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COW PALACE
SAN FRANCISCO

ANT FARM

souvenir booklet:





TELEVISION



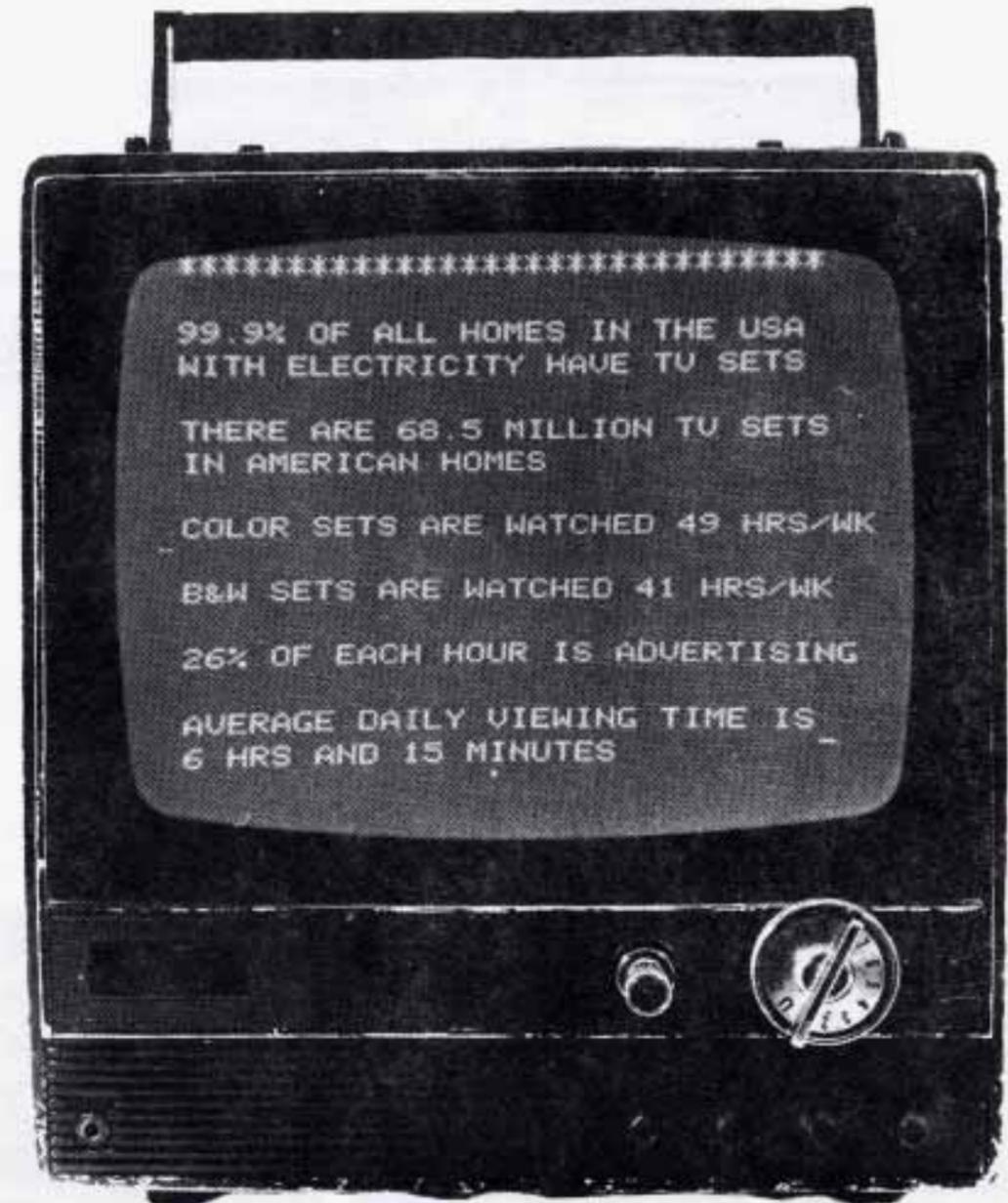
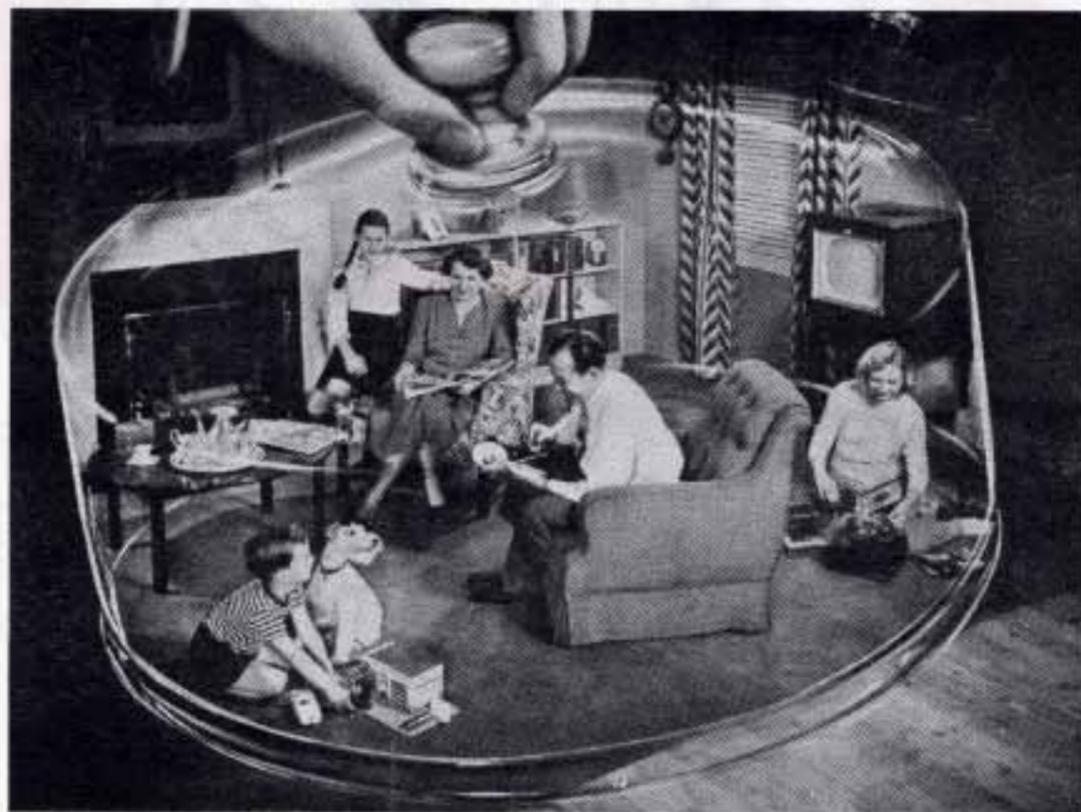
ADDICTION!

STATISTICS

Americans are addicted to television. Television addiction has grown across America faster than heroin addiction. Of course it has an advantage: it's legal. Addiction to television is psychological, not physical like drug addiction, but it produces a narrowing view of reality and creates artificial needs. The mind police of 1984.

Television news presents all the information one needs to know about the world in a tidy 30 minute package. Eight of the 30 minutes is devoted to ads, currently oil company 'image ads', because television exists to sell advertising space. This superficial information transferal is presented as 'all the news of the day'. Zombie-like Americans reach out to change channels as Walter Cronkite says, "And that's the way it is..."

At least once in your life, haven't you wanted to kick the shit out of your television set?



99.9% OF ALL HOMES IN THE USA WITH ELECTRICITY HAVE TV SETS

THERE ARE 68.5 MILLION TV SETS IN AMERICAN HOMES

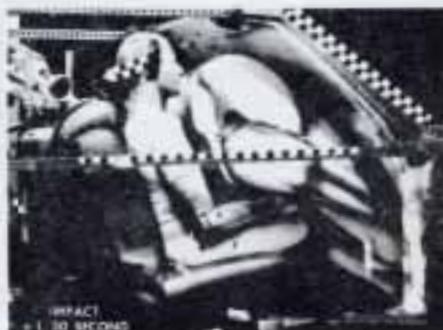
COLOR SETS ARE WATCHED 49 HRS/WK

B&W SETS ARE WATCHED 41 HRS/WK

26% OF EACH HOUR IS ADVERTISING

AVERAGE DAILY VIEWING TIME IS 6 HRS AND 15 MINUTES

A U T O A B S O L U T I O N





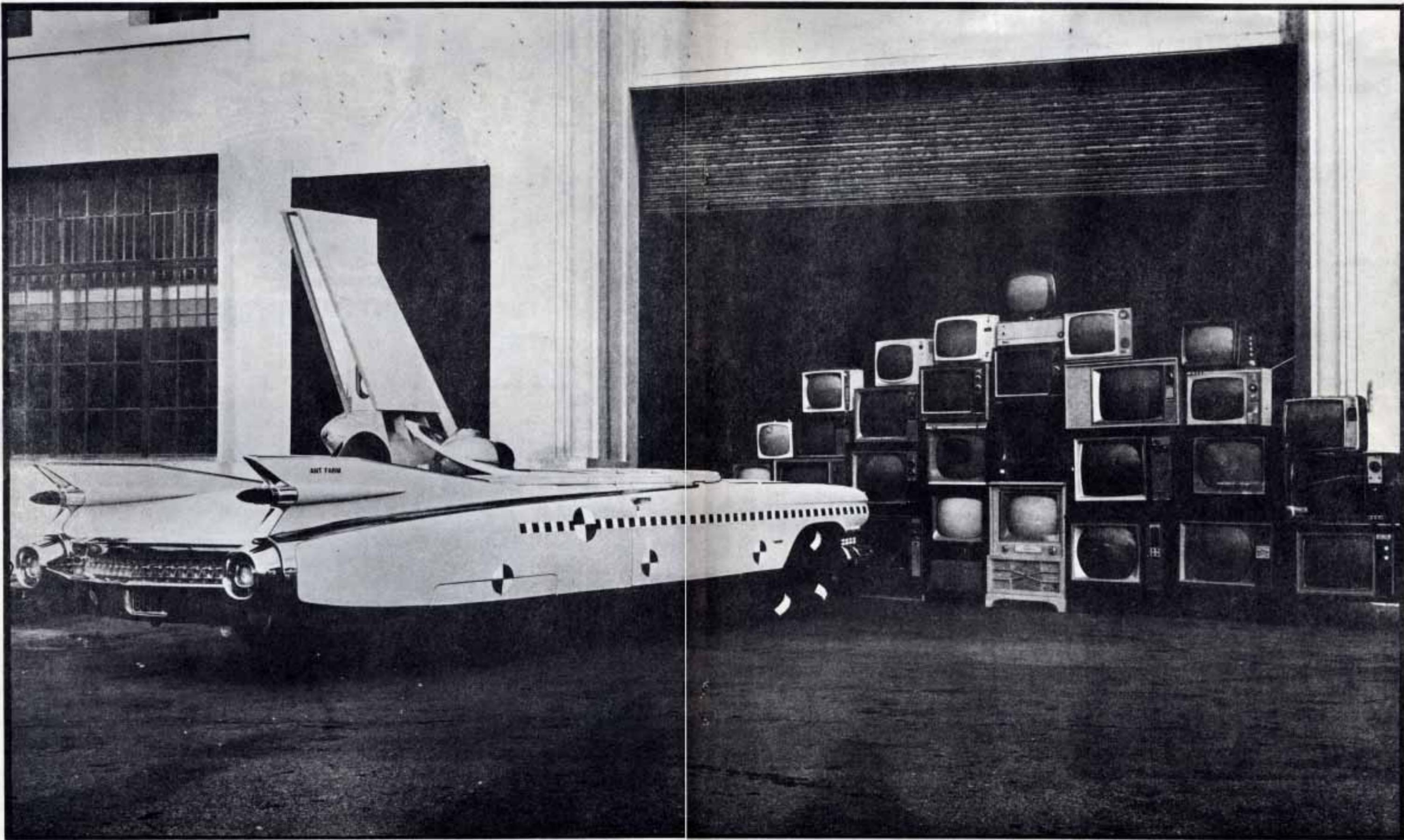
There was born in America during World War II a generation of children who were to be introduced to the new invention, television, at a formative age. This generation, different from those older whose view of reality was catalyzed before television and those younger who never knew a reality without the tube, is the 'television generation'. They grew up as the medium itself was growing up. Media Burn is a statement from representatives of the 'television generation'.

At 2:50 today the phantom dream car (pictured on the next page) will start its engine to begin an historic trip. It will shoot across the Cow Palace parking lot into the just-ignited stack of 50 television sets. At the moment of impact Admirals, RCA's, G.E.'s, Sylvania's, Zeniths, and Hoffmans will fly apart in a cathartic explosion. The car will shoot on through to the other side and, God willing, the two dummies will step out unhurt, free at last from the addiction of television.

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P H A N T O M

D R E A M C A R

President John F. Kennedy



The White House

Distinguished guests, members of the press, my fellow Americans: On this Independence Day 1975 the American Spirit is uncertain. We have seen, in this decade, an unworthy war. We have seen political scandal. Now we are seeing economic turmoil. From these has come not only the dangerous condition of our country, but a pervasive doubt of our ability to correct it.

I believe we can find solutions in our origins!

Our nation grew from a revolution against political tyranny. Our forefathers threw out a distant alien government. Now we must finish that revolution by replacing the structure of economic privilege and by throwing out the alien tyranny of the warmakers and the money makers.

What has gone wrong with America is not a random visitation of fate. It is the result of forces which have assumed control of the American system: Economic royalists as oppressive as the Crown 200 years ago. These forces are: Militarism, Monopoly, and the Mass Media!

Militarism depletes our economy because it still dominates our foreign policy. The arms industry consumes our resources but returns nothing to the national wealth. But foremost, our expanding militarism is morally wrong. **AND I SAY IT IS TIME TO SAY NO TO THE MILITARISTS!**

The second force disrupting our country is Monopoly. Today just 200 corporations control nearly two-thirds of America's manufacturing assets. Not only economic control of markets, but political control to guarantee themselves a privileged position. These monopolies often dominate government regulatory agencies which are supposed to protect the citizen. And this too is morally wrong. **NOW I SAY IT IS TIME TO END MONOPOLY BY BUSINESS RULERS!**



The third force disrupting our lives is the Mass Media, and it is this issue that I want to address this Independence day. Television because of it's technology and the way it must be used can only produce autocratic political forms, hierarchies, and hopeless alienation. Mass media monopolies control people by their control of information. In our vast society it is virtually impossible to escape the influence of commercial advertising, be it billboards on our highways, ad messages on the airwaves, or ad layouts in our magazines and newspapers. And who can deny that we are a nation addicted to television and the constant flow of media. And not a few of us are frustrated by this addiction. Now I ask you, my fellow Americans, haven't you ever wanted to put your foot through your television screen?

I SAY IT IS TIME TO LOOSEN THE GRIP OF MASS MEDIA ON THE FLOW OF INFORMATION AND IMAGES!

As Robert Blake wrote about matadors: "Bullfight critics row on row crowd the enormous Plaza de Toros, but only one is there who knows, and he is the one who fights the bull." Today there stand before us two media matadors, brave young men from Ant Farm who are about to go forth into the unknown. And let me say this: These artists are pioneers. They are pioneers as surely as were Lewis and Clark when they explored uncharted territory; as surely as were Armstrong and Aldrin when they set foot on the moon. They do this not from self interest but intuitively as an act of patriotism. They do this not for themselves alone, but for all Americans. And I believe they are by this act reiterating a most cherished and deeply felt belief: That the greatest statements about this great country of ours are heart-felt by individuals and never prearranged by committee.

And so my fellow Americans, let me say this finally about MEDIA BURN:
**THE WORLD MAY NEVER UNDERSTAND WHAT WAS DONE HERE TODAY, BUT
THE IMAGE CREATED HERE . . . SHALL NEVER BE FORGOTTEN!!**

A handwritten signature in cursive script that reads "John F. Kennedy".

Speech of President John F. Kennedy
delivered at MEDIA BURN, July 4, 1975



ANT FARM: (l. to r.) Curtis Schreier, Chip Lord, Doug Michels.

photo: Diane Hall

The Phantom Dreamcar is a modified 1959 Cadillac Biarritz. The Ant Farm customizing job has consumed over 1,200 man hours and several thousand dollars. The main feature of the Phantom Dreamcar is the dual-cockpit fiberglass impact shield that affords maximum security and safety to the two man crew and technical equipment. Other technological innovations include Video-Vision (an on-board image seeking guidance system), a navigation computer, and electronic digital instrumentation. All systems have been designed with a 55 m.p.h. impact rating.

MEDIA BURN has been conceived, promoted, and today executed by Ant Farm (Curtis Schreier, Uncle Buddie, Doug Michels, and Chip Lord). "We're not like traditional artists who have a product to sell," says Uncle Buddie, "We're more like an art agency that promotes ideas that have no commercial potential but which we think are important vehicles of cultural introspection."



Ant Farm's Cadillac Ranch four miles west of Amarillo Texas on Route 66.

F E E D B A C K

did
I *did not* attend MEDIA BURN.

I thought the event on the whole _____

It did relieve my frustration with television true false

I am not frustrated by television, I like it in fact.

In the future I would like to see ANT FARM _____

Other comments.

signed: _____ (optional)

ACKNOWLEDGEMENTS:

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Spiritual, Promotional

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The Cow Palace Doug Hall

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Phil Garner Diane Hall

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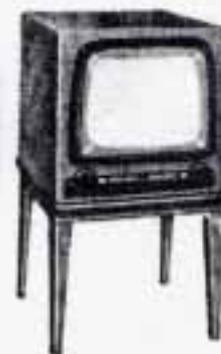
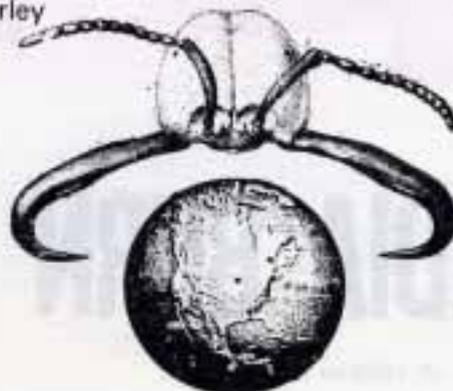
Craig Schiller & the CALIFORNIA Video Resources Project

Optic Nerve Marin Community Video

Howard Wise Dana Atchley & Ace Spade Co.

T. L. Morey & Video Sales Inc., Houston

William Farley



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PLACE
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UNCLE



BUDDIE'S



USED CARS

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MEDIA BURN

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ART POLITICS