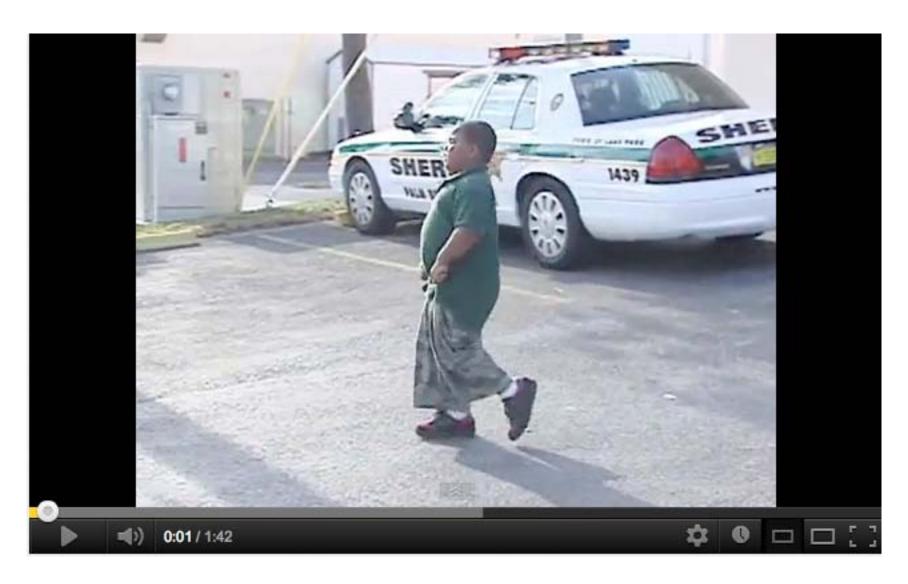
five

A PUBLIC SERVICE ANNOUNCEMENT ON MATERIALISM STEALING OUR YOUTH

"cuz it's fun tah do bad things"

Latarian Milton



background

YOUTHFULNESS SHOULD NOT BE TAKEN AWAY BY POSSESSIONS

In today's society we give great importance to our possessions.

Our possession become part of our physical identity, and we accumlate

them based on their ability to expose ourselves to the rest of the world.

This intense connection to things/objects/stuff is taking away the freedom

within our youth. So how do we dispossess the possessed of an

overwhelming desire for possessions? With a possession?

background



seeking to define the system of causes within which countercultures of the disadvantaged evolve

defining THE HUSTLE

If "the man" won't give me a job, I'll design a *hustle* -- an antijob routine, a denial of the obligation to work, a racket, a source of income by the easiest possible means. I'll organize my life around the search for kicks -- any acts tabored by squares -- and thus show my disdain for the dominant values.

background

"Everyone in Harlem needed some kind of hustle to survive and some way to stay high to forget what they needed to do to survive." Malcom X

taget audience

YOUTH

objectives

Bring awareness to bay area youth about the importance of not taking a "five-finger discount."

Emphasize desires/wants verse needs.

Reframe deviance (the deviant act of stealing) and the excitement that it brings to the youth. This rebellious *feeling* can be achieved by different means!

Address the future of stealing.

success is a state of mind

When the children switch from thinking they must have it (possessions) to thinking they do not need it (possessions), the word *success* may describe this outcome.

"ONCE YOU TAKE IT YOU CAN NEVER GIVE IT BACK"

PACK PATCH

Keep it cool at school.

A patch to defy deviance.

The patch will thematically employ the number five commenting on the "five-finger discount," but altering the message to "these fives jive," identifing with movement, fun, excitement, and adventure -- the elements that often cause children to want to steal if it not be a matter of the object.

How to get the patch?

Once a week patches will be hidden around the school. Slowly but surely a community of patch bearers will form to keep the message out there that we should not take from others.

WHEAT **PASTE**

Keep it cool in the hood. A paste to identify the image in different settings.

The wheat paste will use the same imagery as the patch.

How to see a paste?

Wheat pastes will be put up in the neighborhoods surrounding the school. This will be done so the children can identiy with the image in their home setting as well as the school setting. This puts forth the idea that stealing is not to be done in any setting. It is also good to see the imagery out in the world and off of possessional items.



2 months

snip -- cut -- sew -- paste -- print -- water -- glue -- thread -- goooooooooooooo

\$1,000 per school / micro neighborhood

kids parents school