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money

In our daily lives, we are surrounded by branded products. Yet it is only the producers of brands who conduct the medial discourse on them. Why is that? One reason is that the depiction of brands in the media carries a price tag. In a movie, logos will be discreetly excluded from the frame— unless the company pays for product placement. Consequently, a product appears only in the context agreed upon by its manufacturer.



heinz ketchup



shell gas station

control

In the genre of commercials, it is even more clear that the reflection of products is controlled entirely by manufacturers. They specify the meanings of the things which shape our daily lives.



schneider beer

independent

We would like to use the project "Unauthorized Commercials" to formulate an independent, visual discourse on products, with regard both to the effects of products on our daily life and to how we interact with products.



gorbatschow vodka



disco supermarket



whiskas cat food

unsolicited

"Unauthorized Commercials" are ad spots for well-known brands, created without permission. They are an artistic confrontation with ad spots as a genre.



sony entertainment electronics



chanel fashion

in use

Unlike conventional advertising, brands are shown in their everyday use. Logos and products are depicted just as they are used in daily life.



o.b. tampons

dirt

In general, commercials seek to show the product without the “dirt of usage”
The project "Unauthorized Commercials" is about just this sort of dirt. It has less to do with a critical discourse than with the desire to reflect experienced reality.



volvic table water



mcdonalds 'fast food



joop fashion

exhibition

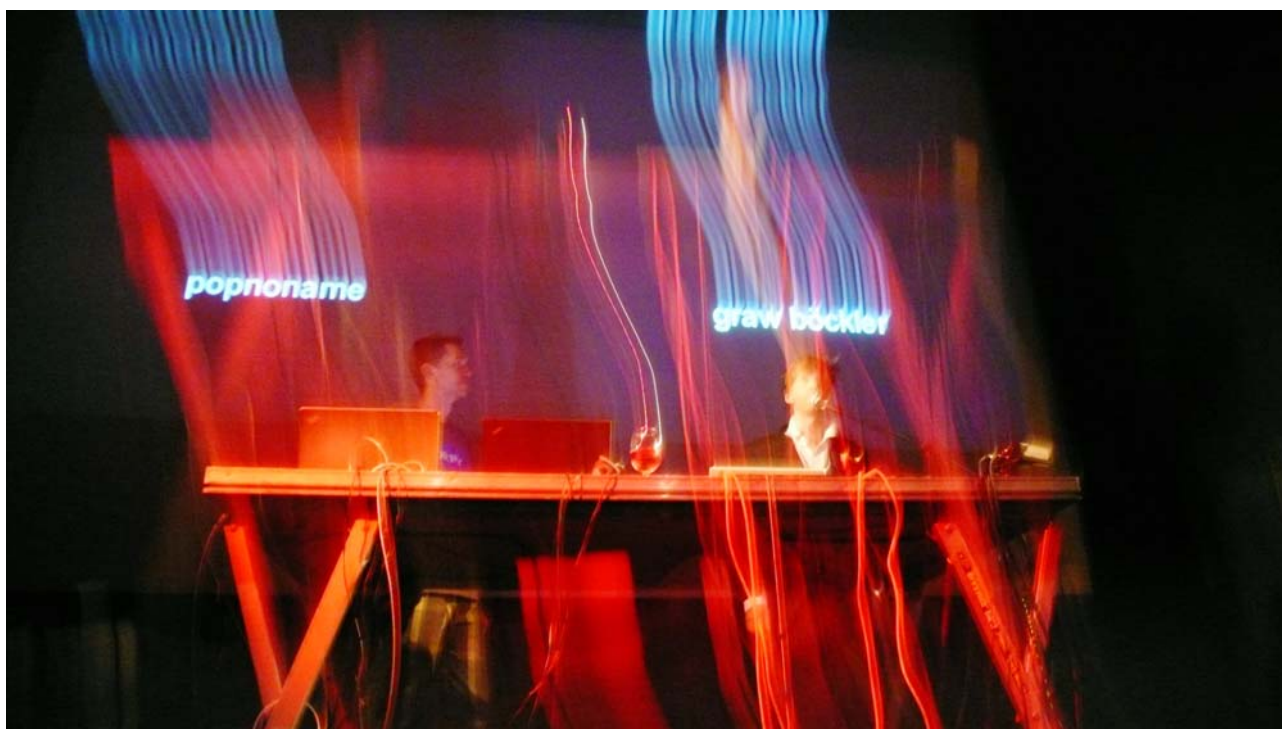
"Unauthorized Commercials" are compiled thematically and presented as a 2-channel video installation.



*installation "unauthorized commercials"
"raum fuer projektion" kyoto bar, cologne*

live

Live on stage: popnoname sings and performs electronic music with a 2-channel video projection of "Unauthorized Commercials" - mixed by Graw Böckler.



popnoname and graw böckler live at "passos manuel", oporto

preview

The trailer for the audio-visual program, which is approximately one hour in length, is available as HD video at: www.grawboeckler.de - Those without a fast connection to the Internet may order a preview DVD at: grawboeckler@gmx.de or call +49(0)177-1975216



Starting November 11th, 2008, a new "Unauthorized Commercial " will be presented each week on the Internet. The clips will be integrated into the websites www.grawbockler.de and www.popnoname.de



caras magazine
web release: 17th of February 2009

web realease dates

11.11.08	pabst	17.03.09	canon
18.11.08	gorbatschow I	24.03.09	chevrolet
25.11.08	bmw mercedes	31.03.09	joop
02.12.08	mcdonalds	07.04.09	o.b.
09.12.08	nordsee	14.04.09	budget
16.12.08	new balance	21.04.09	shell & alitalia
23.12.08	marlboro	28.04.09	absolut
30.12.08	gorbatschow II	05.05.09	brukman & a.y.not dead
06.01.09	adidas	12.05.09	lumix
13.01.09	vw	19.05.09	fisherman's friend
20.01.09	casio dolce & gabbana	26.05.09	sony
27.01.09	heinz	02.06.09	disco
03.02.09	schneider	09.06.09	autan
10.02.09	ford	16.06.09	philadelphia
17.02.09	shell & caras	23.06.09	motorola
24.02.09	volvic	30.06.09	colgate
03.03.09	whiskas	07.07.09	yogurissimo
10.03.09	chanel	14.07.09	duracell

graw böckler

"Unauthorized Commercials" is a Graw Böckler project. Graw Böckler (Ursula Böckler and Georg Graw) work in the media of video and photography and run the "Raum für Projektion." Photos, videos, and more information are available at: www.grawboeckler.de



duplo chocolate bar (starring franziska wegner & ursula böckler)

popnoname

The soundtrack for "Unauthorized Commercials" is produced by the musician and composer popnoname. Current discography, pictures and information about popnoname (Jens Uwe Beyer) are available at: www.popnoname.de



canon cameras (starring lena böhm & jens uwe beyer)

guests

Some of the clips feature guest musicians. The soundtrack to "adidas" is by Donna Regina, and the music for "duracell" was produced by John Harten.



duracell (music: john harten)

graw böckler

ursula böckler & georg graw
luetticherstrasse 68
d-50674 koeln

e-mail: grawboeckler@gmx.de

tel. +49(0)221-124100
cellular +49(0)177-1981241 (ursula)
cellular +49(0)177-1975216 (georg)



sundance sun lotion (starring georg graw)

Translation
Ramsey Arnaoot and Benjamin Letzler

Thank you!