A photograph of a protest banner. The banner is white with text in blue and red. The text is partially visible and reads: "ly people would believe that a ris", "at then they would not object to", "rickles down under global capital", "tay a float but just enough to drov". In the background, there is a large, dark tree with bare branches against a clear blue sky. In the foreground, a thick metal chain is visible, suggesting the banner is tied to something. The overall scene is outdoors, likely at a protest or demonstration.

ly people would believe that a ris  
at then they would not object to  
rickles down under global capital  
tay a float but just enough to drov

Boom!



# Boom!

A project by Oliver Ressler & David Thorne

2001-2005

"Boom!" is a collaborative project of Oliver Ressler (AT) and David Thorne (US). The project consists of photo-text works in various media designed for flexible production and application in a range of display contexts. The project began as a series of banners for use in counter-globalization protests, and has also been realized in art institutions, as contributions in print media, and as public art.



"Boom!", window installation, 2002. Installation view: "Anti-corporate globalization projects" (solo show), Kunst Raum Goethestrasse, Linz, 2002

The works inject lengthy statements into the traditionally short linguistic structure of the "url" to generate dysfunctional web addresses which examine some of the central myths of globalized capitalism. These dysfunctional urls are combined with additional texts and photographs in order to suggest that the current (or is it "over" now?) economic boom is a manifestation of the deepening crises of capitalism, and that "boom" must be understood not only as "expansion" (capital in search of return) but also as potential collapse or explosion.



"Boom!", window installation, 2002. Installation view: "Anti-corporate globalization projects" (solo show), Kunst Raum Goethestrasse, Linz, 2002

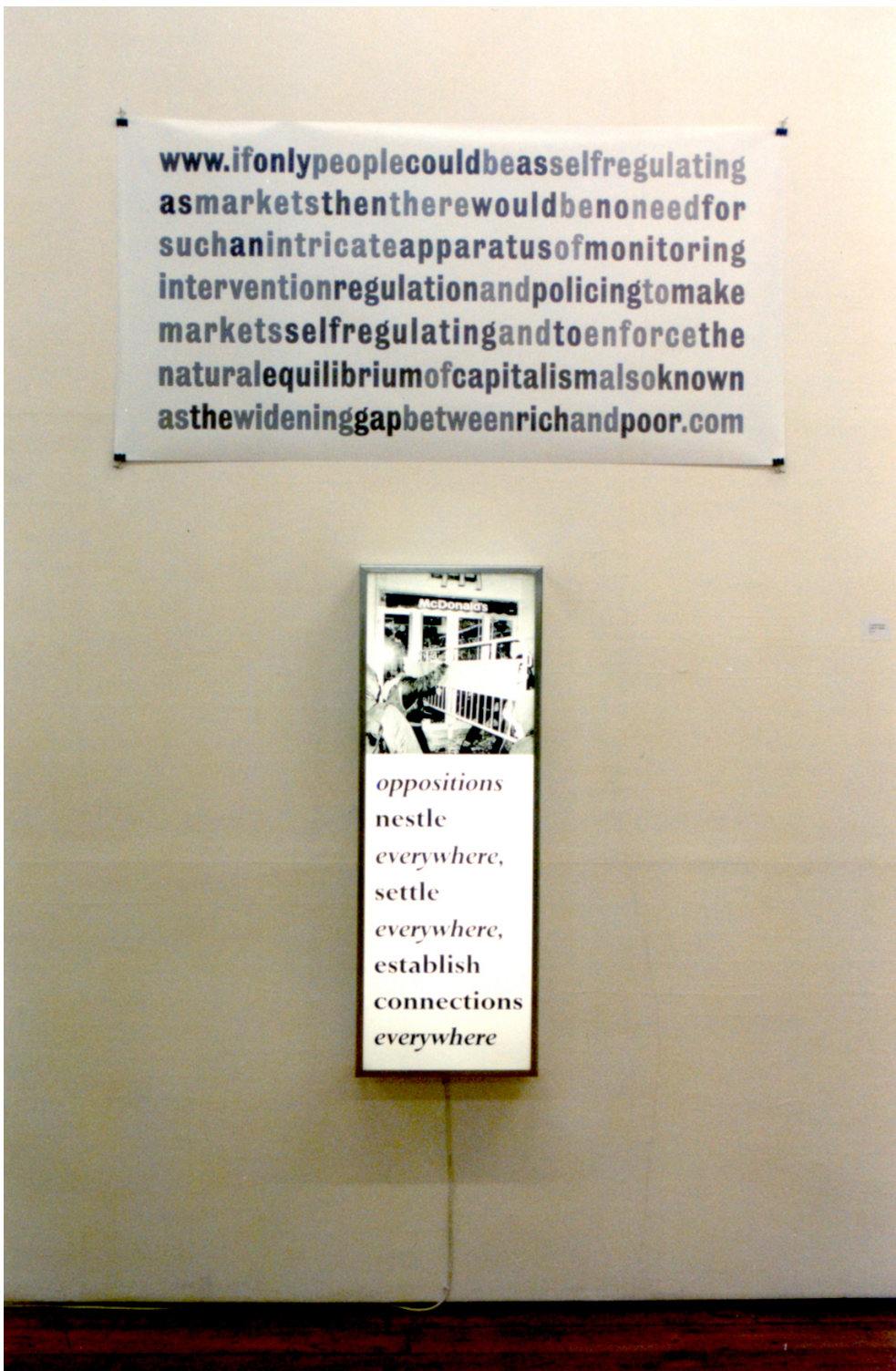
The first version of "Boom!" was included in June 2001 in the exhibition "What, How & For Whom" in Kunsthalle Exnergasse in Vienna. The text "oppositions nestle everywhere, settle everywhere, establish connections everywhere" is a modified quotation from *The Communist Manifesto*. In reference to the expansive, globalizing tendencies of capital, Marx and Engels write, "it must nestle everywhere, settle everywhere, establish connections everywhere."





"Boom!", sign, 2004. Installation view: "Instruction for Action", Kunsthalle Wien, Karlsplatz, Vienna, 2004





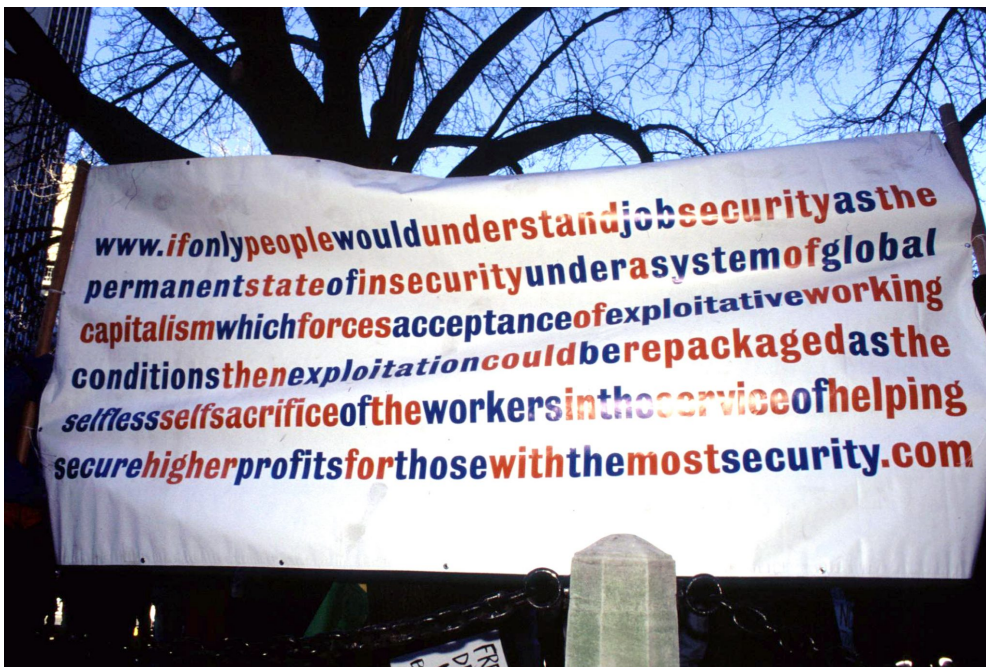
"Boom!", digital print and lightbox (110 x 40 cm), 2001. Installation view: "What, How & For Whom", Kunsthalle Exnergasse, Vienna, 2001

We have produced 3 banners (12 x 6 feet) which were used in several public demonstrations, e.g. the demonstrations against the World Economic Forum in New York in January/February 2002, and in Salzburg in September 2002. Although these works are somewhat atypical as protest slogans, we feel that this is their strength, in that they challenge the mystifications of the global economy and at the same time suggest that critical analysis can be non-didactic, challenging, and humorous.





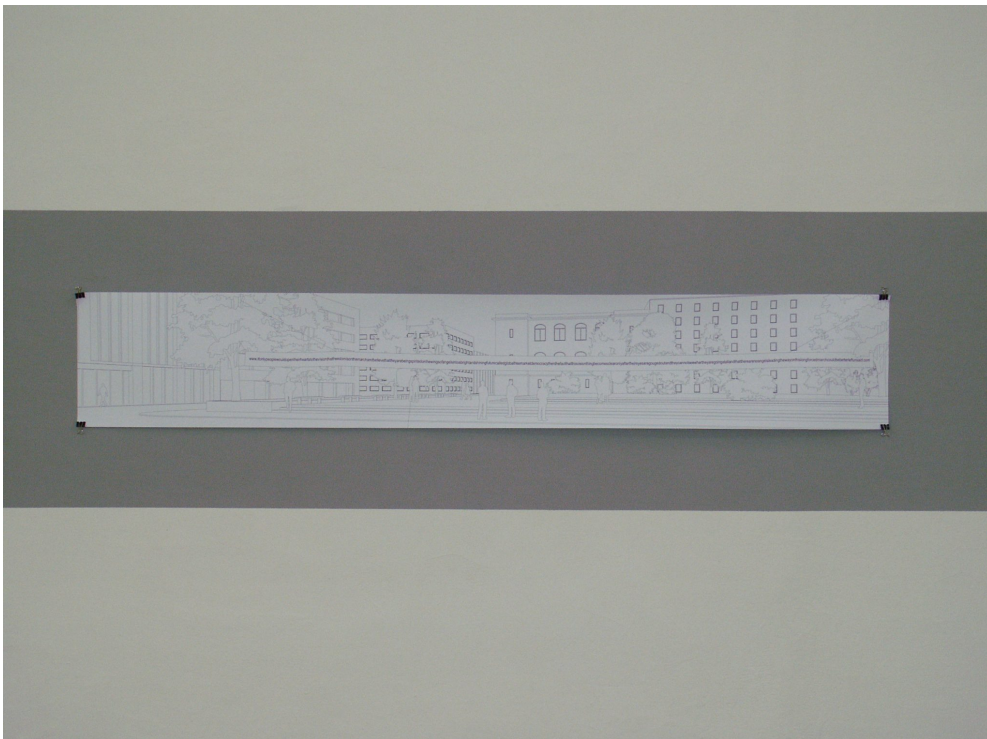
"Boom!", banners at demonstrations against the World Economic Forum, New York, 2002



"Boom!", banners at demonstrations against the World Economic Forum, New York, 2002

"3 proposals for banners" (2004) is a set of drawings of extremely long protest banners which might be used in a strong and radical international anti-capitalist movement. These somewhat atypical banners could be used in demonstrations, applied on the facades of buildings, or displayed in public spaces, in order to mix up the rhetoric of oppositional politics and to complicate the visual and verbal languages of protest.





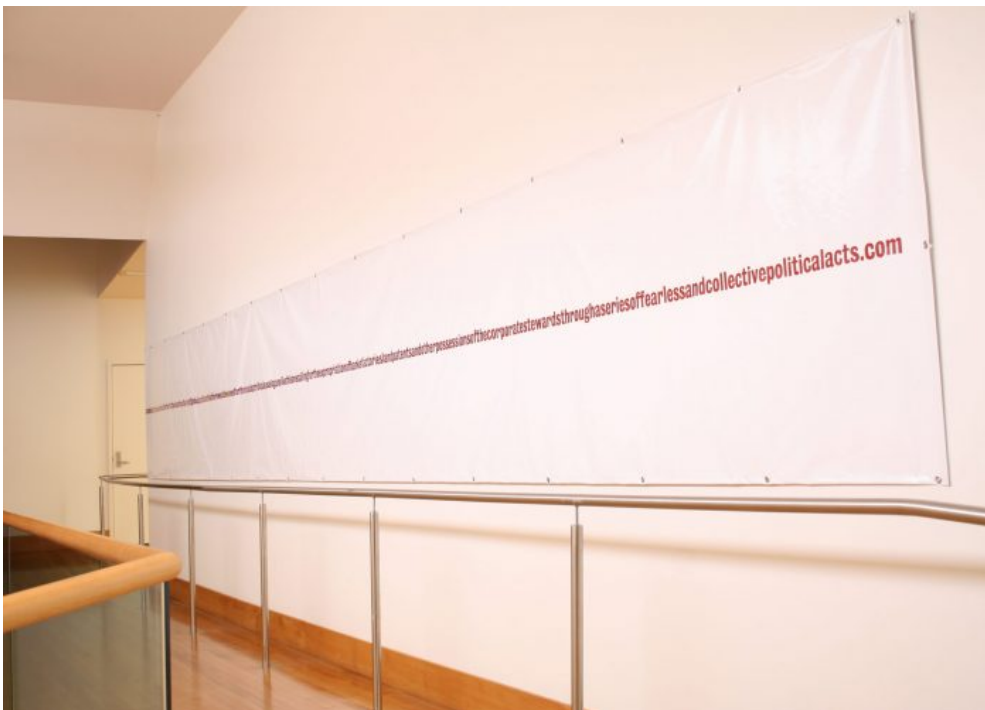
"Boom!" (3 proposals for banners), digital prints, 2002. Installation view: "American Visions and Revisions", Kunsthalle Exnergasse, Vienna, 2004



"Boom!", banner, 2005. Installation view: "RISK – Creative Action in Political Culture", CCA Glasgow, Glasgow, 2005 (photo courtesy CCA Glasgow)



"Boom!" (terror.gov), window installation, 2003. Installation view: Gallery 825/LAAA, Los Angeles, 2003 (photo: David Thorne)



"Boom!", banner, 2005. Installation view: "From mini-FM to hacktivists: a guide to art and activism", Govett-Brewster Art Gallery, New Plymouth, 2005 (photo courtesy Govett-Brewster Art Gallery)

Versions of "Boom!" have been presented in exhibitions at CCA Glasgow (UK, 2005), Ottawa Art Gallery (CA, 2005), Govett-Brewster Art Gallery, New Plymouth (NZ, 2005), Kunsthalle Wien, permanent installation at Karlsplatz, Vienna (2004), Dunkers Kulturhus, Helsingborg (SE, 2003), Gallery 825, Los Angeles (2003), Whitney Museum of American Art Independent Study Program Exhibition, New York (2002), Los Angeles Contemporary Exhibitions, LA (2002), World-Information.Org, Amsterdam (NL, 2002), Kunst Raum Goethestrasse, Linz (AT, 2002), Kunsthalle Exnergasse, Vienna (2001 and 2004) and others.