll have to walk past the only white loaf of bread or a jug of milk.

Every time you use your SuperUltraSaverCard you get information about your buying patterns, combines that with the personal information you provided (age, address, etc.), and uses it in "promotions" and to make their advertising more effective.

(hypothetical supermarket)

