

five

A PUBLIC SERVICE ANNOUNCEMENT ON MATERIALISM STEALING OUR YOUTH

background

“cuz it’s fun tah do bad things”

Latarian Milton



<http://www.youtube.com/watch?v=qcqOgnQyXp4>

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 accumulate 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?

the future of *five*

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

objective

target audience

YOUTH



objectives

- 1** Bring awareness to bay area youth about the importance of not taking a “five-finger discount.”
- 2** Emphasize desires/wants verse needs.
- 3** 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!
- 4** Address the future of stealing.

objective

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.

message

“ *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,” identifying 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 identify 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.



these fives jive

timeline

2 months

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

budget

\$1,000 *per school / micro neighborhood*

approvals

kids

parents

school