KEEP IT SLICK:
Infiltrating Capitalism with The Yes Men
Curated by Astria Suparak
Nov. 14, 2008 - Feb. 15, 2009

> Nov. 14, Fri.
5pm: How To Be A Yes Man Workshop with film clips from their upcoming movie. Presented by Carnegie Mellon School of Art Lecture Series. Miller Gallery, 2nd floor.

6-8pm: Business Casual Reception
Miller Gallery, 3rd floor.

> Dec. 4, Thurs.
8pm: The Yes Men Movie
Pittsburgh Filmmakers, Melwood Screening Room, 447 Melwood Ave at Baum Blvd.
Infiltrating Capitalism with The Yes Men

Reaching countless people through websites, newspapers, and television broadcasts, the sometimes anonymous Yes Men are among the most visible and effective artist-activists of our time. Over the past decade they have fearlessly taken on the world's biggest corporations and bureaucracies through a process they call "Identity Correction." Masquerading as official representatives at business conferences and on the news, they have helped keep critical issues in the international spotlight. "Unlike Identity Theft, which criminals practice with dishonest intent," The Yes Men clarify, "Identity Correction is the art of impersonating a powerful criminal to publicly humiliate them for conspiring against the public good.

Infiltrating the elite realm of the influential and the moneyed, cloaked in the shrewdest layer of authority -- thrift-store suits, quick-print business cards, forged press releases -- these social activators urge us to question where ethics belong in our capitalist-driven society.

This survey represents the first-ever solo exhibition of The Yes Men. Here you can walk into a re-creation of their past exploits in the Conference Room, witness a comically apocalyptic future, and pay your respects to a janitor who generously donated his body to satisfy our insatiable energy needs. In the Executive Board Room, you may browse through the Yes Men's personal office items and orate along to their absurd PowerPoint presentations.

In all of their exploits, The Yes Men hold a mirror up to faceless, corporate power. They do this not only to mock its acute disconnect with the real needs of people, but also to rouse to action the individuals who uphold this structure -- i.e., all of us. They push the limits of taste, forcing us to define our ethical boundaries and reaffirm our agency, a vitally important task in an era of eroding civil rights and marketing campaigns that obfuscate what democracy means.

In the tradition of the Situationists, through juridical satire reminiscent of Jonathan Swift and Mark Twain, strategies of tactical media like those of the Critical Art Ensemble, and institutional critique à la the Guerrilla Girls, Hans Haacke, and Art Farm, or public performances akin to those of Abe Hoffman, Adrian Piper, and the Reverend Billy, the Yes Men seek to incite change.

Above all, they urge us to do something better.

COMING UP

SINGS OF CHANGE: Social Movement Cultures 1960s to Now
Guest curated by Sara Greenwalt + Josh MacPhee

New York, NY: Through Nov 22, 2009 @ E.A.T. Art
Pittsburgh, PA: Jan 23 - March 8, 2009 @ Miller Gallery
at Carnegie Mellon University

LAST CHANCE

YOUR TOWN, INC., Big Box Reuse
with Julia Christensen

Through Nov 13, Thurs, 6:30pm
Carnegie Mellon University
Lecture Series, Big Box Reuse Presentation + Book Signing

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