

PLATO'S CAVE
An EIDIA HOUSE project Presents "bp Poem"
Summer 2010

EIDIA HOUSE
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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" a poem is a Backword Production 2010 by EIDIA House for the Plato's Cave artists 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 Wolf, \$100 each.

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 pathosis, 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: Gotenburg A & B, Friedrich Heinrichsen | D. Stempel AG 1935-37 | Dieter Steffmann 2002.

Artist Statement

"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 was written in opposition to the misleading public relations campaign on the part of bp, and their 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 christening of the sunken bp oil rig; "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, bp's oil rig explosion became a sea-floor oil gusher; and also killed 11 platform workers and injured 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, 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 environmental crimes will be covered up by corporate propaganda before we WAKE UP!