COMVIDEO
vote early and often!!

We invited artists and creative others from around the world to cut, dub, reverse, add to, and otherwise manipulate at least one broadcast commercial and submit a 60 second video.

More than 150 people from 19 countries submitted work, and we are asking you to add a critical element to the exhibition by voting on them and helping us determine the best ones.

Go to www.apexart.org/comvideo/vote.php

Watch and vote on as many as you’d like through January 15. The creator of the winning video gets $2,000, and the top five videos will be shown on a public screen in Manhattan.

To make it even better we asked Pinky Carnage, the impresario behind the video series TV Carnage, to offer his thoughts on the subject of commercials. They follow. Enjoy!

November 10- December 22, 2010

Ah, commercials.

They are so relentless and the antithesis of informative. When they try to entertain it comes off as your annoying uncle who has the ultimate tin ear for humor and can’t make a point if there was a gun to his mother’s head. Commercials are one of the most interesting love children of capitalism and ego, trying to seduce the viewer with a trite marketing equation, formulated to have money ejaculate from your less than aroused pocket. They are all charm with their aggression while pretending to be your buddy. They care about you, what you are into, and what makes you tick. They are so groooovy that they can play hacky-sack with you or have a beer, go antiquing, or party with chicks with huge tits. Whatever you want, they want, as long as you want them.

Oh golly, those fucking commercials. They are everywhere and never go away. If they could figure out a way to have you sell the first person you see when you come out of your mother’s baby hole they would have done it by now. And in some ways I think they already have. It’s existentialist at times; are the commercials (the product) what it sees in itself, or a reflection of what we see in it? And from whose supposed standpoint is the 5-30 second piece of benevolent art made? In turn we either respond by buying the product or using the same techniques to sell ourselves. I barely know anyone in their 20s who isn’t their own little ministry of self propaganda, armed and prepared at the push of a button to launch an assault of “shock and all about me” in order to sell themselves to each other.

Back in the olden times the burden was on an industry of advertisers to tell us, through their shoddily fabricated research what the best product was, why it was so unbelievably average, and then wrap it up in a tidy catch phrase or jingle. Most people went to work and purchased things and went back to work to get more dough to purchase things. Basically hav-
Currently the promotion/advertising genre is not only out of the bottle; it has a car, a condo and is banishing the same chicks with huge tits that your buddy (the commercial) is using in his sales pitch. If anyone wants to check out what is really going on with a product or commodity they can look into it pretty easily, jingles and catch phrases (while still employed like the Dickens) are these amazing dinosaurs, memes unto themselves. The best chance anybody has of remaining in our collective conscience is to actually display how out of touch their masters are. Laundry detergent will not likely always sell when the pitch is absolutely tone deaf and useless, the more it will be spoken about, passed around, and ultimately buy- ted out of touch their masters are. Laundry detergent commercial pieces have anymore of remaining in our lifetimes? I have a website called street carnage (shameless plug) that I do with my lover and confidante Gavin. Recently I was told that we have finally arrived at the point where we can be the hosts of goddamn commercials. We need the revenue to exist and they need to advertise to us who immediately and eloquently get to call us assholes and remind us that they hate being advertised to! It’s a glorious lose-lose-win. For the advertisers, they get publicity and their own names spelled right. As long as you say the name of the shoe company or recognize the emblem that’s all that matters to them. Coke and Pepsi don’t need to keep advertising, they are already ubiquitous, but it’s like a war of attrition; if one takes a deep breath and enjoy them. I will break down some of my favorite ads and why they work for me. Whether or not it was the perceived intention of the sponsor.

The “Buddy” ads – Cool trendy say-nothing-good times.

The “Talking Talking” – insurance, religious

The “Inevitability Quotation” ads – Just for men

The “heaven sent” ads – Drugs

The “We don’t even get it” ads – Mentos, Stride, sugar cereals

The “Go your parents” ads

Including videos by:

Konstantin Adler
Alexacorn Video
Michael Anter
Joseph Pop
Mia Riboli
Johnny Ayala
Max Balkett
Nico Bacher
Stephen Bonridge
Paul Berg
Kelly Blessing
Anthony Bud
Kyle J. Bowman
Lisa M Bradley
Josh Bicker
Jared Born
Matteo Calvani
Marco Cavano
Rafael Carasso
Larry Carnesey
Christopher Chambers
Dan Chen
Andrea Chung
Roland Robert Cooperthwaite
Paul Cross
Donald Dadalaka
Irma Danilova
Renzo Dario
Iván Devalerio
Diana Delhache
Roland Denver
Josh Dewau
Austin Dickens
Alfred Dong
Don Edler
Nicky Enright
Divyaksh Enkak
Karina Fishe
Kelly Fodor
Cayc Forgue
Christopher Garcia
Susan Greenman
Antonella Grecia and
Martina Allegra De Rosa
H&M
Dr. Mark D. Harmon
Tia Hoyt-Gilmore
Tricia Jacobs
Mario Antonio Cardenas James
Marfa Fernandez Marcal
Jaidohu
Gautam Kamara
Heng Kim
Jason Kim
Joshua Kim
Laura Kim
Nicholas Knight
Imre Kish
The Ladies Auxiliary
Jordyn Kamath
Alex Lee
Marek Las
Cynric Lopen
Erik Lumumba

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Including videos by:

Monne McNeil
Gary Meitz
Dale Misc
Monther Nich
Johanna Moore
Eric Nakash
Romy Northover
Donald O’Brien
Saray Paiches
Katherine Parker
Ben Pederson
Canisha P. Perene
Michael Pizzuto
Kevin Phillips
Ada Pintokin
Ane Pintokin
The Puff Pops Collective
Sean Rapo
Enrerto Recku
Caldor Rio
Elaine Roublou
Denis de Jesus Rodriguez
Lise Sam
Tim Sadler
Shane Schader
David Schilling
Lindsay Schoppmeyer
Wesley Shank
Katie Shively
Betty Shwafaty
Sofia Silva
Ana Silvina
Ceasar Smith
Katherine Steigler
Matthew Stock
Gregory Sullivan
Shawn Strauss
Michael Tausher-Dempsey
Marc Toroman
Serjio Torres
Angélica Trisca
Aaron Valder
Davide Villani
Georgia Vian
Echo Luan Vincent
Paul Vincent
Nayrowin Octavio Machado
Elia W. Walters
Linda Webb
Jessica Weekbrook
Adam Ydreebig
Beth Wieder
Joy Whitten
Paul Wietmierski
Jeanine Williamson
Lucas Wilson
Janis Wyen
Huayng Xing
Mi Xing
Emil Kaczynsko
Cosray Zachewizcy
Jolly Zellen

INGING MIDDLE-MAKING YOUR OWN INCOME.

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