

SNUGGLES NEW MEDIA COLLECTIVE TO RELEASE FREE SPEECH FOR SALE COMPILATION CD
USING REVERSE SHOPLIFTING DISTRIBUTION MODEL BEGINNING in July, 2003
"Free Speech For Sale" at www.freespeechforsale.com

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LAKEWOOD, OH, July 21, 2003 A group of experimental audio artists who call themselves Snuggles has collaborated over the Internet to compile Free Speech For Sale, an audio collage art-response to the oversaturation of corporate advertising within the mass media. Copies of the entire CD are available from www.freespeechforsale.com. All costs for production, replication, and shipping were paid for by the artists involved.

Advertising is a pervasive and powerful force throughout mass media. Corporate media outlets are often hesitant to air content that is critical of their corporate sponsors, even in jest. But from Warhol's soup cans to sampling sound bites, there has been a long tradition of artwork that comments on advertising. Today, in these post-Napster days of co-branding, copy-protected CDs, and cola advertising in schools, every music venue, sporting event, instant replay, pop-up window, and stock tip has been renamed to bear its corporate sponsor's logo more prominently. So it should come as no surprise that there is a growing art movement inspired to comment on advertising's looming presence within our lives, even while the legitimate outlets for expressing such ideas are quickly being taken away from them.

On the Free Speech For Sale CD, the advertising medium is the message, and vice versa. It consists of 33 tracks that re-edit and re-contextualize sampled speech and background music previously featured in radio and television advertising campaigns. The artists recycled and reworked their selected materials to convey new messages that often detract from the original product pitches to offer new insight.

After the success of past projects: 'Droplift.org' and 'Dictionaraoke.org', the Snuggles "New Media Collective", as proclaimed by The Wire and Wired, is again challenging the Fair Use provision of the U.S. Copyright Law, which allows the use of copywritten works only in the clear case of parody or documentation.

"With this recent compilation, we want to show the public the harmlessness of appropriating samples from commercials: harmless because the samples will not advertise anything...though they may say something altogether different, it just won't be the message the advertiser intended us to hear." explains Every Man, member of FSFS contributors The Button and coordinator of the FSFS project.

"William S. Burroughs did it with real text in the 'Naked Lunch', Andy Warhol did this with his 'Brillo Box' sculpture and his '100 Soup Cans' painting, and we're doing the same thing in Free Speech For Sale with audio."

FSFS also challenges the IRMA's anti-piracy program for pressing plants, which is a prior restraint following the assumption that ANY uncleared samples are illegal, ignoring fair use & public domain.

For more information on the Free Speech For Sale project, visit <http://www.freespeechforsale.com> or contact Every Man at (216) 228-1248