

# BEGGING FOR MORE



Dear Adbusters,

This advertisement, on the back of one of Holland's leading newspapers, *de Volkskrant*, caught my attention. The text read: "If you are responsible for 20 percent of CO<sub>2</sub> emissions, then take your responsibility seriously."

What would happen if advertising, genuinely and dynamically, began to side with climate change activists? And if it helped set the wheels in motion for the urgently needed worldwide waking up? Is this a sign of hope that culture jammers are getting their message across in the media? Of course, being environmental is chic these days. So maybe this is business as usual, marketing toying with the trends of the day.

Chris Champion

TWO YEARS AGO, IN HIS ANNUAL STATE OF THE UNION ADDRESS, President Bush chastised America for its raging addiction to foreign oil. In the stern language of a disapproving patriarch, Bush let it be known that he intended to address the growing problem before his tenure was up.

Now, with only a few scant months of his presidency remaining, Bush has finally unveiled his energy plan. After begging and barely getting the Saudis to pump more oil, he is attempting to strong-arm Congress into lifting the ban on offshore drilling. Bush's plan, which would cause untold environmental damage, will only yield enough oil to support our current level of consumption for two-and-a-half years. And were the drilling to start tomorrow, it wouldn't become available in the market for at least a decade.

Some plan.

So why didn't Bush start by suggesting that Americans drive less, drive slower or stop driving altogether? Why didn't he urge funding for alternative fuel research or push for a carbon tax?

The reason is because, in addition to being the most inept leader this country has ever known, Bush is an oil man.

We never had a chance.

Seven years of Bush policy has left America crushed by debt, stuck in Iraq and isolated from the rest of the world. Bush will undoubtedly be remembered by history as the straw that broke the empire's back.

And yet, despite it all, the man himself seems to be faring well. Displaying the unflinching gusto for which he's famous, Bush's inner fortitude is nothing short of a phenomenon.

Despite his litany of flaws, I admire Bush for his unwavering sense of self-confidence. I am in awe of whatever force — be it will or ignorance — that shields him from the onslaught of public opinion. Still, sometime before the sun sets on his presidency, I'd like to see someone confront him for his crimes. I'd like to see a reporter, a citizen or a disillusioned war veteran hold him accountable for the destruction his administration has wrought. I'd like someone to make him answer for the million people who have died on his watch or the eco-crisis he has left woefully unaddressed. But most of all, in front of the blazing lights of media cameras, I'd like to see someone wipe that smirk off his goddamn face.

Kono Matsu

ART DIRECTOR'S CLUB NEDERLAND, ADOCN.NL/ADVERTENTIE.HTML

KARSTEN THORMAEHLEN, CB HIGH HEEL,  
C-PRINT, 2001, STUDIO-55.DE, COURTESY  
MOONBLINX GALLERY, MOONBLINX.COM



2001 — Prototype for a fashion-forward shoe line by Christian Birkenstock. The line was never produced.