

# Spectacular Times

## Images and Everyday Life

Pocketbook Series

"Without a doubt our epoch prefers the image to the thing, the copy to the original, the representation to the reality, appearance to being. What is sacred for it is only illusion. More than that, the sacred grows in its eyes to the extent that truth diminishes and illusion increases, to such an extent that the peak of illusion is for it the peak of the sacred."

Feuerbach.

I'm also a golfing fan, and the clarity of the picture on my VideoBeam set and the size of the screen is such that when I'm watching the Masters for example I can read the name on the ball that the players are playing. I'm not watching television. I'm there. In fact I'm better than being there, because I become part of the action. It's an experience I can't really describe.

We live in a Spectacular Society. That is, our whole life is surrounded by an immense accumulation of Spectacles. Things that were once directly lived are now lived by proxy.

"Whether it's pop, rock, soul, jazz or the Classics, I want to hear it exactly as it was performed.

To me, that's what high fidelity is about. The perfect reproduction of sound. The ability to make me feel as though I'm there.

I want to be able to feel the atmosphere, the excitement, the emotion of a great performance that I know can exist.

Sinatra or the Stones, Hendrix or Haydn. I want to hear it like it is. Like it was meant to be heard."

As far as we're concerned at Technics, recreating that elusive sense of 'being there' is what it's all about.

Once an experience is taken out of the real world into the spectacular world it becomes a commodity.

As a commodity the spectacular is developed to the detriment of the real. It becomes a substitute for experience.

Consumer .....

or Commodity?

Indicate which activities and interests you enjoy by placing a '1' (one) in the appropriate box. If you dislike a particular activity, write a '0' (nought) in the box. If you have no preference, leave the column blank.

Do you consider yourself:

Shy:

Extrovert:

Adventurous:

Family type:

Clothes-conscious:

Generous:

Pop music:

Fashion:

Pubs and clubs:

Sports:

Art/Literature:

Live'ns:

TV:

Reading:

Travel:

Music:

Poetry:

Philosophy:

Psychology:

Sociology:

History:

Archeology:

Conversation:

Cinema:

Good food:

Politics:

Classical music:

**Official Rules and Entry Form**

Requirements: Candidate must be female, with previous grades, at least 13 years of age by January 1, 1977. Not must not have reached her eighteenth birthday on or before December 31, 1977. She must not be under contract to other parties which would limit her services as Miss Teenage America. She must be a U.S. citizen, never married, divorced or had a marriage annulled.

The commodity  
is checked for  
quality.

**A Attitude  
to  
work**

Accurate  
Apathetic  
Consistent  
Critical  
Enquiring  
Erratic  
Hardworking  
Imitative  
Indifferent  
Interested  
Keen  
Lazy  
Logical  
Meticulous  
Original  
Persistent

**B Social  
attitude**

Aggressive  
Co-operative  
Courteous  
Destructive  
Dominant  
Law-abiding  
Leader  
Rebellious  
Self-centred  
Sociable  
Submissive  
Unco-operative  
Unselfish

When it came time for Sergeant Jeff Jordan to consider reenlisting, his wife, Betty, had something to say: "I told him to reenlist. It's a chance to get out and go places. And Army towns are different. It's not like going someplace and being with strangers. Besides, I like the retirement benefits. Especially when you get to retire early. Jeff will only be 39. Still young enough to do things."

... and everybody wants  
to breathe and nobody can  
breathe and some people  
say "We'll be able to breathe  
later...."

Paris graffiti, 1968.

The Spectacle offers the image and never the reality. It is form without substance. Like the good entertainer it is, it leaves you wanting more.

It does not satisfy. It cannot satisfy. It does not aim to satisfy. It offers only the dream of satisfaction.





Cocaine

The dreams are dreamt  
and found wanting.



Dissatisfaction and  
frustration may bring  
demands to end the  
Society of the Spectacle.

Fascism & oppression  
will be smashed  
Embassies (Spanish Emb  
Judges Machine gunned  
High Pigs Thursday)  
Spectacles  
Property

Communique 1  
The Angry Brigade



.....but the demands are hijacked and become part of the Spectacle.

I'll show you my  
Spectacle .....

**TWO DIRECTORS** of a Soviet drinks factory have been shot for leaving the fruit out of the fruit juice they were producing.

The newspaper Babinski Rabochi says the two from the Southern Republic of Azerbaydzhan, sold a mixture of water, citric acid and sugar, pocketing more than £400,000. Their appeal was rejected and they were shot.

## Eastern Europe

£8,000+

Cadbury Schweppes Limited, one of the leading names in the international food and drinks industry, are looking for an experienced Franchise Manager, male or female, to be responsible for their expanding Eastern European operations. The manager will have responsibility for well established soft drinks operations in Bulgaria and for developing franchise operations in other Eastern European countries such as USSR, East Germany, Hungary etc. mainly in the field of soft drinks.

Based in London, the successful applicant will spend three or more months a year travelling in the territory and will be responsible for negotiating and administering new and existing contracts and for ensuring the overall profitability and market success of the franchises under his/her control.

Close liaison will be necessary

between the Technical, Finance, Advertising and Marketing Departments of the European Region and with the bottlers in the franchise area. For this reason applicants must have good communication skills and be fluent in German. The ability to speak one of the Slav languages would be an additional advantage. Previous experience of trading and negotiating in Eastern Europe is essential as is experience of the food and drink industry.

Salary will be negotiated around £8000 and will be accompanied by a wide range of benefits including profit sharing, contributory pension and life assurance schemes.

Please write giving full particulars of previous experience to J C Holt, International Management Development Manager, Cadbury Schweppes Ltd. 1-10 Connaught Place, London W2 2EX.

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a member of **Cadbury Schweppes**

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..... if you'll show me yours.

## **Liquid protest**

A VINEYARD worker, Gerard Stingle, 23, opened the taps of wine casks in his employer's cellar at Nuits St Georges, sending about £350,000-worth of top-quality Burgundy down the sewer, because he "did not like capitalists," police reported yesterday.

DON'T

PANIC!!

Not the Spectacle of  
the end of society.....

..... but the end of the  
Society of the Spectacle





## Images

compiled and edited by Larry Law,

1979

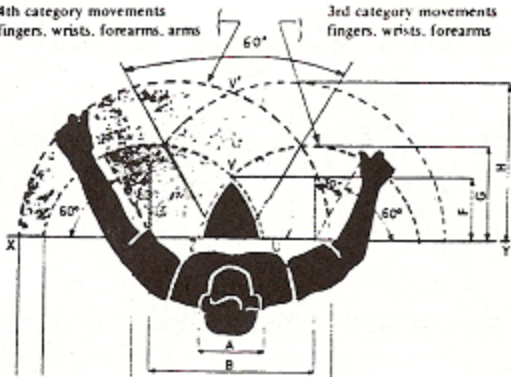
"People who talk about Revolution  
and class struggle without  
referring explicitly to everyday  
life, without understanding what  
is subversive about love and what  
is positive in the refusal of  
constraints, such people have a  
corpse in their mouth"

Raoul Vaneigem

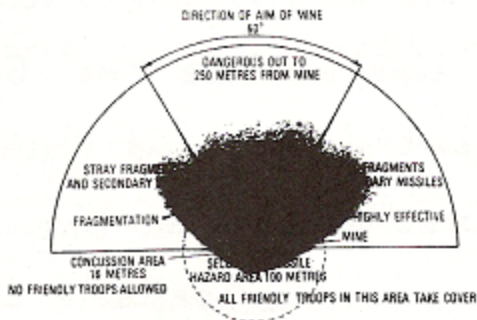
"The Revolution of Everyday Life"

Maximum work area  
4th category movements  
fingers, wrists, forearms, arms

Normal work area  
3rd category movements  
fingers, wrists, forearms



Get up, go to work, come home,  
go to bed, get up, go to work,  
come home, go to bed, get up,  
go to work, come home, go to bed...



....get up, go to work, come home, go to bed. How much longer can you keep it up? How much longer before you crack?

Our life becomes divided between "work" time and "free" time. Both are part of that grand illusion - the Spectacle. Within the Society of the Spectacle all time is Spectacular time.

Sometimes we are the commodity and sometimes the consumer. In our "free" time we buy back what we made during our "work" time. "Work" time and "free" time serve each other.

"Free" time is sacred.

'An annual holiday is for many an essential safety valve for the tensions which can build up in the doing of humdrum, boring and frustrating jobs. It is not in the public interest that the function of this safety valve should be impeded.'

Justice Lawton.

"Work" time is sacred.

Mrs Jill Knight, Tory MP for Edgbaston, last week described the miners as 'enemies of the state'.

"Work" Time.  
"Free" Time.  
Real Life is elsewhere.



**PLEASE DO NOT WALK OR PLAY ON THE GRASS**

*This area has been laid out as an amenity to  
be enjoyed by all the tenants on the estate.  
Will you please help to preserve its appearance  
by preventing damage to the area.*

**Housing Manager.**

Within Spectacular Time "work"  
time and "free" time are  
indistinguishable. The community  
is the barracks of industry.

Is it your town - or do you just  
live there?

For whose benefit is your  
community being run?

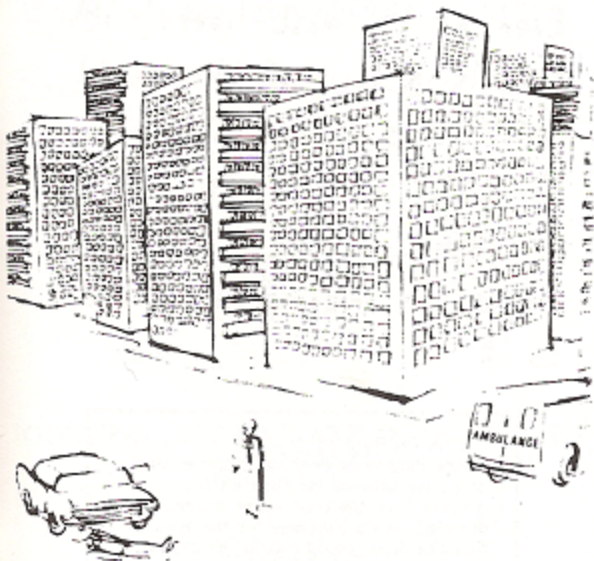
Mrs Brenda May, aged 24, yesterday tried to tell a public enquiry how she fled, pushing her ten-month-old son in a pram, as an acid cloud from a chemical works in St Helens, Lancashire, enveloped her. But Mrs May was told her evidence was not relevant.



Spectacular business helps  
develop the Culture,  
Philosophy and Morality  
of the Spectacle .....

Social responsibility is "a fundamentally subversive doctrine...few trends could so thoroughly undermine the very foundations of our free society as the acceptance by corporate officials of a social responsibility other than to make as much for their stockholders as possible."

Milton Friedman *Capitalism & Freedom*.  
University of Chicago Press. 1962.



*"They said they don't want to get involved."*

..... and the morality of Spectacular  
business becomes the morality  
of the community.

Even at its most liberal it reveals a view of the world which has been objectified to such an extent that a subjective view of the world is incomprehensible to it.

PLANNERS ARE TRYING to work out where they went wrong in drawing up a new road scheme for King's Cross. A team from the GLC spent months drawing up six schemes for the area so that residents could choose which one they wanted. But the residents have rejected all six and have chosen a scheme which they designed themselves-

A GLC official said: "Both our scheme and the tenants' will be given equal consideration. It's difficult to say why people like their scheme rather than ours.

But when disaster strikes  
Spectacular business is  
ready to put its mind to  
the problem in hand.

GENERAL CERTIFICATE OF EDUCATION  
EXAMINATION

Ordinary Level

ECONOMICS

8. Explain the probable effects in the badly affected areas of destructive hurricanes on:
- (a) the price of firewood;
  - (b) the price of building timber;
  - (c) the rent of housing accommodation.

The Spectacle has so successfully infiltrated Everyday Life that an attack upon the Spectacle appears to be an attack upon Society. When attacked the Spectacle threatens us with the Spectre of Anarchy. Yet one ordinary, non-revolutionary week-end is infinitely more bloody than a whole month of permanent revolution.



We start to dismantle the Spectacle by seizing back from the authorities the power to run our own lives.

Once again to take control of the organisation of everyday life ourselves - be it at individual level, in our home, our street, at our place of work or in our community.





Confront the Spectacle



with its own irrelevance.