

BY D'ANTEK

D'ANTEK, JUST ONE CEO OF MANY IN THE BERNADETTE CORPORATION TAKES YOU ON AN INSANE JOURNEY THROUGH MODERN LIFE AND YOUTHFUL SOLUTIONS IN THE PRESENT DAY ECONOMIC SYSTEM. WITH IMPOSSIBLE DEMANDS AND LUXURIOUS FANTASY COMING AT YOU FROM EVERY CORNER, ONLY WILD THINGS APPEAR ON THE HORIZON. SO SIT BACK, RELAX, SIP SOME COGNAC, AND LET THE CHIEF ALIEN TELL THE STORY OF CORPORATE RESPONSIBILITY AND THE SWINE WE ARE.



032300 PHOTO CHRIS MOORE

2000 WASTED YEARS

inc.

D'ANTEK, just one CEO of many in the Bernadette CORPORATION

CORPORATE RESPONSIBILITY

■Rumors of any impending crisis have been averted. There is only now a possibility of never having anything worthwhile to do. So get it together with your friends! Steal yourself some time to think and time to kill. It's good to run with your gang, in the city or the country. A rough assembly. When you are at the level of rat-survival, you begin organizing. Some illegality will be necessary. You and your friends are without purpose or a place to stay. Mock incorporation is quick and easy, no registration or fees, simply choose a name [i.e., Booty Corporation, Bourgeois Corporation, Buns Corporation] and spend a lot of time together. Ideas will come later. The perfect alibi for not having to fix an identity, your corporate image can be simply, "man, we're a corporation." Historically, creating space in the founding of your corporate headquarters is the next step. HQ is a mighty determining factor in the outcome of future business—should be convenient for visitors, should not be comfortable for freeloaders. In New York, commercial property rents for less than residential property, so if you all chip in, you can get a 1000 sq. foot loft on the Bowery for \$1100 a month. Have the most responsible, smooth talking person in the corporation sign the lease. And finally, though it's not allowed, live there like your immigrant fathers. There is a chance you will get kicked out. If this happens, utterly destroy the space as you retreat in protest of laws that tie the hands of big business. Life in close proximity can be uncomfortable, but you will learn solidarity with your fellow corporateers. You will learn to share food and entertainment. By eating, sleeping and shitting discursive activity, ideas will bounce off of all your heads morning, noon, and night. Get a pet and take turns feeding it. Don't have sex with each other. Above all else, don't romanticize the communal life—dress for work every day, keep regular business hours, and learn proper phone manners. Equip yourselves for the days when you'll be busy. Fucking computers, you'll need a lot of them. Allow for a fax/modem, Net account and printer in your budget.

Production. Eventually, one of your crew will hit upon the idea of doing something. You will all find yourselves inadvertently helping out in the excitement of things happening. Especially when all credit goes to the corporation. As each one of you initiate and complete a successful project, the results will build the corporate image and make it easier for other projects to begin. This is obvious, but at the same time essential to the advantages of operating under the cover of a nebulous logo. Thanks to the sophistication of the modern-day media giants, the literal purpose of your group can be abstracted and image-based—your statement of purpose can be “fun.” In no time you’ll find yourselves making “load-ed products.” Getting press is the easy part, surviving the marketplace is harder. This is where illegality might come into play. Somebody in the group might get involved in “other” kinds of business² as a quick source of cash. Don’t worry, as long as you all stay cool and focused, it’ll all be good—remember, you are trailblazing for the cause (more to come). When things finally pull together, each and every one of you will have earned respect, admiration, and a nice vacation. Now, take a moment and project yourselves into the far-flung future. You’ll be churning out product because people will like your products and expect you to produce. Sure, you might be marketable icons like the cultural heroes of your youth, but like them, the best you can do is entertain and inform, which isn’t enough. Look back to your roots and the gutter you crawled up from. The commodity culture you outsmarted still exists, excludes others, and makes their lives miserable, just like it did to you back in the old days.³ Once you are responsible for hundreds of employees and volumes of production, it will be too late to rethink the process, so post the following question in all your memos from day one: why adopt the corporate posture in the first place?

Because you believe in it. Maybe you’re young and despise the future. Perhaps you’re on a hunt for enlightened minds. It could be that you hate ordinary survival and dream of being idle, rich, and bored. Whatever your pleasure, eventually you feel the indifference of power dogging your efforts. So you go looking for the centers of power and only find corporations and corporate culture. These corporations (bands of people forming a bodiless/flexible entity in order to do whatever they want—and not be liable) dictate the products in the marketplace and influence the general economy of daily life.



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—¹ If corporations are so powerful that they can *cause the winds to blow sideways*, then it might be possible to rethink the totality of the present system from the perspective of how your corporation is structured. While you were once dedicated to producing “loaded” products, you might take it up a level by enacting “loaded” modes of production. Take it up many levels, change patterns of brutality by encouraging negative business practices—sketchy follow-up, worthwhile delays, mysterious gaps in information—that force factors of patience into the market while trying to dispel anger and cruelty from client expectations. Living by your own corporate morality allows you to define what is considered work and what kinds of work are worth selling. Make it your purpose to destroy alienating labor within the confines of your corporate empire. Spend lavishly and foolishly on your own corporate culture—the future playground for all dead idealism, where dogma, philosophy, and discourse are technical devices aimed at goals that shift on the unstable fiscal timeline. Attitudes express disgust with corporations and the global networks they overtly strive for. And yet, every creator runs with them in some fashion, dependent on their resources, distribution, and publicity machinery. Ignoring the commercial aspect governing forms of exchange/communication as they are organized today is a pale narcotic in comparison to the rush gained from reckless mock-incorporation. The responsibility therein: emulating a corporate image through “joke” forms of business that are deadly serious. The key is in the power of your corporation and your efforts to re-engineer how it works and how people work for it. Your corporation may become a mini-nation with its own governing system, one that others may want to model or destroy. It is then that the idea of “revolutionary business practice” can come into its own. As a successful corporation, you will be a cyborg, and you will need to justify yourself with warmth.

—¹ LOADED PRODUCTS—LUVABLE COLLECTIBLES AND WATCHABLES WITH INSPIRATIONAL, BUILT-IN CRITIQUES OF WHATEVER YOU WANT. SOME MIGHT SAY ‘SUBVERSIVE.’ ‘LOADED’ IS BETTER, IT’S NOT ANTI-ANYTHING EXCEPT ANTI-SENTIMENTAL. THE DAYS OF SHELTERED GEEKS DRAWING THE LINES BETWEEN THE OVERGROUND AND UNDERGROUND PRODUCT ARE NUMBERED.

THE PISTOL IS LOADED. THE PRODUCT IS LOADED. YOU ARE LOADED.

—² SEX WORK, CONTRABAND, EMBEZZLEMENT, PETTY LARCENY, ETC..

—³ SO WHAT IF YOU ENJOY THE FILMS OF JEAN LUC GODARD? REGARDLESS OF THE THINGS YOU LEARN BY EXAMPLE FROM HIM—DIRECTLY, THE OLD COOT HASN’T DONE A DAMN THING TO MAKE YOUR LIFE ANY EASIER.

—⁴ INSTEAD OF MICROSOFT MAKING THE HEADLINES FOR RECRUITING COLLEGE STUDENTS, THE PIGS CORPORATION [YET TO BE ESTABLISHED] COULD UP THE ANTE BY RECRUITING BABIES.