BEAST

01

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SEXY magazine

in cOOperation with STEFAN CLAUDIUS
www.phantompower.de
<he also made the beastie BEAST logo>

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"An idea is something you have; an ideology is something that has you."
— Morris Berman

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WHAT IF IDEAS WERE VIRUSES?

What if ideas were viruses?

Consider the T-phage virus. A T-phage cannot replicate itself; it reproduces by hijacking the DNA of a bacterium, forcing its host to make millions of copies of the phage. Similarly, an idea can parasitically infect your mind and alter your behavior, causing you to want to tell your friends about the idea, thus exposing them to the idea virus. Any idea which does this is called a "meme" (pronounced 'meem').

Unlike a virus, which is encoded in DNA molecules, a meme is nothing more than a pattern of information, one that happens to have evolved a form which induces people to repeat that pattern. Typical memes include individual slogans, ideas, catch-phrases, melodies, icons, inventions, and fashions. It may sound a bit sinister, this idea that people are hosts for mind-altering strings of symbols, but in fact this is what human culture is all about.

As a species, we have co-evolved with our memes. Imagine a group of early Homo Sapiens in the Late Pleistocene epoch. They've recently arrived with the latest high-tech hand axes and are trying to show their Homo Erectus neighbours how to make them. Those who can't get their heads around the new meme will be at a disadvantage and will be out-evolved by their smarter cousins.

Meanwhile, the memes themselves are evolving, just as in the game of "Telephone" (where a message is whispered from person to person, being slightly mis-replicated each time). Selection favors the memes which are easiest to understand, to remember, and to communicate to others. Garbled versions of a useful meme would presumably be selected out. So, in theory at least, the ability to understand and communicate complex memes is a survival trait, and natural selection should favor those who aren't too conservative to understand new memes. Or does it? In practice, some people are going to be all too ready to commit any new meme that comes along, even if it should turn out to be deadly nonsense, like:

"Jump off a cliff and the gods will make you fly."

Such memes do evolve, generated by crazy people, or through mis-replication. Notice, though, that this meme might have a lot of appeal. The idea of magical flight is so tantalizing -- maybe, if I truly believed, I just might leap off the cliff and...

This is a vital point: people try to infect each other with those memes which they find most appealing, regardless of the memes' objective value or truth. Further, the carrier of the cliff-jumping meme might never actually take the plunge; they may spend the rest of their long lives infecting other people with the meme, inducing millions of gullible fools to leap to their deaths. Historically, this sort of thing is happening all the time.

Whether memes can be considered true "life forms" or not is a topic of some debate, but this is irrelevant: they behave in a way similar to life forms, allowing us to combine the analytical techniques of epidemiology, evolutionary science, immunology, linguistics, and semiotics, into an effective system known as "memetics." Rather than debate the inherent "truth" or lack of "truth" of an idea, memetics is largely concerned with how that idea gets itself replicated.

Memetics is vital to the understanding of cults, ideologies, and marketing campaigns of all kinds, and it can help to provide immunity from dangerous information-contagions. You should be aware, for instance, that you just been exposed to the Meta-meme, the meme about memes...

Glenn Grant, Memeticist
from „A Memetic Lexicon"

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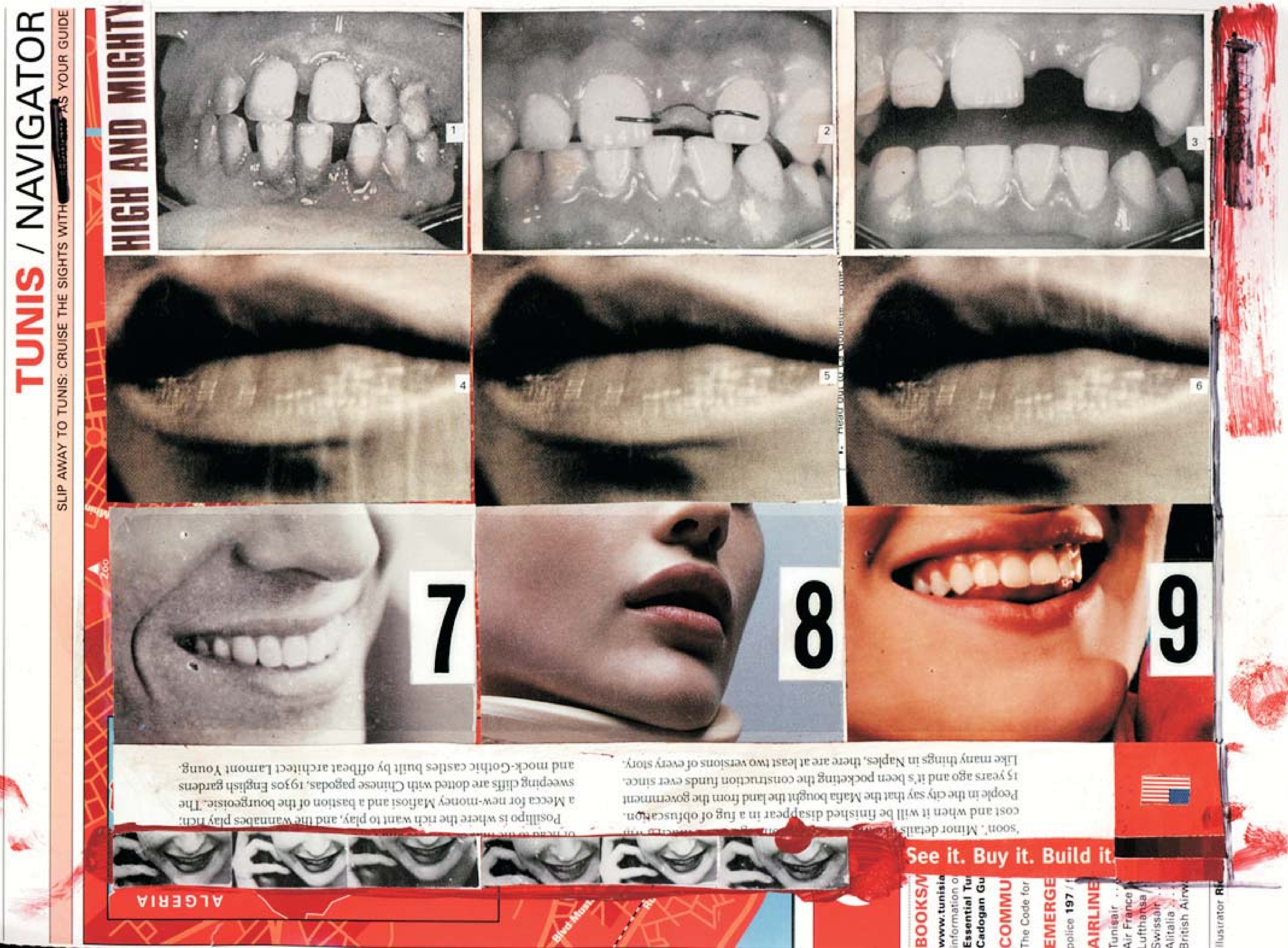

TUNIS / NAVIGATOR
SLIP AWAY TO TUNIS: CRUISE THE SIGHTS WITH [redacted] AS YOUR GUIDE
HIGH AND MIGHTY
1
2
3
4
5
6
7
8
9
Posillipo is where the rich want to play, and the wannabes play rich: a Mecca for new-money Mafiosi and a bastion of the bourgeoisie. The sweeping cliffs are dotted with Chinese pagodas, 1930s English gardens and mock-Gothic castles built by offbeat architect Lamont Young.
cost and when it will be finished disappear in a fug of obfuscation. People in the city say that the Mafia bought the land from the government 15 years ago and it's been pocketing the construction funds ever since. Like many things in Naples, there are at least two versions of every story.
See it. Buy it. Build it.
ALGERIA

gern hört das Lied sich
jeder der Weib nun
sich selbst darin finden kann
denn manches längst vergangene
GLÜCK ruft es zurück

was die kleinen Mädchen singen,
wenn sie träumen. Sind EIN Paar Verliebte Worte
sich REIMEN. Zu so einer BITTERSÜßen kleinen
Weise die ganz leise in das ~~[illegible]~~ DUMME Herz sich stiehlt
Alte Worte sinds von Liebe und von Treusein.
Doch sie werden IMMER WIEDER SCHÖN und NEUE
dankbar bist auch DU DEN STRASSENMUSIKANTEN
Wenn er eins von DEINEN Lieblingsliedern spielt.

you better run.

it's the nature of the beast.
Pine marten
Beech marten
$1
Direct to the Pub
the trip of a lifetim
TEDDY BEAR
PEANUT BUTTER
C&J JONES WINNIPEG CANADA
SECURITY SYSTEMS
COMBO 3
Tasty B.B.Q. Pork, Chicken Ball, Mixed Vegetable, Rice or Noodle.
COMBO 4
Chicken Pineapple, Mixed Vegetable, Rice or Noodle.
$3.29
SPEND
COMBO 5
Tasty B.B.Q. Pork, Mixed Vegetable, Rice or Noodle.
$3.49
BURGERS
Human louse
3 H MAXIMUM
We Welcome
AMERICAN EXPRESS
Interac
DIRECT PAYMENT
VISA
MasterCard
eggs
Mosquito
Minotaur beetle
OPEN
THE BOXI
90
ofi goldsmith

I AM THE ALPHA

I AM BIRTH
PURITY & ORDER
I AM THE
PRISTINE
I AM MAN

I AM THE HYBRID

I AM IN FLUX
I AM NOT I
I AM THE
HALFLING

I AM THE OMEGA

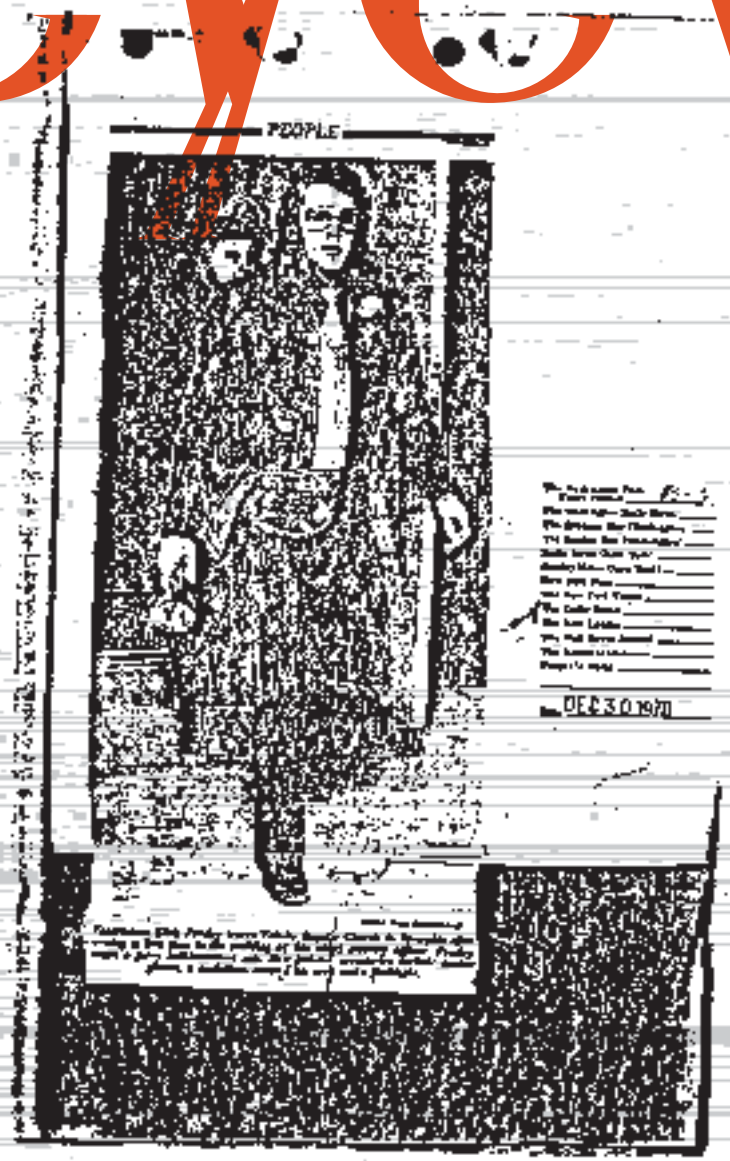
I AM CORRUPTION
DISEASE &
CHAOS
I AM THE HEART
OF EVIL
I AM THE BEAST

BEAST
[METAMORPHOSIS]
THE PURIFIED.ORG

BEAST

earw**orm: „A tune or melo**dy which infects a population rapidly."
a hit song. (Such as: „Don't Worry, Be Happy".) (f. German, ohrwurm=earworm.)
eyeworm: **„A picture or style which infects a population rapidly."**
(Such as: „Grunge".) **(f. German, augenwurm=eyeworm.)**

eyeworm



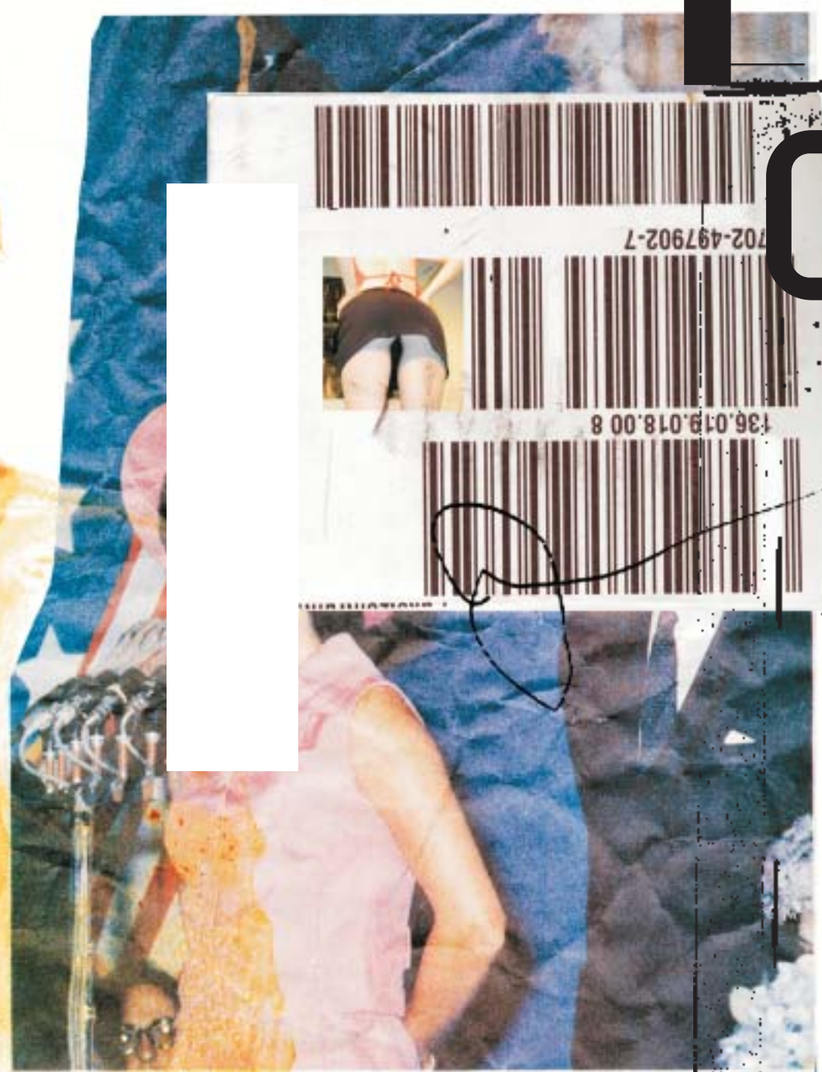
Ain't that a kick in the head!

PRESTIGE

SUCKERS

THE BEAST HAS ARISEN
ALL SINS ARE FORGIVEN
YEAH IN THE BELLY OF THE BEAST
I SHALL BE RELEASED

HOT POTATOOTIE



My head used to swim
from the perfume I
smelled.
My hands kind of
fumbled with her white
plastic belt.
I'd taste her baby pink
lipstick,
and that's when I'd melt
And she'd whisper in my ear tonight
she really was mine.
Get back in front, put some hair oil
on.
Buddy Holly was singing his very last song,
With your arms around your girl you'd try to sing along.
It felt pretty good. Woo You really had a good time.
Hot patootie, bless my soul, I really love that rock'n roll.

It felt pretty good. Woo
You really had a good
time.
Hot patootie, bless my
soul, I really love that
rock'n roll.

USED

More than 7.400 women were raped by men in the year 2000. Over 15.500 kids were forced to sexual activities with adults.*

*statistics by the german police (BKA)

BOSSANOVA

you can't say no to the beauty and the
BEAST

[illegible]g

something' [illegible] the key
there's sl[illegible]ter in the ai[illegible]
protest on [illegible] wind
someone else inside me
someone could get skinned, how?
my-my
someone fetch a priest
you can't say no to the beauty and the beast
darling

my-my
you can't say no to the beauty and the beast
(liebling)
my-my
you can't say no to the beauty and the beast

i wanted to believe me
i wanted to be good
i wanted no distractions
like every good boy should

my-my

nothing will corrupt us
nothing will compete
thank god heaven left us
[illegible] our feet
[illegible]y
[illegible]ty a[illegible]east

[illegible] beauty [illegible] the
[illegible]an[illegible]uty and the beast
[illegible]g

my-my
my
my-my
my

[illegible]rds and music by d[illegible]d bowie.

6east me, 6a6v

JASPER JOHNS
Three Flags, 1958
Whitney Museum of American Art, New York
© VG Bild Kunst, Bonn 1997

DEAR MR. THS,
I SAW YOUR WORK TODAY AT THE GONZO GALLERY IN LAS VEGAS. YOUR WORK SUCKS. I HATE IT! GIVE UP! THIS IS NOT ART. YOU ARE NUTS. SICKO! I SEND YOU A POSTCARD WITH MY FLAGS. THIS IS ART. NOT YOUR SHIT. VISIT ME IN CHICAGO. THEN I SHOW YOU WHAT ART IS.
SINCERLY
Jasper Johns

ETHS 3
THOMAS SCHUSTER
DINNENDAHLSTR. 18
GERMANY
45136 ESSEN

You were somewhere in Spain and I wanted to visit you by car. As I reached the suburbs of an unknown town I became aware of the fact that I had lost my way and had no idea where to go. I called you up to get a route-description and you said: Take the R4 to Paris over Sevillaand then to... I drove on, didn't find the R4 and called you again. You became angry, said I should stay away if i wasn't able to find the way on my own and that we wouldn't have enough time for us anyway. I agreed because I had no sleeping-bag.
Bottles rattled in the car and I drove through this foreign city with tears in my eyes and accidentally on the wrong lane of the autobahn. The marks were red and glistened because of the tears.
Without giving me the opportunity to say a word, the police stopped me and made me pay 350 DM. I tried to defense myself and explained that I was jobless and had no money. In consequence they started to search my car for drugs. Test for alcohol. I adressed to the policewoman that hold me to keep me from fleeing and tried to convince her that she should have mercy because my boyfirend had just split up, but she had not. Instead I had the impression that she didn't even listen. She said: "that happens every day, we can't care for that, especially not if you're jobless." I kept quiet. "Your crime is unforgivable." I kept quiet and cars passsed by at high speed.
An awful dream and I'm glad that I'm awake and can drink coffee.

Du warst irgendwo in Spanien und ich wollte mit dem Auto zu dir fahren. Ich war schon auf dem Stadtring einer mir unbekannten und fernen Stadt, als ich bemerkte, dass ich ja gar nicht weiss, wie ich fahren muss. Ich habe dich angerufen, damit du mir eine Wegbeschreibung gibst. Du sagtest: erst auf die R4, dann Richtung Paris und über Sevilla nach....Ich fuhr weiter, fand die R4 aber nicht und rief dich noch mal an. Da sagtest du wütend, dass ich wegbleiben sollte, weil ich den Weg nicht alleine finde und wir auch nicht genug Zeit für uns hätten.

Und ich sagte, Ja, ich verstehe, ich habe auch gar keinen Schlafsack. Im Auto klapperten Flaschen und ich fuhr mit Tränen in den Augen durch diese fremde Stadt, habe nicht gemerkt, dass ich falsch auf eine Autobahn auffuhr. Die Richtungsmarkierungen waren in rot auf die Strasse gemalt und glänzten leuchtend durch die Tränen in meinen Augen.

Die Polizei hat mich gestoppt und ohne mich zu Wort kommen zu lassen, 350 DM von mir gefordert. Ich wehrte mich, sagte, dass ich arbeitslos sei und das Geld nicht hätte, daraufhin haben sie das Auto zerlegt und nach Drogen gesucht. Ich musste blasen. Der Polizistin, die aussah wie die Tramperin, die ich gestern mitgenommen habe, sagte ich, während sie mich festhielt, damit ich nicht abhauen konnte, dass man Verständis haben müsste mit mir, da mein Freund gerade Schluss gemacht habe. Verständnis hatte sich nicht, auch hatte ich den Eindruck, dass sie mir nicht zuhört.

Sie sagte: "das passiert tagtäglich, darauf könne man keine Rücksicht nehmen, erst recht nicht bei einer Arbeitslosen." Ich schwieg.

"ihr Verbrechen ist untragbar."

Ich schwieg und Autos rasten an mir vorbei.

furchtbarer Traum, bin froh, dass ich jetzt wach bin und Kaffee trinken kann.

Schluss, Ende und Aus

geöffnet Mittwoch

SEVEN

SUCCESS IS REALITY

a Nonfiction

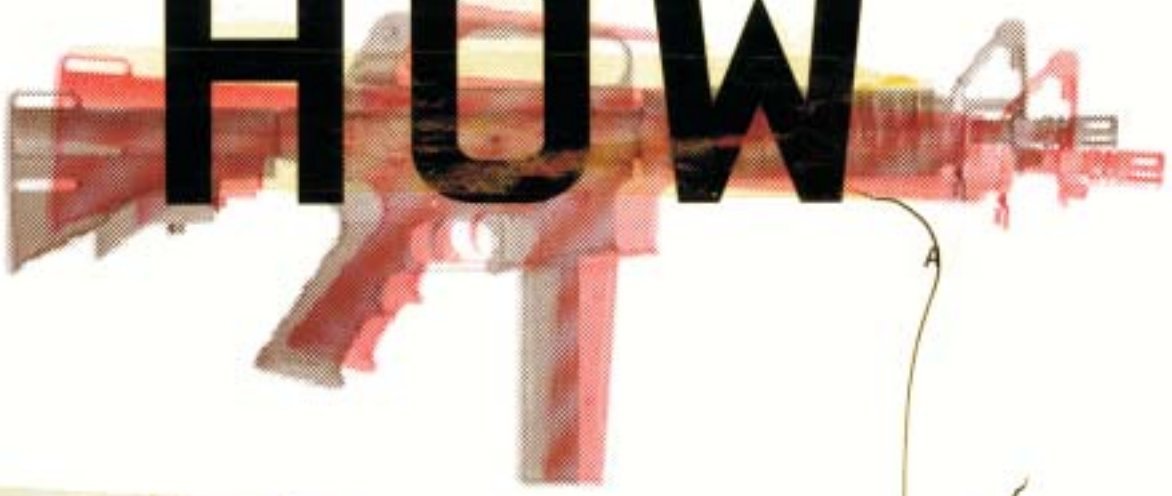
September 2004

This 6 month human fetus is between one-half and one-third its actual size. Body is now more proportionate to head. Photography by F.W. Schmidt.

Our children inherit more than our genes, but beliefs and mistakes. What choice will you inherit? What inherent choice will you choose?

SIN vs. SUCCESS

HOW



A

How are ya fixed for moonlight? How are ya fixed for stars? How are you fixed for kissin' ? While we listen to soft guitars?
How are ya fixed for someone to watch the rain with? To stroll down the lane with For someone to just go a little insane with?

B

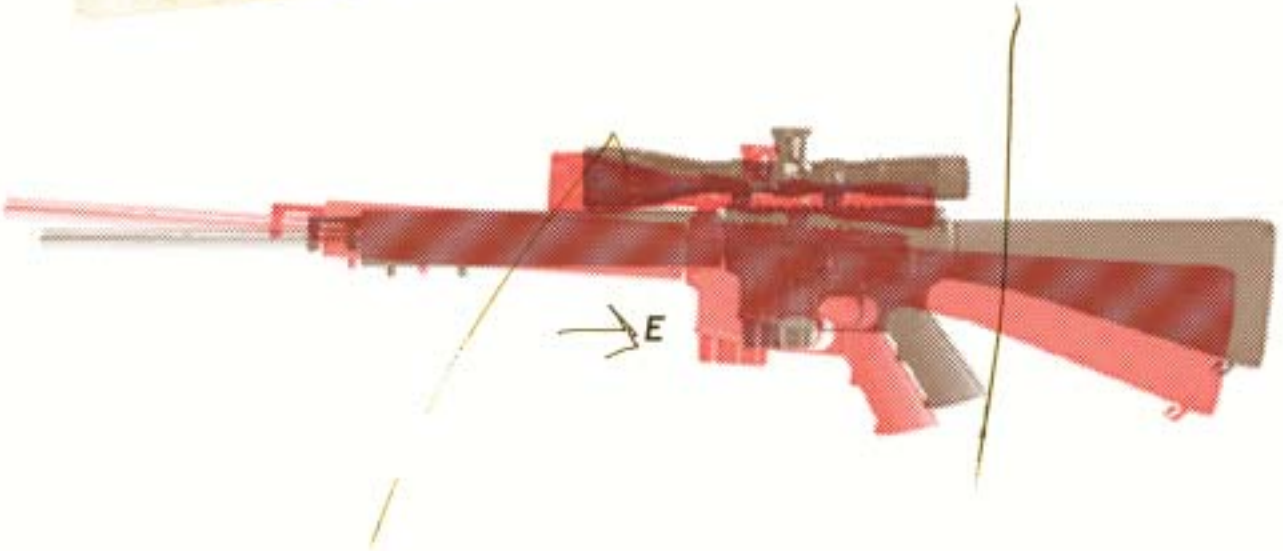
How are you fixed for mem'ries? Mem'ries that shine so bright? If we let fancy take us. We could make us a few tonight
How are ya fixed for someone who'll fit your arms like a glove? Hey, tell me, baby, how are you fixed for love?

C

You make me feel so young

HOW ARE YOU FIXED FOR LOVE

How are ya fixed for kissin' while we dig those wild guitars? How are ya fixed for someone to sit and tan with ?
To worry and plan with ? For someone to dine right from out of a can with?



How are ya fixed for mem'ries. mem'ries th[illegible] brigh[illegible] we let Cupid rack up. we could knock us a few tonight
How are ya fixed for someone who'll fit your a[illegible] love [illegible] tell me. baby how are you fixed for
Tell me baby. how are you fixed for. Tell me. baby [illegible] fixed for love?

WOTH

You Make Me Feel So Young

BEAST

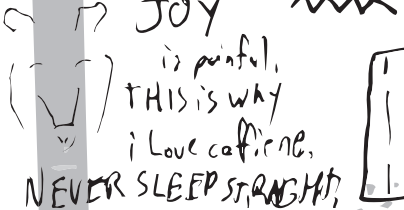
: THE MOST IMPOSSIBLE are always the best ideas.

INK WILL NEVER SMUDGE WHEN YOU DO NOT NEED IT TO.

NEVER REQUIRED TO USE ALL PAPER SPACE

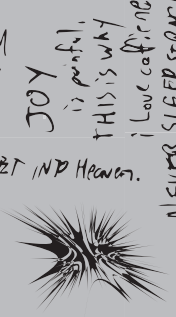
THIS IS NOT POURING. THIS IS NOT SQUEEZING.
THIS IS WHATEVER HAPPENS, STAY AWAY FROM PRETENTIOUS ART SPEAK. LOVE REALITY. FANTASY IS ALWAYS WORSE.
NEVER FEAR ANYTHING AND YOU WILL GET INTO HEAVEN.

JOY is painful, THIS is why i Love caffine, NEVER SLEEP STRAIGHT.



cardboard box
damaged
beast within
breaking (broken) out

Natural Damage:
the Creative Process

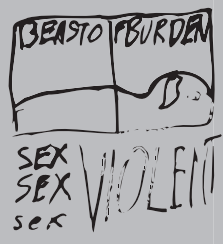


JOY is painful, THIS is why i Love caffine, NEVER SLEEP STRAIGHT.

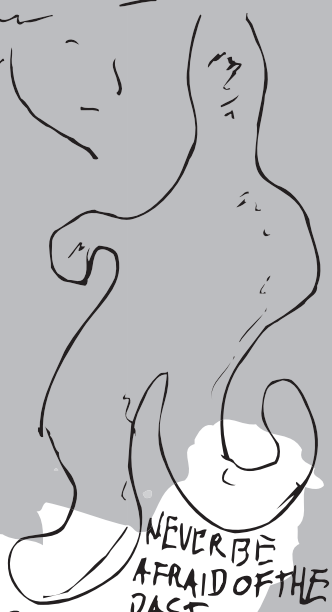
WHITE SPACE needs to be a shape of its own before it can exist in isolation.

MISTAKES are a fork in the road.

Keep moving, but do not discard.



NEVER BE AFRAID OF SOMETHING THAT LOOKS LIKE SOMETHING ELSE.



NEVER BE AFRAID OF THE PAST
BUT ALWAYS GRASP THE FUTURE

LINES are not a coloring book, they are a map.

I NEED A NEW DRUG besides black and white.

specimen

scopicmisra

FEMININITY is the most violent of all.

INSTINCT is always on your side.

CORNERS should be treated as endpoints not the beginning. Circles only have the pseudo-illusion of

WHY DOES THE FUTURE ALWAYS SEEM SO PAINFULLY HAZY?
EXPERIMENT WITH DEPTH.
NO. REAL Depth.
IF YOU NEED TO, force yourself to complete the page.
BUT I DO NOT NEED TO.
SHAPES ARE VENUS, LINES ARE MARS.
NEVER QUOTE OTHERS, especially musicians.
WHAT is the appropriate forum for strong opinion?
WHAT separates geekdom from coolness?
What separates elite from running scared?

YOU ARE NEVER SPENT.

NEVER LEAVE the end empty or full.

THE END OF THE PAGE IS NEVER THE END

parti

Hase & Gott

Der Hase sitzt freudestrahlend im Schaukelstuhl. Hereinkommt Gott verkleidet als Tod und will dem Hasen das Fell bürsten. Bürsten mochte der Hase noch nie und jetzt erst recht nicht, wo der Tod ihm das Fell bürstet. Dem Hasen fällt auf, dass er dem Tod nicht einmal was zu trinken anbieten kann, auch keineSitzgelegenheit, hat ja nur den Schaukelstuhl, doch das Freudestrahlen ist ihm vergangen. Der Tod hat jetzt auch genug vom Fellbürsten und sagt zumHasen: Dein Fell ist hübsch und glatt und der Hase denkt, dann geh doch bitte gleich wieder, doch er sagt das nicht, weil er schließlich den Tod vor Augen und in seinem Einzimmerapartement hat, und der ist ja dann doch wirklich ne Respektsperson und bietet dem seinen einzigen Schaukelstuhl an. Gott kann sich in seiner albernen Verkleidung wegen der Sense gar nicht setzen ohne was kaputt zu machen und zieht sich aus. Als Gott dann nackt ist, merkt auch der Hase, daß das gar nicht der Tod war, der da reinkam, sondern nur ein alter Mann, der splitterfasernackt im Schaukelstuhl hockt, die Knie anzieht und schüchtern die Hände auf seine Fußzehen legt, weil die Nägel ungeschnitten sind. Gott fängt dann an, ein paar Geschichten aus dem Leben zu erzählen und der Hase spitzt seine Ohren.

DO YOU LIKE YOUR JOB?

UND

MY LIFE WILL BE LIV ED FOR T HE

THR

ILLS!

BEAST