

Cultural Judo

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.

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.

© 2005 BlueJayWay.net



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.

© 2005 BlueJayWay.net



Cultural Judo

(to an actual advertising image)

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.

2000+ 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.

© 2005 BlueJayWay.net

You are not a



Product

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.

© 2005 BlueJayWay.net



Are You

Product in a system of Self Consumption?

Cultural Judo

(to an actual advertising image)

The spectacle is consuming
you, by you consuming it.

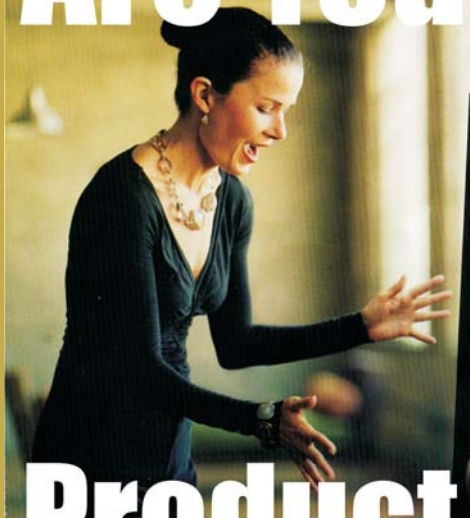
Only you can stop
swallowing
the emptiness.

Unplug now.

Only your Life
can be lived.

© 2005 BlueJayWay.net

Are You



Product or Consumer?

Cultural Judo

(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?

© 2005 BlueJayWay.net

Are You

Product?

NEW YORK, ROCHESTER, PALM BEACH
CORPUS CHRISTI, HOUSTON, PHOENIX, LAS VEGAS, BAL HARBOUR,
MIAMI, MIAMI BEACH, MIAMI SPRINGFIELD, AMERICANA MANHASSET,
NEW YORK AND STREET 5400 FIFTH AVENUE, NEIMAN MARCUS
AND SELECT MENFRESH LOCATIONS. 800.929.6208
AVAILABLE AT elakary.com

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.

© 2005 BlueJayWay.net

Are You



Consumer

or Product?

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....

© 2005 BlueJayWay.net

Martian



Product Line Coming

Cultural Judo

(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?

© 2005 BlueJayWay.net

Martian



Products

Cultural Judo

(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.

© 2005 BlueJayWay.net

Martian



Product Line Coming

Cultural Judo

(to an actual advertising image)

Every master
has a slave.

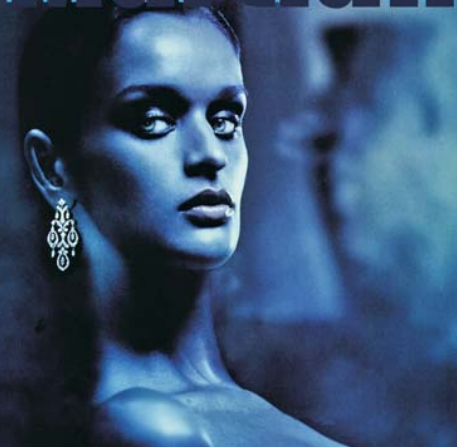
Every slave
has a master.

Mastery over Life
is slavery.

Mastery over things
is freedom.

© 2005 BlueJayWay.net

Martian



Product Line
Coming

Cultural Judo

(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?

© 2005 BlueJayWay.net

Martian



Product Line Coming

Cultural Judo

(to an actual advertising image)

Signs of Life?

© 2005 BlueJayWay.net

Martian



Product Line

Coming Soon!

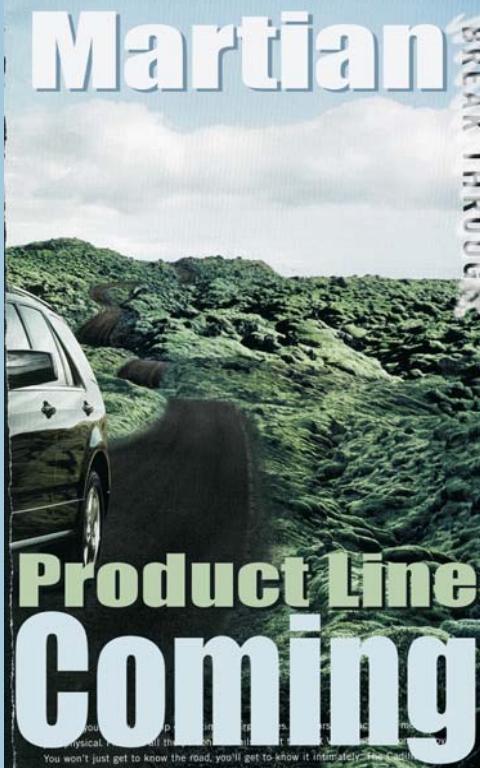
Cultural Judo

(to an actual advertising image)

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.

© 2005 BlueJayWay.net



Cultural Judo

(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.

© 2005 BlueJayWay.net

You are not a



Product

Cultural Judo

(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.

© 2005 BlueJayWay.net



Stolen

Live.