

# PLATO'S CAVE

An EIDIA HOUSE project Presents *bp Poem*

Summer 2010

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un détournement - the *bp Poem*

bp

big pig, boycott petroleum, bungling  
profiteers, bullshit policy, black plague,  
bad philosophy, blatant propaganda,  
begriming pillagers, brutal patronage,  
blissful profits, bloody plunderers,  
beyond plausibility, befouled pipe-dream,  
blowzy posers, bloated power,  
bottomless profligacy, big problema,  
blowout pathos's, boorish penetration,  
blight plight, bad plan, bottomless  
perversion, bootjack piggy, bogus  
politics, bully pulpit, beached petrol,  
behemoth predator, blowhard  
practitioners, bilging piracy, blacktop  
purgatory, bungled proficiency, betrayed  
public, bleak phuture, besmirched  
population.

The font: Gothenburg A & B, Friedrich Heinrichsen | D. Stempel AG 1935-37 | Dieter Steffmann 2002.

Though Plato's Cave artist's in situ installation will be closed for the months of August and September we have created a special summer Plato's Cave edition, *bp Poem*. Its creation was prompted by an auction to benefit the Audubon Action Center, the principal organization assisting the wildlife of the Gulf of Mexico region. (The auction was held in Boston at the Pierre Menard Gallery, and we are happy to report that two of the *bp Poem* editions were sold at auction.)

*bp Poem* and T-shirt was assembled in reaction to the catastrophic "man-made" disaster and the largest marine oil spill in the history of the petroleum industry—the bp "Deepwater Horizon" oil spill in the Gulf of Mexico. Further, *bp Poem*, un détournement, (was written in opposition to the misleading public

relations campaign on the part of bp, that being the contrived bright yellow, white and green bp logo suggesting a green ecology mandate. (Note that bp has suggested that the company may redesign its logo.) One should also consider the irony in the naming of the sunken bp oilrig, "Deepwater Horizon", as if to suggest a sun rising or setting for deep-water oil exploration. But whatever images are conjured through corporate branding, the harsh reality remains, that the exploded rig became a sea-floor oil gusher; as well as killing 11 platform workers and injuring 17 others. (Sadly in the end, bp will not be held accountable, and they will continue to drill in a gradually dying Gulf of Mexico.)

We believe that, even in this modest way, urgent reminders of the obvious need to remain in the public eye— oil spills of such gargantuan magnitude are crimes against humanity. Big oil does not help—big oil hinders. As cigarette smoke pollutes the lungs—petroleum pollutes the earth! It is time for a radical shift from the dependence on fossil fuels, to alternative fuels. Enough is enough! How many more ruptured oil pipes and leaking wells can the earth endure? And how many more will be covered up by corporate propaganda before we WAKE UP!

"bp" a poem is a 'Backword' Production 2010 by EIDIA House for the Plato's Cave artist's installation and edition series. The *bp Poem* is an edition of 20 T-shirts (sizes and colors vary) and 10 artist proofs; with a CERTIFICATE of AUTHENTICITY hand-signed numbered and dated by the artists, Paul Lamarre and Melissa P. Wolf. Price \$100.

(Unsigned and unlimited, \$25.)

[ see photographs at <http://www.eidia.com/plato/> ]